

# 2017 WCO SURVEY

**Special Projects Committee**  
2018 Wisconsin Dells Symposium

# Motivation

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- A. Exchange ideas
- B. Better understand machine costs and efficiencies
- C. Identify trends and health of the industry

This report was gathered anonymously by the Wisconsin Custom Operator Board of Directors. This data may be outdated, and members are advised that this survey was not intended to determine the industry average of fees charged by custom operators. The survey was intended to improve the quality and consistency of services our members provide to clients and to raise industry standards among our members.

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## DISCLAIMER

# Rate survey committee

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Not pictured: Troy Meyer, Richie Magnuson

We'd like your feedback.

# Method

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## A. Online survey organized into five focus areas

1. General information
2. Rates for services
3. Employees & employee management
4. Client relations and marketing
5. Safety, incident reduction program participation & accidents

## B. Data held strictly anonymous

## C. Rate and wage data for the 2016 year

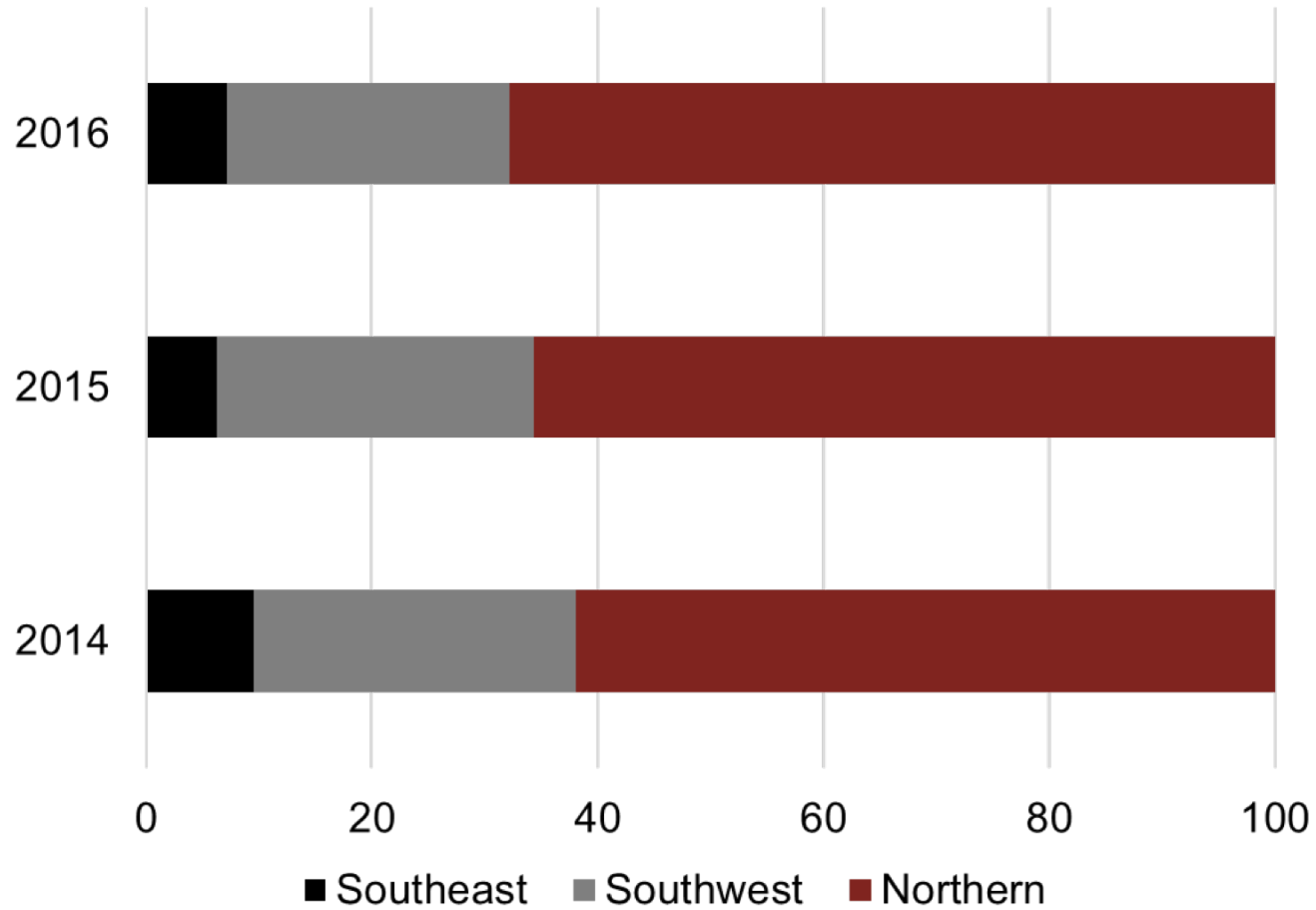
# Method

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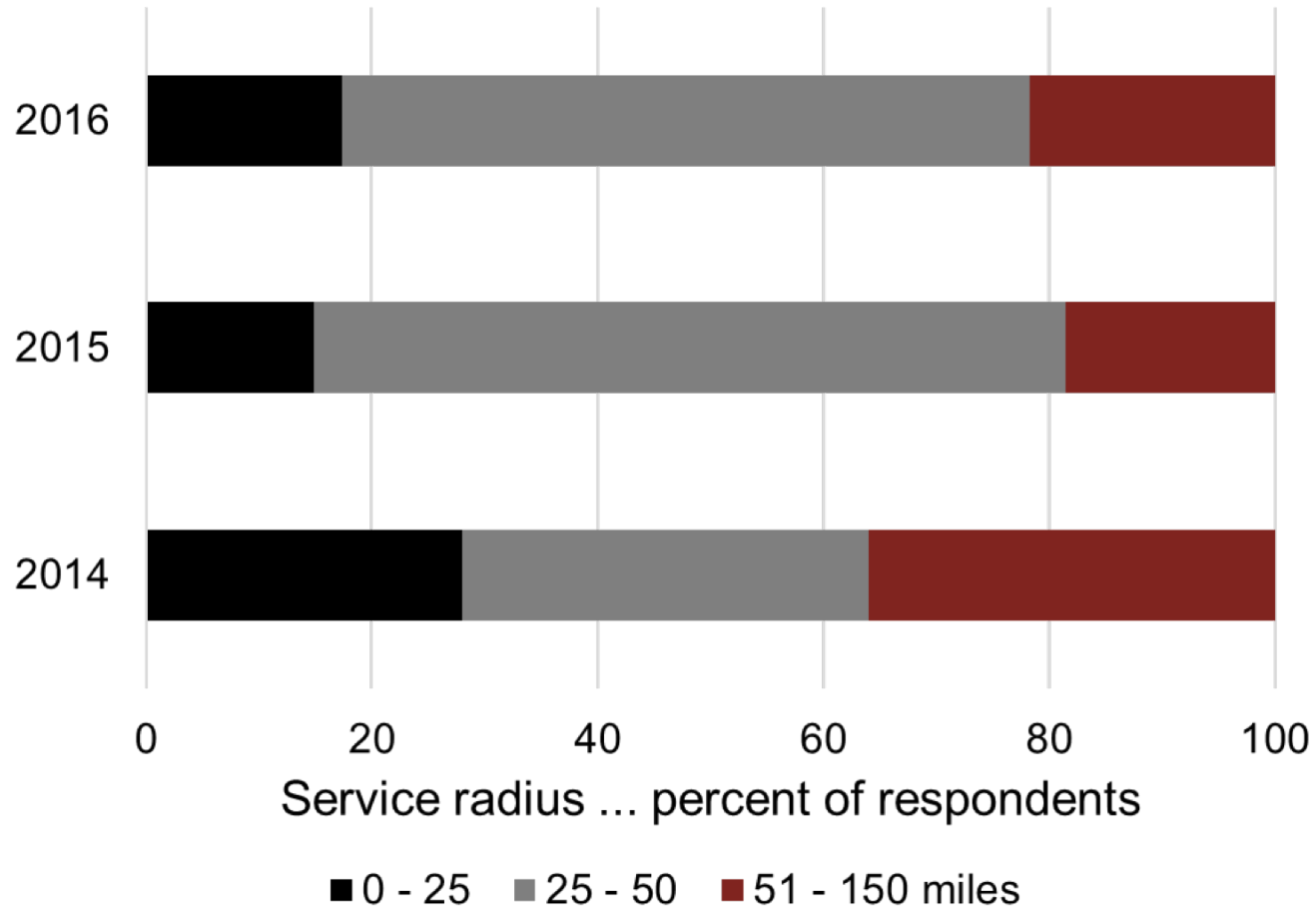
## D. Manure

1. General information
2. Rates for services
3. Employees & employee management
4. Client relations and marketing
5. Safety, incident reduction program participation & accidents

# Region

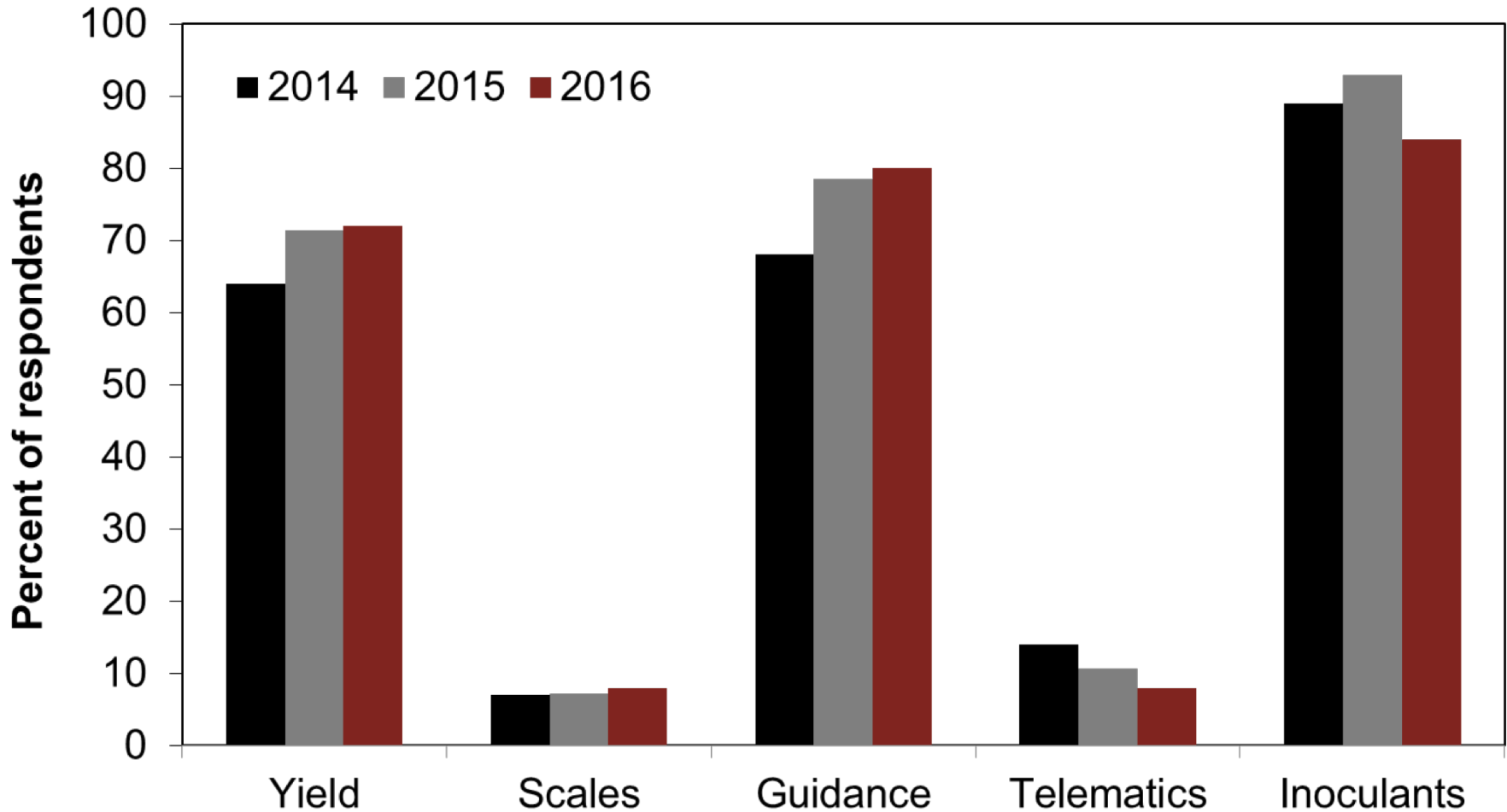


# Service area





# Technologies utilized



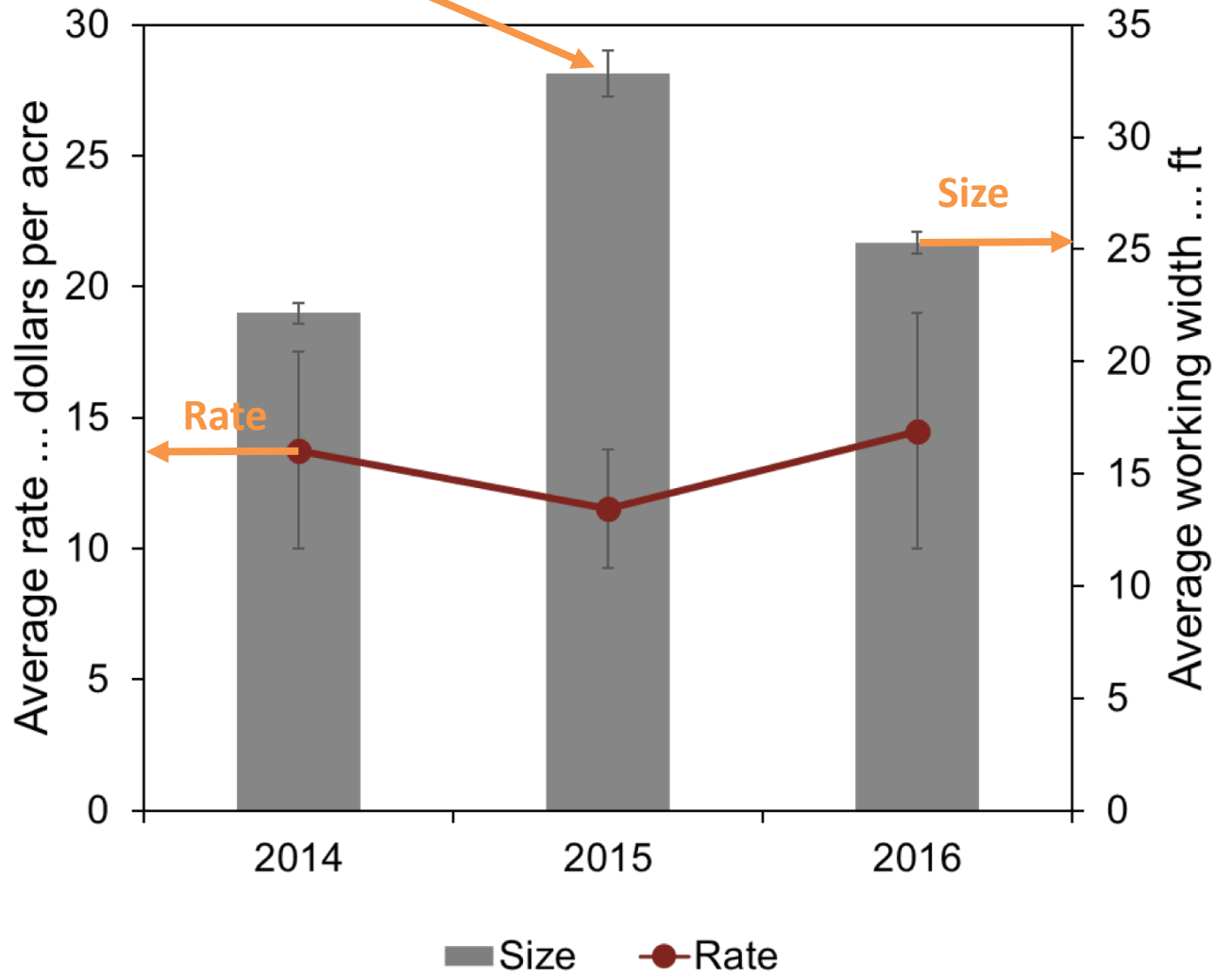
# Where's my data

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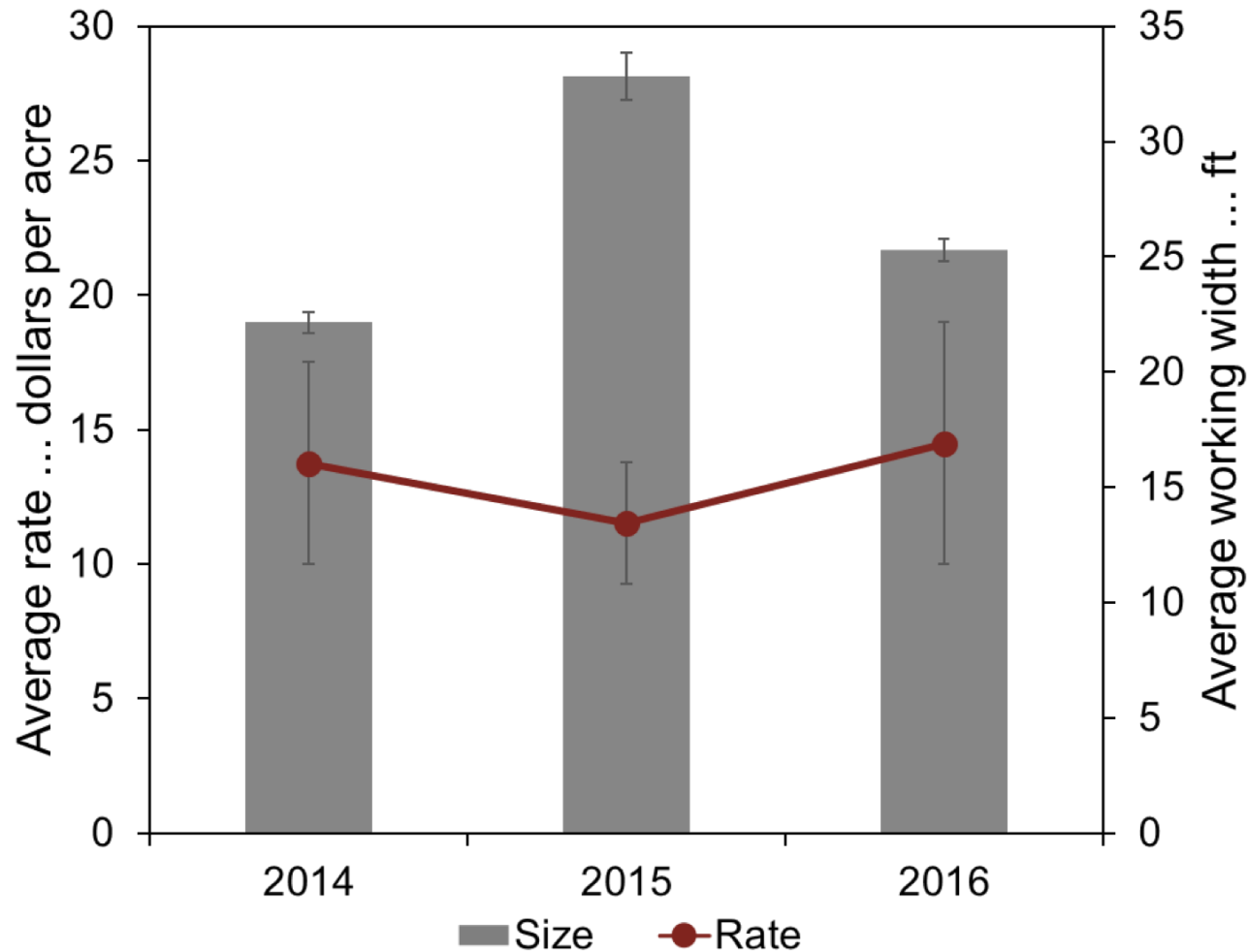
**Your data could have been omitted because ...**

- A. it was uniquely identifiable,
- B. it was determined to be an outlier,
- C. its units didn't match the prevailing response, or
- D. there were too few responses to aggregate.

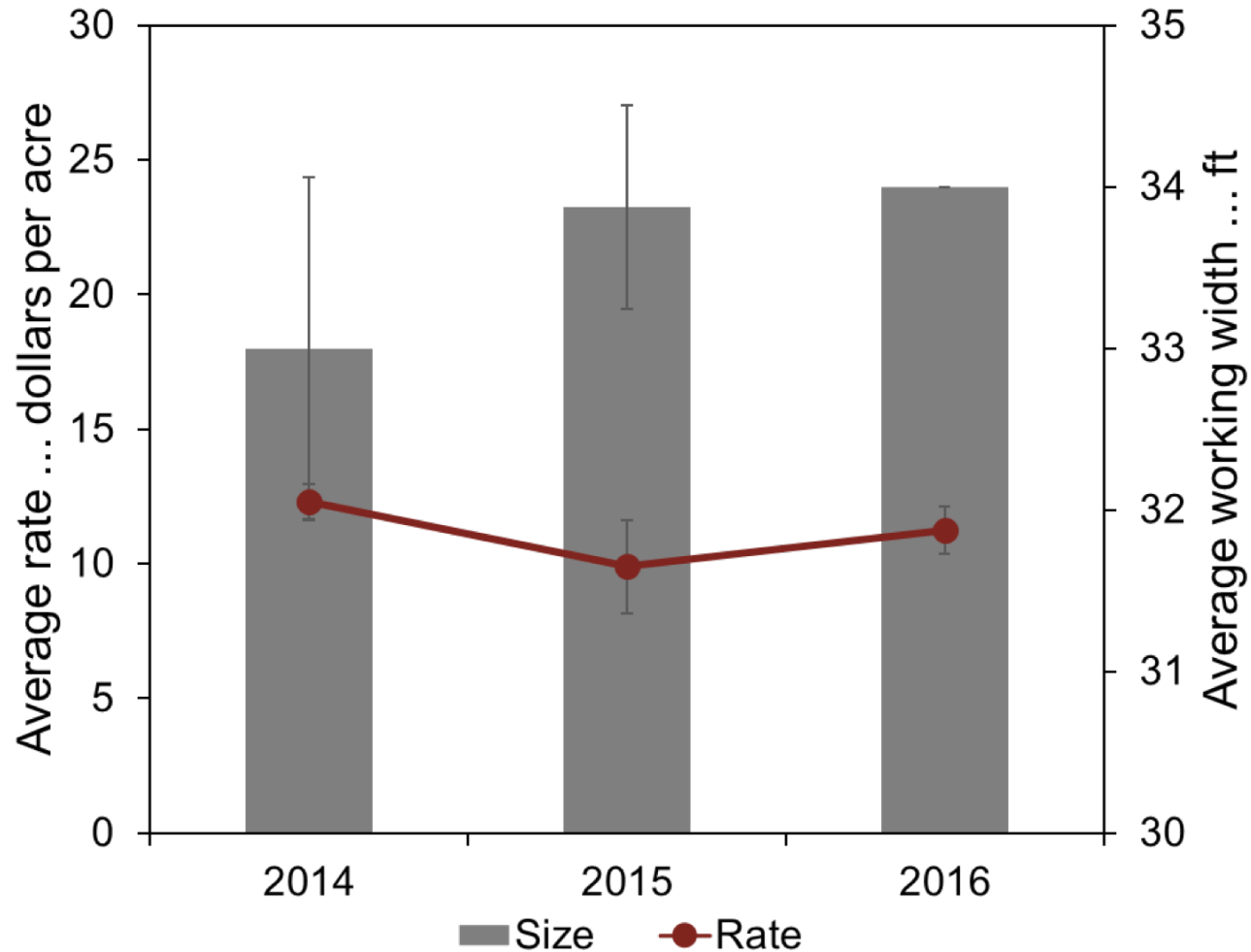
± 1 standard deviation



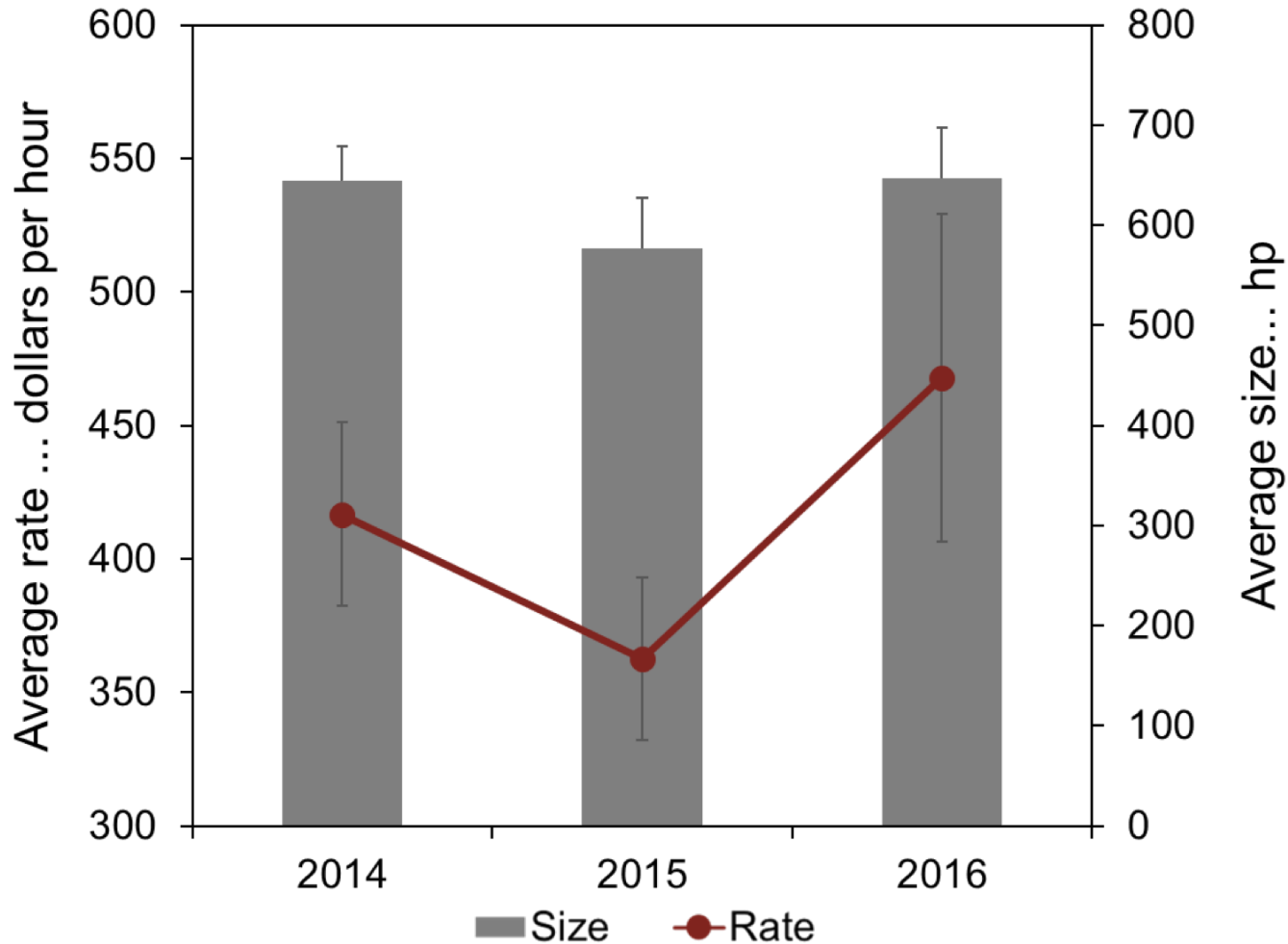
# Mowing and conditioning



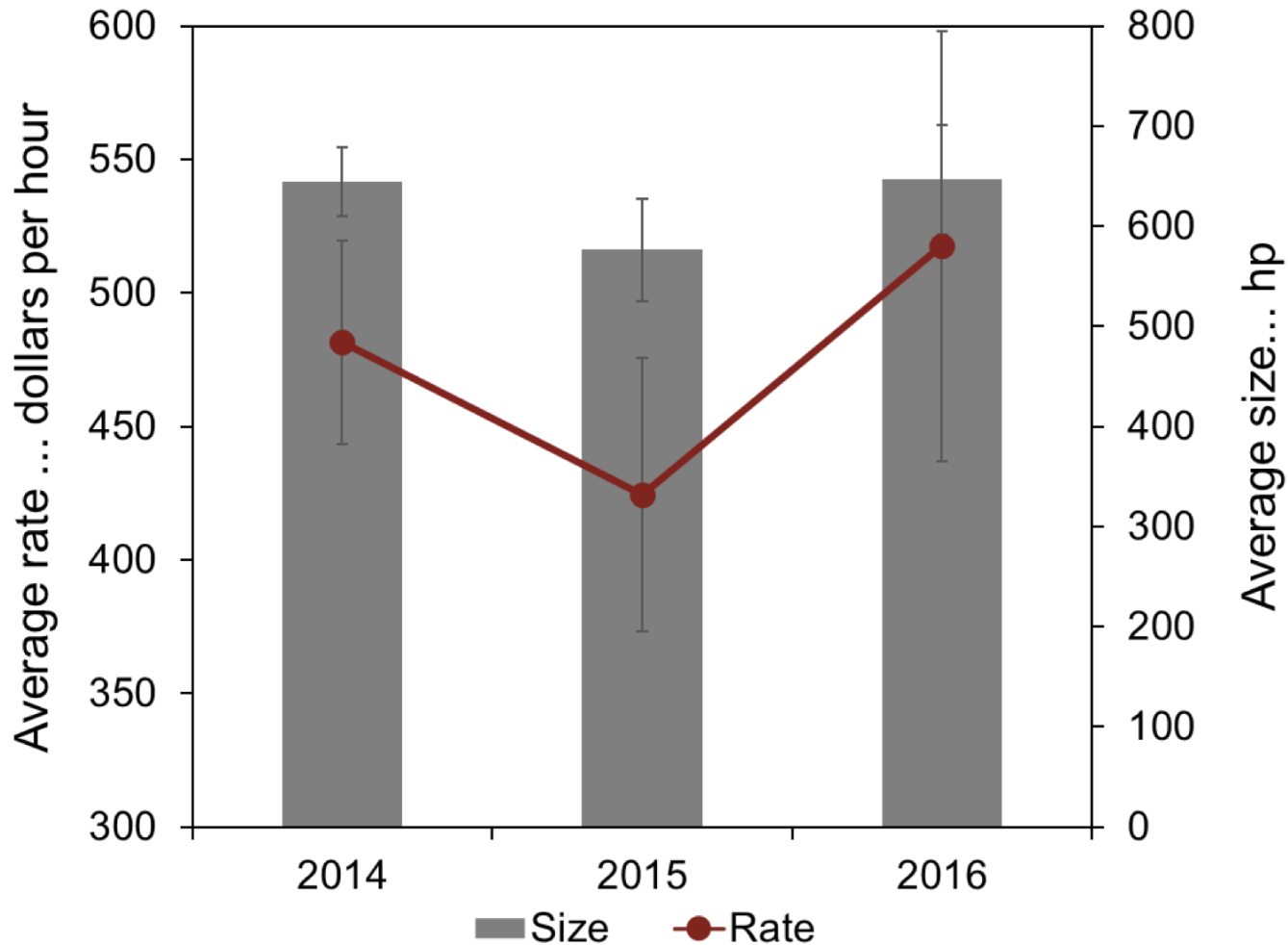
# Merging



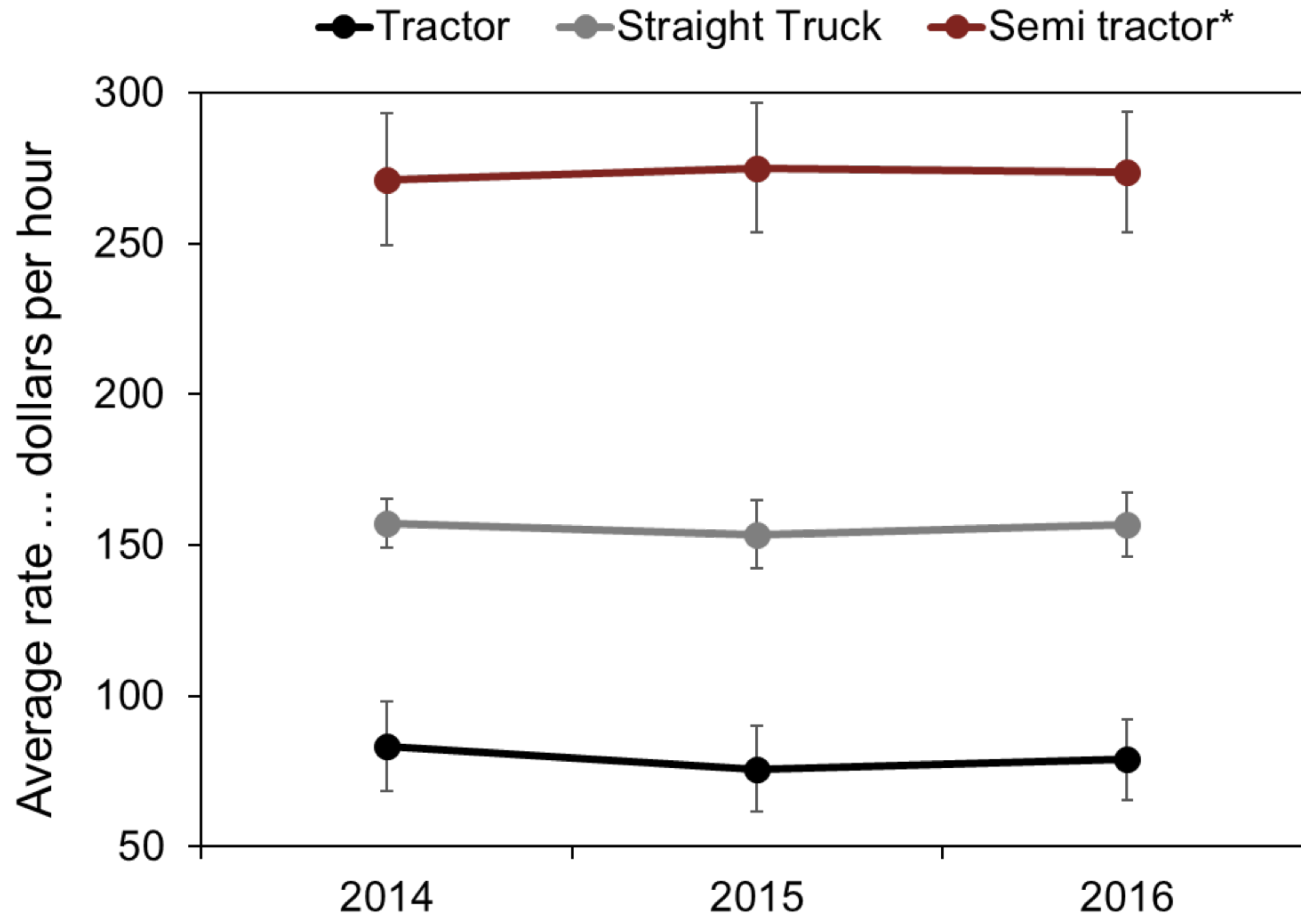
# Haylage



# Corn silage



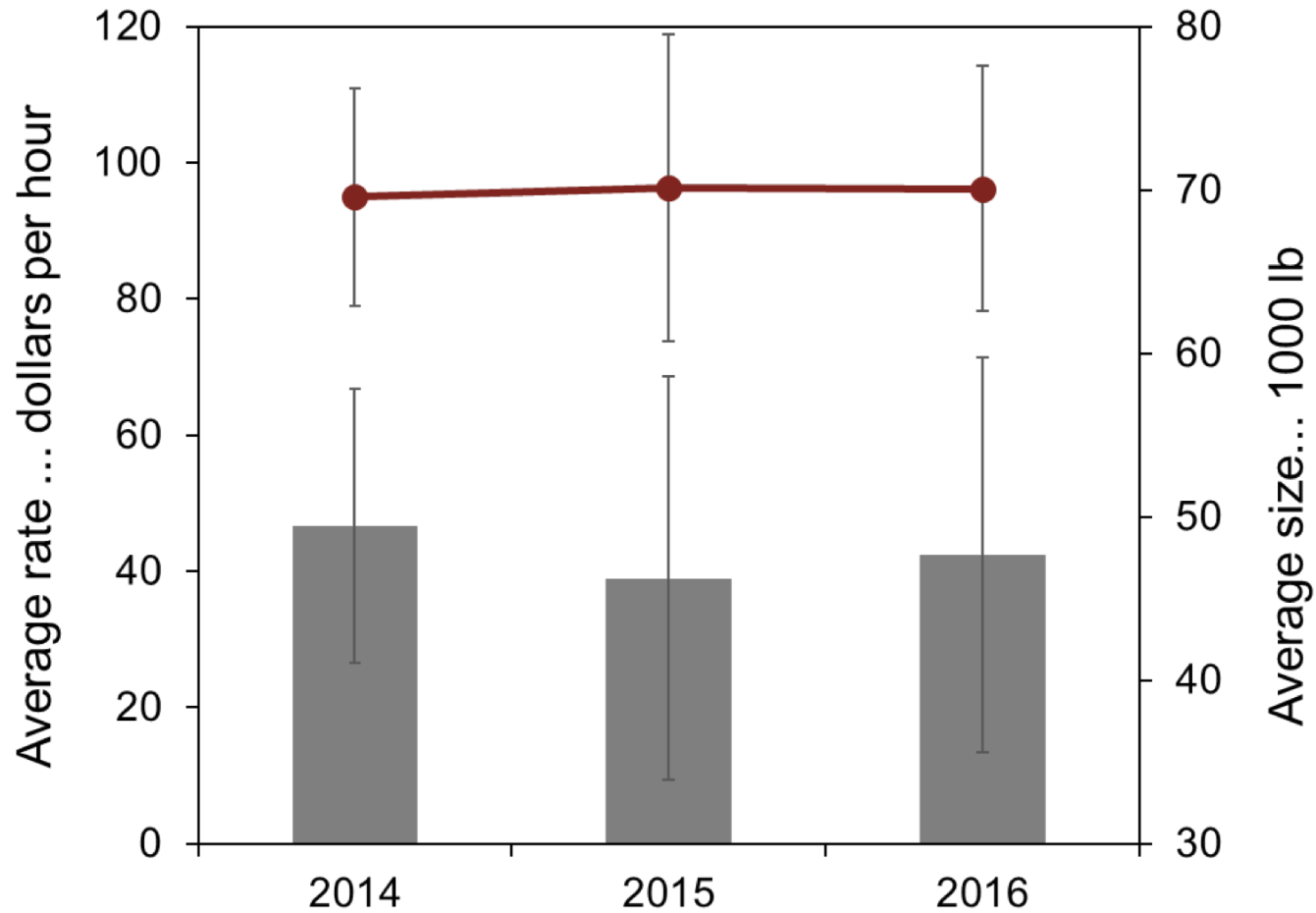
# Transportation



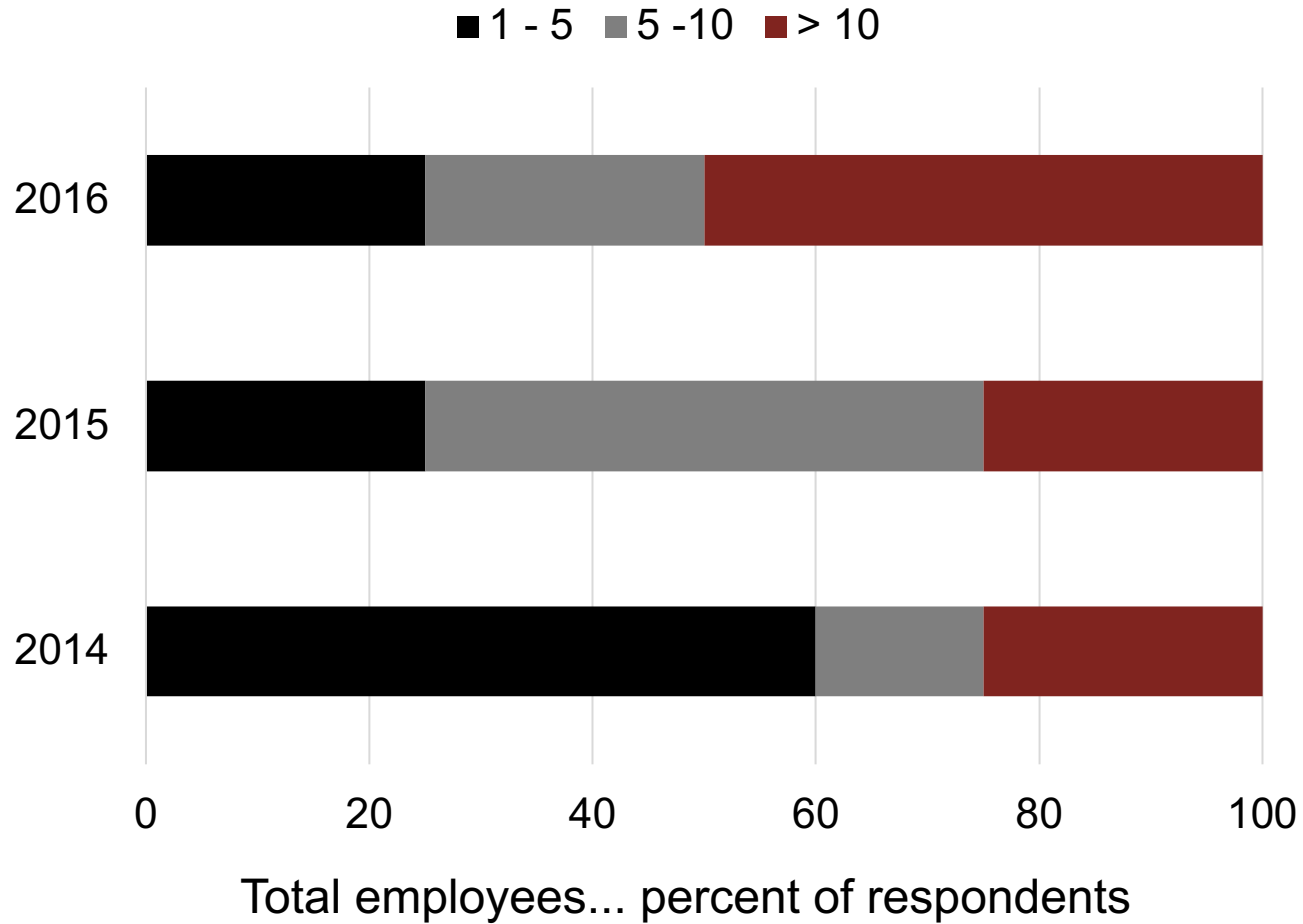
\* Fuel included in rate for semi tractor



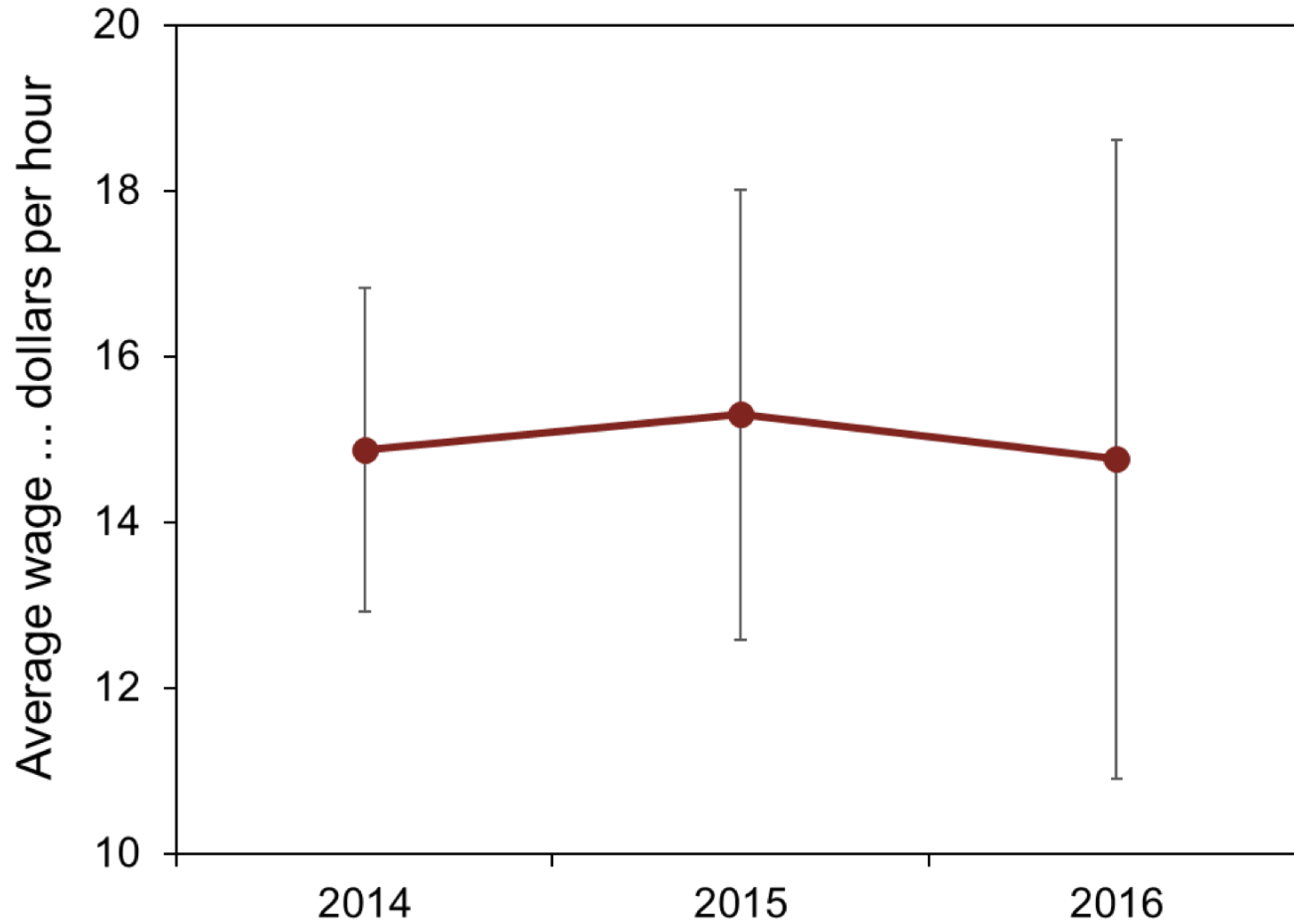
# Packing



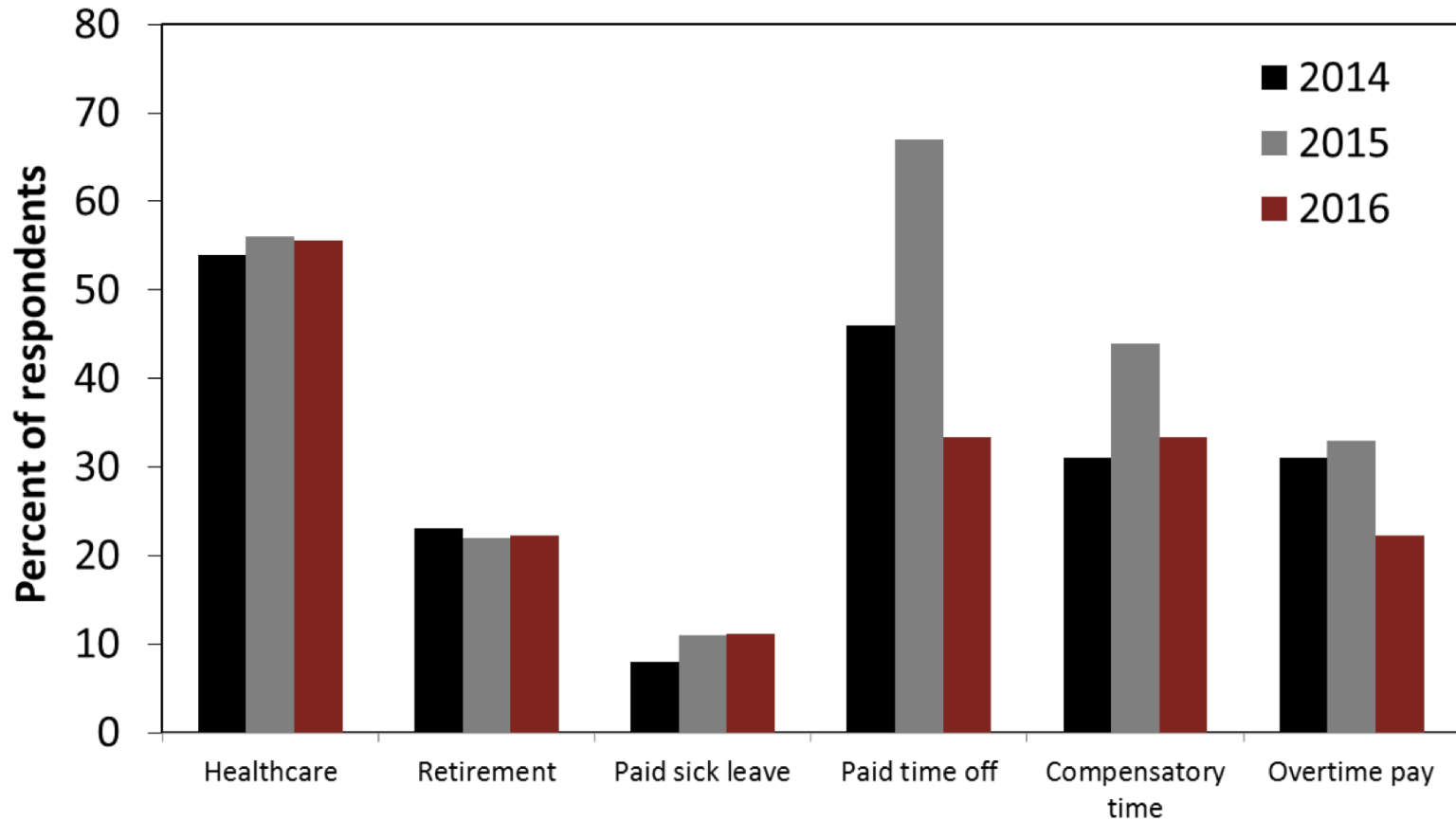
# Employees



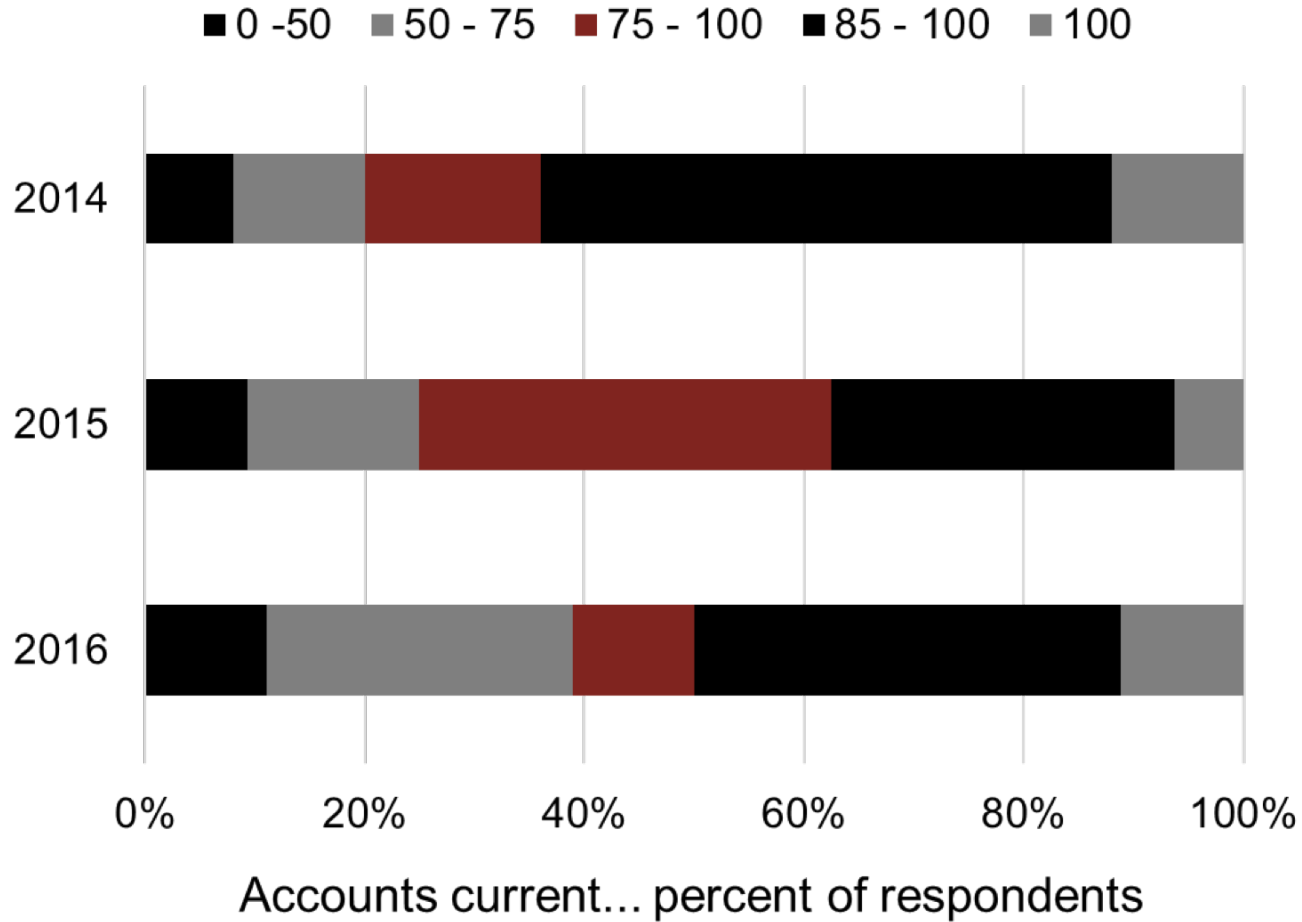
# Employee data



# Employee benefits



# Account status



# Summary

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- A. Overall – rates same to slightly higher for 2016 compared to 2015
- B. Technology – slow adoption of telematics
- C. Mergers – 34-ft merger becoming industry standard
- D. Packing – rates and tractor weight flat
- E. Forage harvesters – rates higher than 2015
- F. Transportation – rates flat

# Summary

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- G. Pay and benefits – were flat to down
- H. Larger firm sizes compared to 2015 & 2014
- I. Account status – similar to previous surveys