

Dairyman

AUGUST 2007



**SUCCESSFUL BEYOND
THE SHOW RING**



SWISS VALLEY GALS, *what's your personality?*

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Swiss Valley Farms, Co. will produce, distribute and sell value-added, quality products for our:

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Are you an analytical? Or perhaps an expressive? Maybe you're a dominant? If you want to learn more about what you are and how your style relates to other people's styles, then be sure to attend this fall's Swiss Valley Gals meetings.

Learning about the major personality styles will help you learn more about the way you react to life and how you interact with your husband, your children or the people you work with on and off the farm.

Jim Batman from Wizard's Workshop, LLC will be the speaker at all three meetings. He will help you determine what your personality style is and will tell you in a very humorous way how your style reacts and interacts with other people's styles.

Batman has presented this workshop to the Swiss Valley Young Cooperators as well as to the national YC group. A 20-year veteran of these workshops, he has presented to many corporations across the country, including the U.S. Air Force.

Everyone knows effective communications is important within families and in the workplace. Communication is improved by a better understanding of the different personality traits. You will find this an



JIM BATMAN

immensely entertaining meeting. You also will be enlightened and looking at your communication skills in a whole new light. You won't want to miss this meeting!

Any woman who is involved in a Swiss Valley Farms dairy operation is a Swiss Valley Gal and is invited to the meeting. Look over the schedule below and find your meeting and mark it on the calendar. In a few weeks, you will be receiving your postage-paid meeting reservation card in your milk check. Fill out the card and pop it back in the mail. Reserve your place at this fun, fall meeting!

2007 SWISS VALLEY GALS *meeting dates:*

- Tuesday, October 9** Country Junction Restaurant, Dyersville, IA
- Wednesday, October 10** Huckleberry's, Prairie du Chien, WI
- Thursday, October 11** Pickwick Mill Restaurant, Winona, MN

- Registration begins at 11:15 a.m.
- Lunch is served at 11:45 a.m.
- Speaker begins at 12:30 p.m.
- Adjournment is at 2 p.m.

SPOON ON THE GOODNESS

by ron schroder

At Swiss Valley Farms we have been making great tasting sour cream for many years. Sour cream is a versatile product that can be used in a variety of ways, from the topping on a baked potato to a dip for Mexican food. Sour cream is used in many recipes to add flavor and texture.

The national sour cream category represents about \$790 million annual sales through grocery stores and mass merchandisers. In addition, there is a significant amount of sales through foodservice providers. Last year national grocery store sales of sour cream grew 0.4%, largely due to the continuing popularity of Mexican food.

In order to meet the diverse demands of consumers and retailers,

our sour cream is currently available in 8 oz, 16 oz, 3 lb, 5 lb, 30 lb, and 40 lb containers.

In order to capture the continuing growth of sour cream sales, we are introducing a new 24 oz. size package of regular sour cream for grocery stores. Some competitors have been successful with a 24 oz. size without hurting the sales of their 16 oz. package.

A contemporary new design has been developed for our sour cream line. This eye-catching design will be rolled out on all of our sour cream products

as the inventory of old packaging is used up.

The new sour cream packaging will be featured in some coupon ads during the next several months. Shipments of the new product and packaging begin the first week of August. Watch for them at a store near you!



MEXICAN MANICOTTI

Number of servings: 8

Ingredients:

- | | |
|---|---|
| 1 lb Ground beef, browned | 1-8 oz box manicotti shells |
| 1 - 16 oz can refried beans (may substitute can of chili beans) | 2 1/2 cups of water |
| 2 1/2 tsp chili powder | 2 cups Swiss Valley Farms sour cream |
| 1 1/2 tsp oregano | 1 to 1 1/2 cups shredded Monterey Jack |
| 1-16 oz jar of picante sauce | 1/4 cup sliced onions and olives (optional) |

Directions:

In bowl, combine beef, chili powder, oregano and beans. Mix and spoon into the manicotti shells. Arrange these in a greased 9 x 13 pan. Mix water and picante sauce together and pour over shells. Cover and refrigerate all day or over night. Remove from fridge 30 minutes before baking. Place covered dish in oven and bake at 350° F for one hour. Spoon sour cream over top and sprinkle with shredded cheese 5 to 10 minutes before serving to allow cheese to melt. Garnish with onions and olives. Makes 8 servings. Can cut recipe in half and use a 9 x 9 pan for 4 servings.

REWARDING BEYOND AWARDS

by Karen Bohnert



Wyatt, Kelly and Maureen Lee spend the bulk of the summer showing their Registered Holstein & Brown Swiss cattle at various fairs throughout the Midwest.

Wisconsin summers find many teens heading to the nearest waterhole, mingling with their friends and relaxing. However, I found three teens who slave away during the hot and humid days...not because they have to, but because they want to. Maureen, 18; Kelly, 16 and Wyatt, 12 are just like any other teen...they too look forward to their summer breaks. However, these teens' excitement stems for the love of their dairy cattle and the love of showing 'em! From middle of June to the middle of November, these dairy teens take an

active role with tending to their cattle in every aspect. The three teenagers reign from young cooperative members Grant & Katie DeBruin from Johnson Creek, Wis.

In fact, these kids, who are far from that, young adults, were basically born under a cow. Their love for dairy cows, good ones that is, and showing 'em began at a very early age.

"Kelly purchased a calf for \$300 when she was just two," Katie said. "It's probably the best \$300 we've ever spent."

The \$300 heifer calf, Pavichs Jovo JandB of BFD, went home with

Kelly and easily paid her way at the DeBruin's dairy farm. She later on went Excellent-92%, had a 91% daughter and a 92% granddaughter. "We could possibly see four or five generations of Excellent with this cow family," Grant said. "The fourth generation, 'Charlie', is carrying a heifer calf and looks very promising."

Maureen's cow, Roulette Thor Pongo, E-90% has two daughters, 'Pipi,' who is Excellent-90% and 'Pooka' who is VG-89%. 'Pipi's' granddaughter is 'Paxton' and she was nominated Junior All American in 2006 as a spring calf and was reserve

Junior Champion of the Midwest National Spring Show this year. “She also won Junior Champion of our district show last month,” Katie explains. Pongo won several smaller shows when she was young and made a good milk record of 28,000 pounds of milk. Both of her daughters have made records over 30,000 pounds of milk.

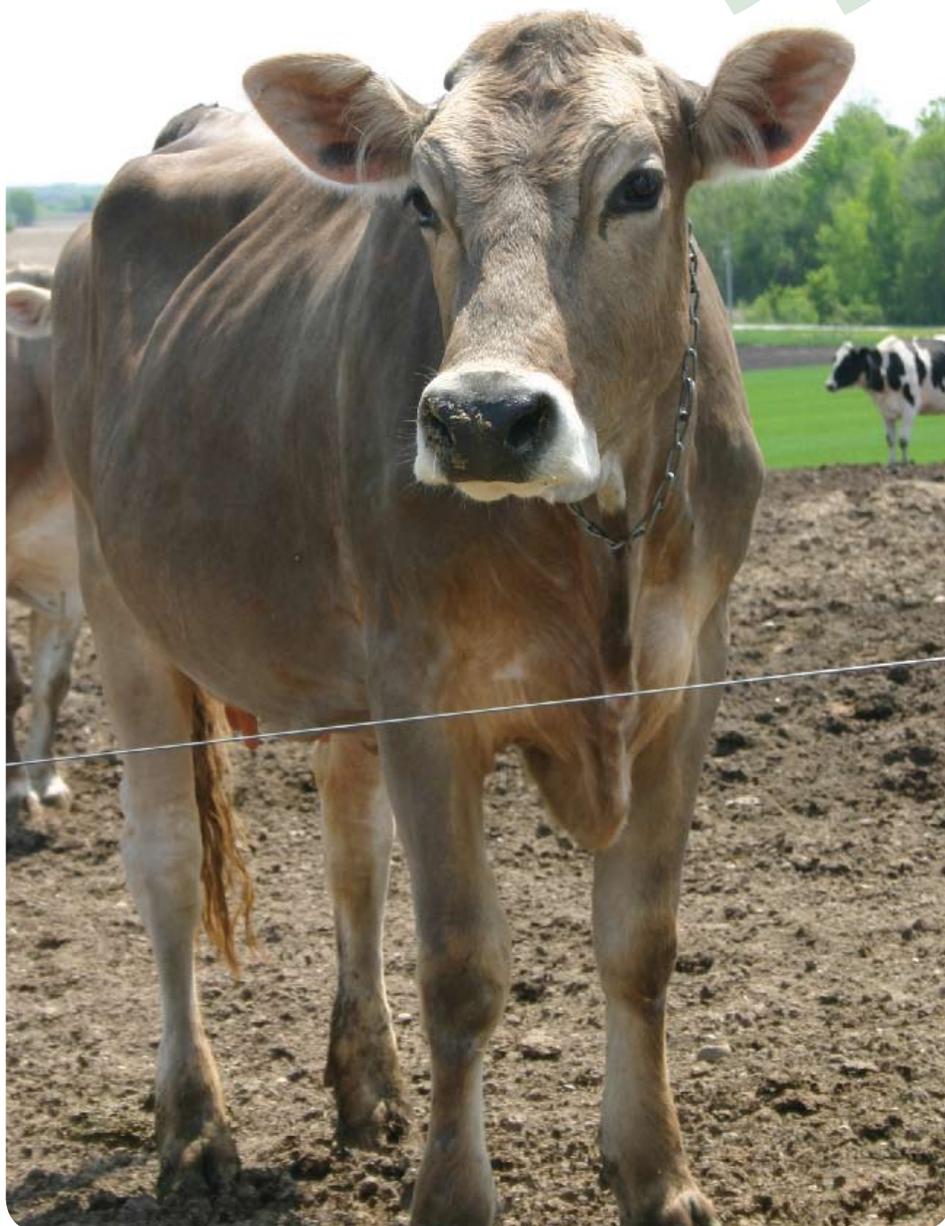
Perhaps the most prominent cow and another good return on investment for Grant and Katie is none other than La Rainbow Fancy Girl, E-94% (M-93%). The Brown Swiss cow was purchased in the 2002 National Brown Swiss Convention in Green Bay. “Grant always wanted to buy me a show cow and she was just that,” Katie said. “He bought her in the middle of July and we won with her the first week in August.”

‘Fancy Girl’ has been nominated All American three times and has many show winnings behind her. To name a few, she took home the title of the 2004 National Cow of All Seasons winner and Reserve All American Aged Cow and 5-year-old and was nominated All American Aged Cow again in 2004. She was Honorable Mention Senior Champion at World Dairy Expo in 2003 and has won Grand Champion at the Wisconsin State Fair two times and was the Grand Champion of the Wisconsin State Show in 2002 and 2004. In addition, ‘Fancy Girl’ is a big flush cow for the DeBruins and has had offspring sell in consignment sales around the country. Her offspring have taken after her, and stood very well in the show ring. Her daughter, Millwheel Just Fancy Babe, VG-88%

Beyond the blue ribbons

and show ring success is

“**a greater lesson.**
A lesson that has taught these young adults a
deep level of respect
the lesson that working hard
does pay off.”



DEBRUIN'S FAMILY

continued...

was Reserve Junior All American. 'Fancy Girl' has three bulls in stud; two at New Generations and one at Select Sires. Her six-year-old record in 365 days is 42,460 lbs. milk with a 3.9% butterfat and a 3.3% protein. Her lifetime production record is 161,170M, 6,678F and 5,407P. 'Fancy Girl' also has been the Reserve Total Performance cow three times at World Dairy Expo.

Registered dairy cattle and showing are in both Grant and Katie DeBruin's veins. Grant grew up in Green County, Wis. with Registered Brown Swiss and Holstein cattle. They sold out ten years ago and then Grant went to work for Sunshine Genetics as their herdsman. "I figured I'd try a stab at dairying myself," Grant said, and he and Katie began milking cows six years ago, shipping milk to Swiss Valley Farms. Katie reigns from New York with registered dairy cattle as well. "The farm name, Mill Wheel, was my father's that he used since 1955 and our family's when we were growing up," Katie said. Katie's family showed several

All Americans in the 1970's and early 1980's.

The young Swiss Valley Farms cooperative members breed strictly for type. Their main goal is marketing high level genetics and cattle. Their somatic cell count generally runs under a 100,000. "We just try to do things right," Grant said.

"Watching your children work hard is definitely rewarding," said Katie. Beyond the blue ribbons and show ring success is a greater lesson. A lesson that has taught these young adults a deep level of respect; the lesson that working hard does pay off. These principles have carried over into other aspects of their lives—honor roll, extracurricular activities both with school and community. And the oldest sibling Maureen is heading to Cornell University in the midst of show season to pursue a degree in dairy politics. "They are just good people in general," proud mother Katie said. "It's so rewarding and comforting to see your children shine as young adults."



Wyatt, Kelly, Katie, Grant and Maureen pose for a quick family picture.
ON THE COVER: Sixteen-year-old Katie and her cow 'Chloe' poise the cover.

MDA SCHOLARSHIP WINNERS

Two Swiss Valley Farms members were among 11 students who received 2007 Iowa Division of Midwest Dairy Association Educational Program scholarships, an annual initiative to assist dairy farm families with college expenses. MDA awarded \$7,000 in scholarship money to students in Iowa this year.

The scholarship program has received an enthusiastic response from dairy producers. "Not only do the producers value the dairy-funded check off programs striving to increase the demand for dairy products, but they strongly support the education of youth with dairy backgrounds," said G. Joe Lyon, Midwest Dairy Association's Iowa Division chairman. "This is a way for them to show that support."

Justin Mardorf, son of Les and Linda Mardorf of Hopkinton, attends Iowa State University in



Justin Mardorf
Hopkinton, Iowa

Ames studying agronomy and natural resources. He is a graduate of Monticello High School.

Mardorf helps out on his family dairy farm during school breaks. He also works as a crop agronomist, inspecting corn and soybean crops in eastern Iowa. In the fall, he will conduct soybean research through an internship at college. In high school, Mardorf participated in band, speech and drama club. He also was involved with cross country, basketball, football and golf.

While at college, Mardorf has been named to the Dean's List and is a member of the Dairy Science Club. He has received All-Academic football and cross country team awards.

Mardorf plans to be involved with the planning, developing and managing of agricultural resources through a career in natural resources or agronomy.

Emily Schmitt, daughter of Steven and Connie Schmitt, is a recent graduate of North Fayette High School, in West Union, Iowa. In the fall she plans to attend Wartburg College in Waverly, Iowa, to study communication arts and education.

Ever since she can remember, Schmitt has been involved with the dairy industry. She was active in 4-H and FFA, judging dairy cattle and working on her own family's dairy farm.

In high school, Schmitt was a cheerleader for basketball and football, and participated in speech, band and choir. She served as class president for four years and was crowned homecoming queen.



Emily Schmitt
Hawkeye, Iowa

Schmitt intends to find a career in communications where she can assist dairy producers and educate consumers.

CLASSIFIED ADS

FOR SALE: 2 Registered Holstein serviceable age bulls. If interested, call Larry Finch, Castalia, Iowa at 563.567.8484.

FOR SALE: 2-13' Round Crib Roofs with doorways. JD-300 3-row corn picker, has new elevator chain. If interested, call 920.822.3620.

FOR SALE: 1499 Haybine. 1000 hours, excellent condition. New a/c, fenders, guards, flip plates and sickles ready to go. Asking \$16,000. Call 715-842-7076 if interested.

RON BRENNER

meeting farmer needs

Nearly twenty years ago Swiss Valley Farms Field Supervisor Ron Brenner began his journey with this farmer-owner cooperative. Ron began with the organization in 1988 as a field representative and shortly after became supervisor. A few years later, he left Swiss Valley Farms and began marketing milk for a major competitor, Tri-State Milk Producers. However, this wouldn't be the last Swiss Valley Farms would see of Ron. "My responsibilities at Tri-State included supervising field staff to developing new markets for the cooperative," Ron said.

Ron returned back to Swiss Valley Farms nearly ten years after he first started. In 1997, Tri-State merged with Swiss Valley Farms and Ron came back to work for Swiss Valley. "I totally supported this," Ron said. "I knew all the employees, so the transition was very easy on me."

Today, Ron's title is Field Supervisor, although he says his job is mostly a problem solver. "Whether is it with questions concerning contracting milk or Member Security, I do whatever it takes to help meet our members' needs," Ron said. Ron oversees five field representatives, although he believes that everyone works together as a team to congregate the needs of Swiss Valley Farms members. Ron's expertise lies with milk contracts and the pricing of milk. "The way milk is priced has changed at least three times since I've been in the business," Ron said. "Members expect educated and dedicated field staff and we at Swiss Valley Farms pride ourselves in offering excellent

*“Members expect
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excellent services”*



MILK PRICING

fact sheet

services.”

Ron enjoys working with dairy farmers and says it's the best part of his job. “Dairy farmers are honest and super hard working people, with a good sense of humor,” he said.

Ron knows all too well about working hard on a dairy farm. He grew up on a small dairy and hog farm near Eau Galle, Wis. Ron was very active with working on the family farm and as a young boy his dream was to be a calf farmer when he grew up. He was active in 4-H, FFA and Junior Dairy Association. “I showed many animals at local shows, as well as at the state level,” Ron said. “I even did dairy judging in high school.”

After graduating high school, Ron went on to the University of Wisconsin—River Falls to study Animal Science. He played four years of football for the Falcons and was team captain in 1983.

Ron's love for the dairy industry is no secret, but his biggest love is for his family. He has been married for 16 years to Holly and they have two children: Alexa, 10 and Joe, 5. Ron has several hobbies, many stemming from his childhood, including hunting and fishing. “Most guys head west to hunt every year,” Ron said, “Instead, I head west to trout fish.” When fall hits, you can find him on the football field on Friday nights as he is an official for the high school association.

“Ron has always prided himself on his ability to learn new things and educate others,” said Gordy Toyne, Vice President of Procurement and co-CEO of Swiss Valley Farms. “He understands that our owner-members are one of the big reasons that this cooperative is successful.”

The price of milk can fluctuate due to changes in supply and demand, just like other grocery products and commodities. Farm-level milk prices are expected to go up in 2007, because the supply of milk is not keeping up with strong demand. However, dairy products are still one of the most cost-effective investments you can make for your family's health.

Background information on dairy pricing:

America's dairy farmers work hard every day to produce a nutritious, wholesome product. Today the high prices farmers are paying for feed and fuel are putting tremendous pressure on dairy farm families. Unlike many other businesses, dairy farms cannot directly pass on their increasing production costs.

Farmers do not set the milk price. Wholesale and retail prices are determined by market forces of supply and demand. There is often a huge variance in the retail price of milk from store to store, and from city to city. This is because of differing markups by supermarkets, mass merchandisers, C-stores and drug stores.

While there are many factors that affect the price retailers charge for milk - including processing, transportation and marketing costs - farmers receive less than 30 cents of every dollar consumers spend on dairy products.

Dairy products remain a solid value for consumers. Penny for penny, no other food offers as much nutritional value for America's families as milk. While food budgets are tight for many people, dairy products remain an important staple ingredient for their great taste and nutrition.

Shoppers have stayed loyal to dairy, even during times of price fluctuations, due to dairy's excellent nutrition and great taste. Americans recognize the important role of dairy in their families' diets. In 2004, retail prices nationwide increased an average of 19%, while fluid milk purchases declined less than 4%. Since dairy is prevalent in almost every American home, changes in price can have an immediate impact.

Dairy products offer one of the best values in the supermarket. No other food offers as much great nutrition as milk - including calcium and eight other essential nutrients - all for just pennies per ounce.

For your health, it's a good time to buy more delicious, nutritious dairy products. Be sure to consume enough dairy as recommended by the U.S. government's Dietary Guidelines for Americans.

The Dietary Guidelines recommends nutrient-rich foods, such as low-fat or fat-free milk or milk products, along with whole grains and fruits and vegetables, as food groups to encourage. That means Americans need to enjoy more dairy.

— Midwest Dairy Association

welcome NEW MEMBERS

Gary Siegenthaler

Darlington, Wisconsin

Robert Mathison

Tomah, Wisconsin

Highway Dairy Farms LLC

Darlington, Wisconsin

Keith & Lois Landis

Sterling, Illinois

Lynn & Teri Haines

Deep River, Iowa

John Schieltz

Holy Cross, Iowa

the good, the bad and the ugly

SIDES OF ELECTRICITY

by Nancy Feeney



It's a pipe; just a long, silver tube really. Nothing much to look at. But by Lloyd Machin's reckoning, this piece of pipe is saving him hundreds of dollars a year in electrical expenses.

Lloyd and his wife Dianna live on their 240-acre farm just outside of Newton, Iowa. Lloyd farms with the oldest son Eric and together they milk 60 Ayrshires and are raising 60 heifers. Dianna is head of the Information Technology Department at Newton Hospital.

This 'pipe dream', so to speak, began when one of Dianna's co-workers told her that there were some interesting farm-related Alliant Energy rebate opportunities. All she and Lloyd had to do was go on-line to their power company's web site and look them up.

A quick search of www.alliantenergy.com revealed a long list of dairy and farm related rebate possibilities. "The power companies don't advertise

Lloyd Machin milks 60 registered Ayrshires on his dairy just outside of Newton, Iowa. Electricity has been on his mind a lot this year!

these energy saving rebate offers, but if you go looking for them, they are there,” Lloyd says. *(See side story, page 12, for more rebate opportunities.)*

One of the rebates was on a milk pre-cooler called a tube cooler, which is another version of a plate cooler. It looks just like it sounds. It’s a long tube. Inside this tube are seven smaller tubes. You turn the tube cooler on when you start milking. Cold well water runs through the big tube and around the seven smaller tubes. Warm milk from the cows runs through the smaller tubes and is chilled by the cold water before it enters the bulk tank.

Lloyd decided to give the tube cooler a try. So he downloaded the rebate application, bought and installed the tube cooler and then returned the completed application along with his receipt. The rebate is based on the number of cows he milks. He figures he got 25% of the purchase price back in the rebate.

“Bulk tank compressors are real hogs when it comes to eating kilowatts,” Lloyd says. The Alliant Energy website states on average, a dairy farmer spends about \$75 a

month on milk cooling. By installing a milk pre-cooler, a 20 to 30 percent savings can be realized.

“Now the milk goes into the bulk tank at 60° and it doesn’t take long to get it down to 42°,” Lloyd says. “The compressor on my 800-gallon bulk tank will shut off by the time I’m

yet another interesting tale to tell regarding electricity. This one is more on the Dark Side.

“One day last May, I came home to get some lunch,” Lloyd says, “And every electrical appliance in the house was smoking, literally!”

It seems something went wrong with the electric transformer by his farm. “It ruined everything electrical in the home, with the exception of the air conditioner, which wasn’t turned on.” The stove, refrigerator, furnace, computer, DVD players, anything that was plugged in, was destroyed.

“The electric stove was literally red hot,” Lloyd says. “Everything looked and smelled like an old tire that had burned.” Fortunately for the Machin’s, no fires started and all of this was covered by their homeowner’s insurance, but all these appliances had to be replaced.

“That’s a lot of shopping all at one time!” Lloyd exclaimed.

done cleaning up after the milking,” he added.

Lloyd has been using the tube cooler since last September. He calculates that it has cut his electric bill by about one-third. “It cools the milk as well in the summer heat as it does in the winter.” He says it has already paid for itself.

This story is the up side of Lloyd’s electricity adventures. But he has



Lloyd Machin’s tube cooler is attached to the ceiling near his bulk tank. Below, Dianna Machin fills the window boxes on the outside of the barn with colorful petunias, selecting a different color scheme every summer.

POSSIBLE REBATES?

Go to your energy company or REC's website and see what rebates are offered. Besides milk pre-coolers, here are a few others you might find.

Livestock Waterers

New energy efficient livestock waterers will ensure a fresh supply of water—plus energy savings. Save up to \$80 per year with an energy-efficient model compared to a standard model. Payback: usually within three years.

High-Efficiency Ventilation Systems

Mounted ventilation systems equipped with high-efficiency fan and motor combinations can keep your livestock comfortable and save you up to 30% a year on operating costs.

High-Efficiency Lighting

Energy-efficient fluorescent, high-pressure sodium or metal halide lighting fixtures and lighting controls for agriculture applications might be eligible for incentives.

High-Efficiency Clothes Washers and Hot Water Heaters

Through superior design and system features, ENERGY STAR qualified clothes washers clean clothes using 50 percent less energy than standard washers. Ditto for hot water heaters.

Heat Reclaimers

The average dairy farmer spends about \$70 a month to heat water for cleaning milk pipelines and other dairy equipment. A milkhouse heat reclaimer removes waste heat from your milk cooling compressor and pipes it into the water-heating system. This preheated water reduces demand on your hot water heater, and can

save 60% to 80% on energy—that's \$45 to \$55 every month.

Automatic Milker Takeoffs

You could save hundreds of dollars per year by using automatic milker takeoffs. Other advantages include reduced labor, a more consistent indication of the end of milking, less drudgery and less running from cow to cow—making the parlor a more pleasant place to work. With the energy savings and incentives, pay back is three years or less.

Variable Speed Drives for Dairy Vacuum Pumps

You can save hundreds of dollars per year by using a variable speed drive controller on your milking vacuum pump. A variable speed drive for vacuum pumps constantly monitors the air flow needed to maintain a stable vacuum and adjusts the motor speed. By slowing down or speeding up the motor, the pump only runs as fast as necessary, resulting in substantial energy and cost savings. A three-year or less pay back is normal.

Earth Coupled Heat Pump

One of the most efficient heating and cooling systems can be found beneath your feet. An earth-coupled heat pump uses the earth's natural insulating energy to both heat and cool your buildings. Some REC's offer sizable rebates for earth-coupled heat pumps and can offer assistance in sizing the system to fit your needs.

Effective March 15, 2004

Antibiotic Policy

If a member suspects antibiotics in his or her bulk tank & calls a SWISS VALLEY FARMS field representative to report this before dumping the milk:

- 1st time in a calendar year, the coop will pay 80% of the milk.
- 2nd & 3rd times in a calendar year, the coop will pay 50% of the milk.
- Over 3 times in a calendar year, the coop will pay zero.

On the 1st offense, if a member has purchased a test kit and detects the positive antibiotic milk, SWISS VALLEY FARMS, CO. will reimburse that member \$75.00 toward the cost of the test kit.

All claims must be received by the corporate office for payment no later than 60 days after the milk was dumped.

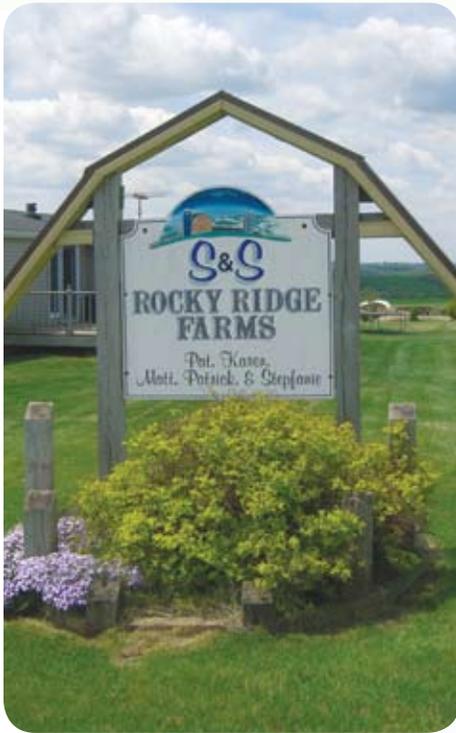
The earliest dated claim turned in will be paid at 80% payment.

If antibiotics are found to be present in a farm truckload as a result of a screening test, the member will NOT be paid for that shipment of milk, and will be assessed as follows:

**Full cost of net load
plus the cost of disposal.**

Net load = total pounds on the load minus the member's pounds.

LEADERSHIP RUNS IN THE FAMILY



The dairy barns are located on Ridge Road, which is appropriately named as it sits high atop a ridge in the rolling hills of Lancaster, Wisconsin.

Patrick Schroeder, District 1 Director for the Swiss Valley Farms Board, runs this 125-cow Century Farm dairy operation calls S & S Rocky Ridge Farms in partnership with his grandfather, Burdette Staver, hence the S & S. They farm on 740 acres and rent another 700.

Patrick and his wife Karen milk morning and night. Karen is the chief cook and bottle washer, the bookkeeper and payroll clerk as well at the calf nurturer. They raise all their feed for the 100 Holsteins and 25 Jerseys. They also sell corn and soybeans, custom raise steers and replacement Holstein heifers.

Burdette has retired from active milking, so the Schroeder's look to

their adult children for relief milking help. Willing to lend a hand in the field and in the stanchion barn are their sons: Matt, 24, and Patrick, 22, who is a sophomore in engineering at U of W Platteville, and daughter Stephanie, 18, who graduated from high school this spring. This relief milking is important since Patrick has a few other hats to wear off the farm.

Grandfather Burdette was a long time member of the dairy co-op's Board prior to his retirement four years ago. Patrick was elected to replace Burdette on the Swiss Valley Board. So Burdette is a great resource of experience for Patrick, both on the farm and in his leadership position at Swiss Valley.

But the co-op Board isn't Patrick's only leadership role. For the past

18 years, He has been the Liberty Township Chairman. For the past five years, he has been on the Grant County Board of Supervisors.

"Being a Swiss Valley Board member has been a challenge," Patrick says. "But I've enjoyed every bit of it. I hope our co-op members enjoy what we are doing as much as we enjoy doing it."

Patrick says that his farming expenses just keep going up and he doesn't understand why the public doesn't think he should be compensated for that. "An 8-ounce glass of milk still only costs you 25 cents and that is cheaper than a glass of bottled water. And there is no comparison on the nutritional value!"



Patrick Schroeder, District 1 director, runs a 125-cow dairy on top of a hill outside Lancaster, Wisconsin.

FIELD PERSONNEL & STATS

Field Department & Procurement Division Directory

J. GORDON TOYNE V.P.

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TIM GENTHE LAB & SAFETY MANAGER

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Cuba City, WI 53807 Home: 608.744.3515

KEN LEY

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Livingston, WI 53554 Home: 608.943.6240

MARV THOMPSON

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Sparta, WI 54656 Home: 608.269.4850

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Hopkinton, IA 52237 Home: 563.926.2794

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LaCrosse, WI Home: 608.782.0012

JIM MURPHY

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JIM SCHMITZ

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Seymour, WI 54165 Mobile: 563.663.1306

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BOB ZIELSDORF

309 North Street Office: 608.366.1770
Sparta, WI 54656 Home: 608.269.5452

MIKE HOWALD

7105 N. Freeport Rd Home: 815.938.2651
Forreston, IL FAX: 815.938.9151

During the Month of June,
these Swiss Valley Farms
Members averaged below
100,000 for their
somatic cell count.

Chad Breuckman	98,000
James Busch	91,000
George & Judy Cadden	83,000
Kevin & Donna Carolan	64,000
Deetz Bros	68,000
Richard & Vanessa Devore	54,000
Delbert Devries	80,000
Randy Dreier	73,000
Paul Fassbender	64,000
Larry Gilbertson	68,000
Brent Hellenbrand	97,000
Hendel Farms	94,000
Hodson-Dirksen Farms LLC	69,000
Christa Jenson	98,000
Koty Laufenberg	75,000
Lester Leatherberry	95,000
Cheryl Meier	87,000
Mike Meier	87,000
Helen Nowaskey	91,000
Gary Przybylski	52,000
Jeffrey Schaefer	78,000
Kurt Schaefer	78,000
Susan Schaefer	78,000
Philip Schneider	43,000
Walter Selke	90,000
William Selke	90,000
Kevin Statz	97,000
Titus Stauffer	78,000
Tom Sulentic	97,000
Larry & Liane Thompson	88,000
Steven & Sherry Vlasak	83,000
Harry Weier	89,000
Charles Wright	91,000
Keith Wright	91,000
Leighton Yoder	49,000

Somatic Cell Range % of **A** Farms

0 - 100,000.....	4%
100,001 - 200,000.....	19%
200,001 - 300,000.....	27%
300,001 - 400,000.....	23%
400,001 - 500,000.....	11%
500,001 and above.....	16%

Somatic Cell Range % of **B** Farms

0 - 100,000.....	2%
100,001 - 200,000.....	13%
200,001 - 300,000.....	20%
300,001 - 400,000.....	25%
400,001 - 500,000.....	9%
500,001 and above.....	31%

CHECK OUT THE YC CONTEST

swiss valley farms 2007

YOUNG COOPERATOR CONTEST

application

Contest Rules

- 1) To be eligible to enter, contestants must be a member of the cooperative or in the immediate family of a member and active in the dairying operation or a full-time employee of a Swiss Valley Farms member dairy operation, be between the ages of 18 and must not have turned 41 before November 1, 2007.
- 2) To enter: Fill in the following form as completely as possible.
- 3) Entries must be submitted to Nancy Feeney at the Swiss Valley Farms Corporate Headquarters by Friday, August 31, 2007. Entries may be faxed to the Corporate Headquarters at 563.468.6613. Entrants will be interviewed by the Member Relations Committee on Tuesday, September 11, 2007 at Huckleberry's Restaurant in Prairie du Chien, Wis., where the final judging will take place. Please call 563.468.6640 to alert us that you have faxed your entry.

YC Contest Application Part 1 *Tell Us About Yourself*

Contestant's Name (s) _____ Phone # _____

Address _____

Birthdate _____ Age _____ Number of Years in Dairying _____

Community and Civic Activities (Also list spouse's activities, if applicable) Use additional sheet is necessary: _____

Agricultural related activities and organizations: _____

List Other Cooperatives in which you have memberships. (Indicate if director, etc.): _____

YC Contest Application Part II *Write Down Your Thoughts*

On a separate sheet of paper, write your thoughts on the following question.

"What do you see as the biggest challenge facing the dairy industry in the next 10 years?"

Please keep your answer to 250 words or less. Remember that we are looking for your opinions and ideas. There is no right or wrong answer to this question.

Mail your entry to: Swiss Valley Farms, Co., Outstanding YC Contest, c/o Nancy Feeney

PO Box 4493, Davenport, IA 52808

Entries must be in the SVF Corporate Headquarters by: Friday, August 31, 2007

Contestant # _____ (This # will be assigned by the Member Relations Committee)

outstanding young cooperator contest SEEKS ENTRANTS

Swiss Valley Farms will hold an Outstanding Young Cooperator Contest over the noon hour on Tuesday, September 11 in Prairie du Chien, Wisconsin.

This contest will be held beginning at 11:30 a.m. in the conference room at Huckleberry's Restaurant off of Hwy. 35 on the east side of town.

Young Cooperators who are between the ages of 18 and 40 are eligible to compete in this contest, which follows the National Young

Cooperator guidelines. The winning couple will attend the NMPF Dairy Summit in Orlando, Florida November 11 through 16 at the Dolphin Hotel at the Disney World Resort. In 2008, they will sit on the National YC Advisory Council and help to plan the 2008 NMPF Dairy Summit, to be held in Nashville, Tennessee at the Opryland Hotel.

Any YC'er who has never participated on the National YC Advisory Council and are within the

age parameters are eligible to compete in this contest.

To enter the contest, fill out the form on page 15, write your essay and send them both into the Swiss Valley Farms Corporate Headquarters.

If you have any questions regarding this contest, please feel free to contact Nancy Feeney at 563.468.6640 or email her at nancy.feeney@swissvalley.com.



Your copy of

Dairyman

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Davenport, IA 52808

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