

Dairyman

JULY 2008



LABOR OF LOVE Hopkins Family





cedar rapids flooding
FLOOD DEVASTATION

TOUCHES US ALL

swiss valley ceo, don boelens

Published Monthly by:
**Swiss Valley Farms
 Cooperative**
 P.O. Box 4493
 Davenport IA 52808

563.468.6600 FAX 563.468.6613
 www.swissvalley.com

Nancy Feeney
 Editor/ Member Relations Mgr.
Karen Bohnert
 Member Relations Assistant
Scott Peake
 Graphic Designer

Swiss Valley Farms, Co. will produce, distribute and sell value-added, quality products for our:
Customers & Consumers
Owner/Members
Workforce

Swiss Valley Board Officers

President
 Pam Bolin.....Clarksville, IA
Vice President
 Randy Schaefer.....Blue Grass, IA
Assistant Secretary
 Patrick Schroeder.....Lancaster, WI
Assistant Treasurer
 James Schmitt.....Sherrill, IA

Swiss Valley Directors

Loyde M. Beers.....Eastman, WI
 Steve Klug.....Spring Grove, MN
 Dale Humpal.....Ridgeway, IA
 Francis Leibfried.....Cuba City, WI
 G. Joe Lyon.....Toledo, IA
 Jeff Nimtz.....Monticello, WI
 Eugene Smith.....Clinton, WI
 William Strief.....Farley, IA



On June 12, the Iowa River totally engulfed the Swiss Valley Farms cultured products plant. Above is a view of the plant from the I-380 bridge. Note the over turned semi caught up in the trees in the foreground. The larger photo shows the east side of the plant.

What a violent spring we have experienced! Sadly enough, most of us can say that we personally know someone in the Midwest who has been somehow touched by tornadoes or devastating floods.

In this issue of the DAIRYMAN, we will tell some of the stories that have drifted down to us regarding co-op members who have dealt with this spring's ravages.

In this space, I would like to share some news on the flooding of one of Swiss Valley Farms major production facilities – the cultured products plant in Cedar Rapids, Iowa.

By now most of you are probably aware of the devastation caused by flooding in the Cedar Rapids area. It has been called the worst flood in the area in over 2,000 years!

As the river waters were rising, employees filled sandbags and stacked them around doors and docks in an attempt to keep the water from entering the building. But in the end, the river won. The plant eventually had 10 feet of river water in its processing areas. As a result, the plant was closed on June 12 and we do not have an anticipated re-opening at this time.

As sad as it is to see an award-winning dairy products plant fill up with flood water, it is sadder still to see employees who not only had their livelihood underwater, but also their homes. The flood has resulted in several plant employees being evacuated from their homes and some will return to find a total loss. Like many other people in Cedar Rapids, they are homeless, sleeping in Red Cross shelters or living with friends or relatives. For them, tomorrow is a big question mark.

As the flood waters slowly recede,

the task of assessing the damage is just beginning. It will be weeks before your cooperative knows the full extent of the destruction to this plant. For now, other dairy companies are working with Swiss Valley Farms to help keep our customers' orders filled. Meanwhile, the co-op's management team is working to assist employees who have lost everything in the flood.

Swiss Valley Farms has set up a flood crisis donation fund for the Cedar Rapids employees and their families. If you would like to help out the members of our SVF family in Cedar Rapids, you can do so by sending check donations to: Swiss Valley Farms Corporate Human Resources Department Attn: Betty Golden, P.O. Box 4493, Davenport, Iowa 52808. Swiss Valley Farms is planning to match any and all contributions for the employees. Funds collected will then be divided equally to the employees of the plant as they have all been in one way or another affected by the flood catastrophe.



MEMBER SECURITY program

NOTICE TO MEMBERS:

Swiss Valley Farms offers its Member Security Program as a benefit to the co-op members. If you have experienced milk loss due to the recent floods and tornadoes, please contact your Swiss Valley Farms field representative to see about filing a claim. Below is a rundown on what is covered by this co-op program and how it can help you.

When a natural disaster strikes, Swiss Valley Farms is there to help keep your milk check coming. That's what the Swiss Valley Farms Member Security Program is all about. Through this program, Swiss Valley Farms provides cash when a major loss occurs. This cash helps lessen the hardship and ease the financial burden. Your milk check keeps coming.

Losses Covered

1. Human or animal quarantine for contagious diseases as imposed by official public health agencies.
2. Fire, flood or windstorm damage to barn and/or milk house.
3. Lightning loss of three or more producing cows.
4. Milk that must be dumped because it cannot be picked up due to snow-clogged, impassable roads.
5. Power failure at farm service entrance resulting in milk marketing loss.
6. Bovine tuberculosis loss of three or more producing cows.

For more information regarding Swiss Valley Farms Member Security Program, contact your field representative.

Spring brought a double whammy to the Midwest with its tornadoes and then the floods.

Several Swiss Valley Farms members were either directly involved in the devastation or came to the assistance of those who were. Here are some of the weather stories that have come to our attention.

The May 25 tornado that touched down in Parkersburg, Iowa also made its presence felt in Aurora and New Harford, Iowa. While no dairy producers were affected in Parkersburg, the destruction came within eyesight of Roy and Shiloh Johnson's farm. However, both Roy and Shiloh's grandmothers lost their homes in the nearby small town of Parkersburg, which was pretty much leveled by the tornado. Fortunately, both women were safe.

In Aurora, Iowa, the Dan and Diane Sperflage family had attended their son Patrick's high school graduation earlier in the day and were at their first graduation party that afternoon when the hostess informed the guests that a tornado was headed their way.

"We decided to head for home since we were very close," says Diane. "Our

daughter from Boston was there as well as our son Shawn, 22, who was milking the cows that day."

While the rest of the family headed directly to the basement for shelter, Dan went to the barn to get Shawn. According to a report in the *Dairy Star*, that is when the EF 5 tornado hit.

"I was out in the storm and had to crawl back to the house," Dan said. He made it to the crawl-space door underneath the house. "I hung on (to the door) for dear life," he told reporter Krista Sheehan of the *Dairy Star*. In the barn, Shawn crouched down by a cement foundation wall for protection. When the storm had passed, no one in the family has suffered any injuries, but the Sperflage farm had been destroyed. Only the house and the cattle shed were still standing.

After the storm, neighbors and friends arrived to take the Sperflage's herd of 50 cows and 120 head of young stock to a new home. As of late June, Diane said they were still deciding what to rebuild on the farm. "We will rebuild some things, like the shop and the machine shed and a bin," she said. They are still trying to decide if they will resume milking there.

"The important thing is that we are all alive!" Diane said.

Six miles down the road, Chris Curtis was just getting used to life in his new dairy set up. (See the story on his new set up on pg. 8.) But the May 25 tornado struck and suddenly he no longer had a machine shed, a cattle shed and a roof on the north side of his new parlor.

Although the cows were spooked by the flying debris, none were seriously injured. Dozens of people arrived to help with the Curtis clean up. While Chris was stunned at the damage so soon to his new operation, he was ecstatic that no family or employees were injured by such a serious tornado.

On a more tragic note, in what is believed to have been a flood related incident, Anthony Timmerman, 42, Swiss Valley Farms member from Cuba City, Wis., passed away on his farm June 8. The son of Eldred and Alvina Timmerman of Timmerman Family Farm, Anthony fell into the dairy's manure holding tank while he was trying to repair the area due to the rising flood waters. Our sympathies go out to the Timmerman family and their friends.

On Page 4 and in top photo are two views of the destruction on the Sperflage farm. Middle photo shows a hole in the roof over Chris Curtis' bulk tank. Photo above shows Curtis' new parlor minus its roof.

A LABOR OF LOVE

by karen bohnert



Above: Lee, Donna, Matt & Kristina with Sunny Views Kites Kitten, EX-92% who was recently named Senior Grand Champion and Best Udder of the Midwest Red & White Spring Show. Right: Hand in hand, Matt & Kristina walk “Kitten” back to the pasture.

The Hopkins family in Oconomowoc, Wisconsin is a true family farm where pride, value and love for the dairy cows shine deeply. From strong work ethics created from the get-go, to making sacrifices for the family farm to blue ribbon success, this Swiss Valley Farms co-op member farm has become successful by working together.

Their genuine smiles and kind words of one another illustrate their true family love.

Lee and Donna Hopkins operate LeDonna Farms, a 70-cow Registered dairy farm in southeast Wisconsin, along with their two sons Kurt and Matt. The herd includes a mix of Holstein, Red & White Holsteins and Jerseys—all Registered. Hopkins rolling herd average is 25,000 pounds of milk. “Lee’s dad grew up with Guernseys (not registered) and when he took over the farm he had Guernseys, but then

implemented Holsteins into the herd (eventually phasing the Guernseys out), for their higher production and stronger reproduction capabilities,” said Donna said.

In addition to milking cows, the Hopkins farm over 1,000 acres, including 150 of winter wheat, 525 of corn, 125 of soybeans and 250 of hay. The home farm consists of 117 acres total. All the labor for the farm stems from family. “Both grandfathers are involved in the operation,” Donna said.

Their sons Kurt and Matt play an active role on the farm—a role they’ve played since an early age. “When they were little, they spent a lot of quality time with Lee, riding along in the tractors,” Donna said. As they got older and learned more about the farm, they helped out with every facet from feeding calves, to milking, to field work. Kurt and Matt represent the sixth generation of farmers for Hopkins.

Kurt owns and operates a trucking business and does some cash cropping of his own on the side. He helps out with every aspect of the farm when his work schedule allows. Matt is a herd manager for a nearby 1,200-cow dairy—a place he has been employed for the last 7 ½ years. Before and after work, Matt is found putting in many hours a day at his own farm. “Matt helps out wherever needed and takes the initiative to get things done,” Lee said. “He is driven far beyond expectations and that is very rewarding to watch.”

Although the Hopkins talk kindly about one another, their deep passion and love is what binds them together—the cows. The farm has always been Registered and for the most part, they’ve always showed, but it hasn’t been until the last year that they’ve really excelled in the show ring.

Let’s set the stage! It was the 2007 Wisconsin State Holstein Futurity held

in conjunction with the Wisconsin State Fair in Milwaukee. Matt’s fiancée Kristina Duwe, dressed to kill in a sequenced blue formal dress, was showing his cow, LeDonna Morty Jackpot, EX-91%. “I was hoping to stand in the top five,” Matt said. “We never expected anything more.” The Hopkins won the Wisconsin State Holstein Futurity with “Jackpot,” and the crowd went wild. That was pretty much the case considering that both Lee and Donna were in the stands. “I could hear Donna ‘hoot and holler’ from the stands,” said Kristina. “I was so excited and so nervous I was shaking,” Donna said. “I couldn’t even take a picture because my hands were shaking so much.”

Winning the State Futurity was a huge milestone for the Hopkins family. It was the launch pad for continued blue ribbon success. “Winning the futurity was a very proud moment for the whole family,” Matt said. “It just made us feel like all our hard work of showing cows

over the years really paid off big time.”

“Jackpot” was invited to participate in the 2007 Semex Walk of Fame at the World Dairy Expo. “This was a very nice recognition for “Jackpot” and for our family,” Matt said.

Also, at the 2007 World Dairy Expo in Madison, Hopkins showed Sunny-Views Kites Kitten, EX-92%. “Kitten” placed second in the junior-three year-old class.

At the Midwest Red & White Show in Jefferson, Wis., “Kitten” was showed again, and this time beat her rival and was named Senior Grand Champion and Best Udder of the Show.

Matt is now prepping “Kitten” to be flushed and plans to show her at World Dairy Expo later this year. “Matt works tirelessly to keep her in show condition,” Kristina said.

Looking down the road, Matt would love to come back to the family farm and farm full-time. This would be the family’s ultimate goal. “There aren’t many young

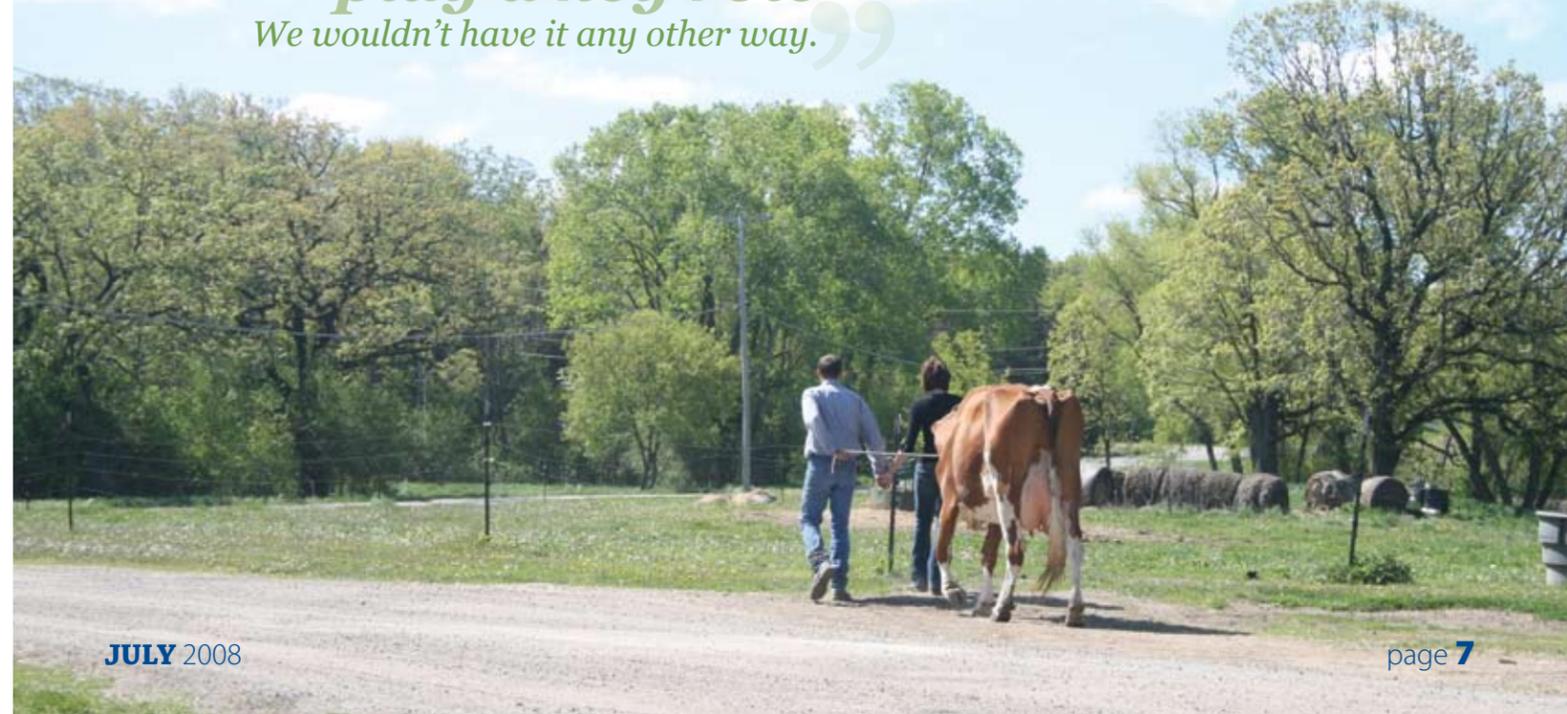
generations that want to come back to the farm,” Lee said. “Matt’s role that he takes is inspiring.”

When it comes to the cows, Matt has what Kristina calls a gift and vision. “I’ve never met a more ambitious person when it comes to dairy farming,” Kristina said. “It was the cows that brought us together and the cows will always play a key role in the rest of our lives. We wouldn’t have it any other way.”

Appropriately for this family, Matt asked Kristina for her hand in marriage at World Dairy Expo. “We were in barn clothes and he got down on one knee and asked me to marry him,” Kristina said. After tears and laughs, she said “yes” and the couple plan to wed later this year.

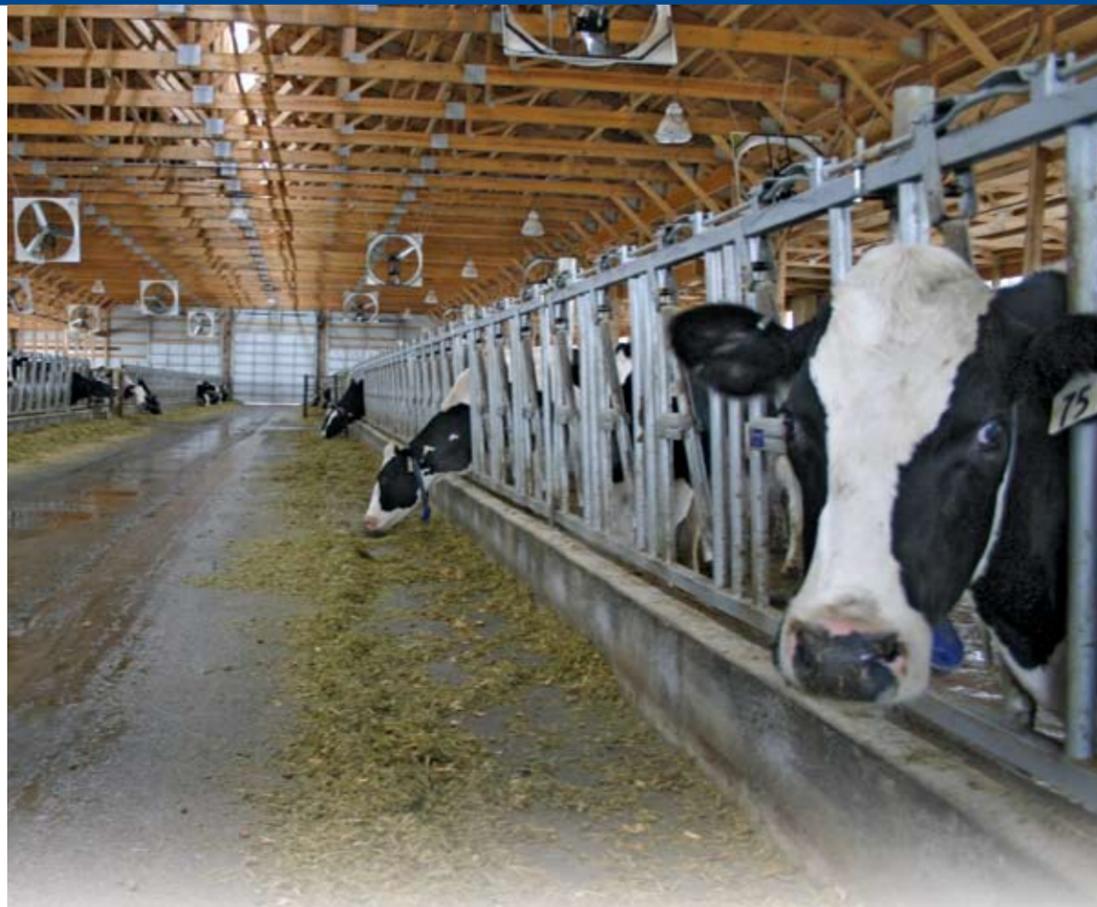
The Hopkins continue to polish their love for family, for dairy and for cows, and to be honest, it shines deeply. Their labor of love is something they do because they love to do it and because they love each other.

“It was the cows that brought us together and the cows will always play a key role in the rest of our lives. We wouldn’t have it any other way.”



COWS MOOOOOVE ABOUT IN COMFORT

by nancy feeney



(Editor's Note: I visited Chris Curtis' new dairy setup in early April, weeks before the May 25 tornado that rocked north central Iowa. This is the story that resulted from that visit in obviously happier times. See pages 4 and 5 for more stories on how this EF 5 tornado rocked the lives of Chris Curtis and several other Swiss Valley Farms members.)

Cow comfort is king in Chris Curtis' new dairy setup in Aurora, Iowa. Chris went to a lot of work to make it that way and he knows it is paying him back already.

It began in the spring of '98, when 19-year-old Chris went 50/50 with his parents, Glenn and Connie Curtis, in their Chacy Holsteins operation. At the time, they were milking 60 cows in a double-four herringbone parlor using a 60-cow free stall barn built in the late '70's. In the fall of 2002, Chris bought out his mom and dad and was soon milking 80 to 90 cows in that same 35-year-old parlor. It was getting a bit crowded in there.

Over those same years, Chris married Tracy and they started a family. The

couple have two daughters: Mackenzie, 4 ½, and Keelie, 2 ½. In March, a son, Carson, was born.

With his growing family and a crowded barn, Chris knew it was time to start drawing up plans for a new set up. "Some day, I hope to milk 600 cows," Chris says. But for starters, he settled on expanding to a 225-cow operation.

Using the Internet, Chris began researching different styles of dairy barns and parlors. He read everything he could find. Then he went to open houses of other new dairy set ups.

One thing he knew for certain was he wanted his cows to be comfortable. He saw comfort as the key to high productivity and good cow health.

"I added extra room in all the

alleys. The contractor tried to talk me out of these wide aisles. But I said 'No'. I didn't want to limit my production with a cramped barn." Chris' 4-row barn measured 104' by 270'.

Finally, in the spring of 2007, ground was broken on the new 250-cow free stall barn and double-10 herringbone parlor, all of it designed by Chris to his specifications. It is built on a 5-acre site with 3-acres covered in buildings.

To further add to cow comfort, Chris opted to use sand bedding. "It's the only way to get big milk out of cows," he says.

"I add more sand every two weeks. It takes six trucks of sand every time." Of course, the down side of sand bedding is it all ends up in the manure pit. "I have to haul the sand out of my manure pit

with a skid loader. So I had a ramp built into the pit to allow for this."

His manure pit is 220 feet in diameter by 12 feet deep and holds 2.8 million gallons, large enough to hold manure from 600 cows for 6 months

Chris bought soft, micro fiber towels in bulk to be used for prepping the cows. "These are washable and reusable and should last a couple of years," Chris said. He feels they will soon pay for themselves

offset by the cost of buying paper towels. "They are much softer on the cows' teats than the paper fibers, further adding to cow comfort and less mastitis."

Chris also is pleased with the computer software he is using. In the new set up, he installed ALPRO – the DeLaval herd management software system. Transponders on

the cows keep track of milking times and quantity of milk for each milking, "I can log on to my computer in my home or in my barn office and see the progress of the current milking. I can tell how much milk each cow is giving."

Overall, Chris couldn't be more pleased with his new set up. "Shortly after we moved into this new barn on December 20, my hoof trimmer arrived. After he took a walk through the place, he said, 'This is the nicest barn I've ever seen. You didn't cramp the cows!'"

His Swiss Valley Farms Field Rep Lynne Melchert agrees. "He thought this expansion out very well and it is really paying off for him."

"Chris had a goal when he took

over the family operation," Lynne says. "With his energetic and positive attitude, as well as great management skills, Chris has seen his dream dairy become a reality. As with any new construction, there were ups and downs, late nights with hardly any sleep, but Chris knew it was all going to be worth the investment. Chris is an inspiration and it is such a pleasure working with him."

"Dad is all enthused about my new

work 7 to 8 hours a day and get one and a half days off a week. Two of these workers are Hispanic, both of whom have been in the United States for 15 years. "My milkers do a very good job. I really trust them. They were on the job for only two days, and I knew I had made good choices," Chris says. "I refuse to hire any illegal immigrants. I require them to produce their green cards and Social Security cards."

His one full-time employee is Jarred Hamm, who Chris describes as "a town kid I'm training my way."

"Jarred also is the equipment runner, feed mixer and skid load runner and he helps me with the field work."

Besides the milking chores, there are a lot of calf chores since they raise all their heifers. The bull

calves are sold off. Chris' team currently milks around 225 Holsteins.

"My help wants to try three-times-a-day milking. Maybe we will try it later on down the line."

His barn can hold 300. He hopes to some day milk 600 cows, which would require another barn to be built. But Chris is more than pleased with the results he is getting right now with this brand new set up. Things are going well with his growing family and his growing operation.

An open house on his new facility is being planned for the fall.



Left: Chris Curtis stands atop the ladder of his new 5,000-gallon bulk tank. Wide aisles and lots of room for the cows was what Chris intended when he designed his new free stall barn. Above: A double-10 herringbone parlor cuts down on the time Chris' employees spend milking the 225 cows.

operation," Chris says. "In fact, Dad said, 'You should have put in a 6,000-gallon bulk tank.' But considering I almost put in a 4,000-gallon tank, 5,000 gallons seems good." His milk is picked up everyday, even though the tank isn't completely full. If he went to every-other-day pickup, the tank couldn't hold it all.

"I probably should have put in the 6,000-gallon tank. But one thing I noticed during this building project is that all those 10 and 15 thousand dollar extras add up to the next \$100,000," Chris says. "You have to wonder where your breaking point is."

Chris doesn't do any of the milking. He has three part-time employees who

DIP BACK INTO THE MOUNTAINS

by scott peake

As the world we live in continues to change, it becomes increasingly more difficult to know just what people want. I think we can all agree that we want lower gas prices, but ultimately we want what's best for our families. The Swiss Valley Farms marketing department has struggled with this very same thing over the past year.

The secret to marketing is understanding what the consumer wants and reacting to those needs. Sadly the most difficult part of marketing just happens to be understanding what it is that the consumer wants. The only way to get close to solving this mystery is by conducting consumer research and really connecting with people to understand why it is they buy certain things. During April, the Swiss Valley Farms marketing team set out to do just that. Armed with many questions, proposals, products and pictures, we set off to understand just what it is that the consumer is looking for. As you can imagine we found a wide variety of answers. But we came away with a slightly better understanding of how people feel about dairy products, specifically Swiss Valley Farms.

One of the items that we focused on in the research was the line of Sour Cream Dips. A year ago Swiss Valley Farms made a big change with the dip line by eliminating the mountains from the packaging. This was done in an effort to clean up the appearance of the packaging on the shelf and make it very clear what it was that people were buying. Swiss Valley felt that this was a bold step in the right

direction and there was a reasonable amount of success with this change. The addition of the Jalapeno flavor for instance, was an instant success. Jalapeno quickly became the second most popular flavor, falling behind only the ever popular French Onion. After testing the mountain verses non-mountain package designs with consumers though, we found that we in fact didn't fully understand what it was consumers wanted. Consumers felt that they identified better with the mountain designs in connection with Swiss Valley Farms. So we were back to the drawing board.

As a response to this feedback, we came up with a design that incorporates the clear communication of the product and the recognition of the retro mountain design. The marrying of these two concepts really seemed to resonate. This proved what we already knew, that package solutions are not always easy to find and we need to consider each decision very carefully. We did, however, have some concerns about changing the dip packaging yet another time, but

we feel that with the aspects of all the designs incorporated, people will have no trouble finding their favorite dip on the shelf.

With the success of the Jalapeno dip and its bold flavor, we also tested new dip flavors. After sifting through dozens of possibilities, we decided to test Creamy Southwestern and Creamy Dill. The response to these new flavors was quite positive indeed. Many of the consumers were impressed with the amount of flavor these dips had, but were also pleased that the flavors weren't too overpowering. In other words, Swiss Valley had gotten it just right. The Creamy Dill really needs no explanation, it's just a wonderful

blend of dill flavor and the farm fresh goodness of sour cream. The Creamy Southwestern is a more powerful and flavorful replacement for the soon-to-be discontinued Creamy Salsa. These new dips flavors and packages are set to hit stores during the month of July, so keep your eyes peeled. These new dips will be supported, as always, with

a variety of marketing activities. We will run newspaper ads, coupon ads in the Sunday paper, point of sale markers and have in-store sampling. These dips will be a great addition to any summer picnic or just a lazy evening snack.

Our search for understanding the consumer is far from done, but we feel that every time we listen to real people we come one step closer to understanding just what it is that we need to do. Many items were discussed in our research and in the next few months we will continue to share and implement our findings.

Enjoy the rest of your summer and we in the marketing department will continue to take pride in the work we do to make your dairy products even more appealing!



**FRESH. BOLD.
EXPLODING WITH FLAVOR!**

www.swissvalley.com

MANUFACTURER COUPON Expires 10.31.08
FREE Creamy Southwestern Sour Cream Dip

MANUFACTURER COUPON Expires 10.31.08
SAVE 50¢ ON ANY ONE PACKAGE OF SVF CHOCOLATE MILK (HALF GALLON OR LARGER)

MANUFACTURER COUPON Expires 10.31.08
SAVE 50¢ ON ONE SVF COTTAGE CHEESE OR SOUR CREAM (16 OZ OR LARGER)

outstanding young cooperator contest
SEEKS ENTRANTS

yc'ers
CHECK OUT THE YC CONTEST

Swiss Valley Farms will hold an Outstanding Young Cooperator Contest over the noon hour on Tuesday, August 19 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 NMPF Young Cooperator guidelines. The winning couple will attend the NMPF Dairy Summit in Nashville, Tennessee October 26-29 at the Gaylord



Opryland Hotel. In 2009, they will sit on the National YC Advisory Council, which includes a trip to Washington D.C. to help plan the

2009 NMPF Dairy Summit, to be held in Dallas, Texas.

Any YC'er within the age parameters are eligible to compete in this contest.

To enter, fill out the form on page 13, write your essay and send them both into the Swiss Valley Farms Corporate Headquarters by Aug. 8.

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.

Swiss Valley Farms offers
COLLEGE SCHOLARSHIPS

Swiss Valley Farms is again offering four agriculture scholarships in addition to one scholarship for a non-ag major.

Co-op members who are studying agriculture-related majors can now compete for four scholarships . . . two for \$1,000 and two for \$500. These four scholarships are designed to promote the study of agriculture beyond the high school level. There is also offered a \$500 scholarship for students studying in any field.

To be eligible for any of these scholarships, an applicant must be a

co-op member or a son or daughter of a co-op member, or the manager or operator of a farm for a Swiss Valley Farms, Co. member, or a student whose family manages or operates a farm for a Swiss Valley Farms, Co. member at the time of submitting the scholarship application and when the cash awards are made.

Any high school graduate or any 2008 college student who meets these qualifications is eligible to apply for a scholarship. However, if you have won a Swiss Valley Farms scholarship in the past, you are ineligible to win

another.

The applicant must be enrolled full-time in an accredited university, college or vocational-technical institution for a degree program or short-course program. To get an application, contact Nancy Feeney at 563.468.6640 or simply ask the Swiss Valley Farms, Co. phone receptionist for an application. Or e-mail nancy.feeney@swissvalley.com. All applications must be mailed back to Swiss Valley Farms, Co. by July 14th, 2008.

swiss valley farms 2008
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, 2008.
- 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 8, 2008. Entries may be faxed to the Corporate Headquarters at 563.468.6613. Entrants will be interviewed by the Member Relations Committee on Tuesday, August 19 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 I 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 if 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 8, 2008

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

swiss valley farms FIELD PERSONNEL & STATS

Field Department & Procurement Division Directory

J. GORDON TOYNE

LeClaire, IA 52753 Office: 563.468.6644
Home: 563.289.3535

CHRIS HOEGER VP, PROCUREMENT
Eldridge, IA 52748 Office: 563.468.6628
Home: 563.285.5670

NANCY FEENEY MEMBER RELATIONS
Bettendorf, IA 52722 Office: 563.468.6640
Home: 563.359.9100

KAREN BOHNERT MEMBER RELATIONS
East Moline, IL 61244 Office: 563.468.6641
Mobile: 563.320.2895

TIM GENTHE LAB & SAFETY MANAGER
803 S. School St. Office: 563.583.7669
Cuba City, WI 53807 Home: 608.744.3515

MARV THOMPSON RAW MILK SALES & TRANSPORTATION
617 Monroe St. Office: 608.366.1770
Sparta, WI 54656 Home: 608.269.4850

RON BRENNER FIELD SUPERVISOR
527 Jackie Lane Office: 608.366.1770
LaCrosse, WI 54603 Home: 608.781.0535

THOMAS TEGELER FIELD SUPERVISOR
1320 1^{1/2} St. S.W. Office: 563.583.7669
Dyersville, IA 52040 Home: 563.875.2059

RANDY HEISEL
259 E. Lakeview Dr. Home: 608.625.2045
LaFarge, WI 54639

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

FRED IMDIEKE
36356 Roanoke Lane Home: 320.256.4932
Melrose, MN 56352

KARA KOOPMANN
6142 Roller Coaster Rd. Plant: 563.583.7669
Epworth, IA 52045 Home: 563.876.3900

ROGER LENIUS
319 9th St. Office: 319.352.5463
Waverly, IA 50677 Home: 319.352.5015

KEN LEY
225 S. Clifton Plant: 608.348.3932
Livingston, WI 53554 Home: 608.943.6240

LYNNE MELCHERT
117 Culver Rd. N.E. Office: 563.926.2363
Hopkinton, IA 52237 Home: 563.926.2794

JIM MURPHY
430 Linden Home: 563.422.5789
West Union, IA 52175 Mobile: 563.380.0393

JIM SCHMITZ
202 Bechner St. Office: 563.925.2321
Greeley, IA 52050 Home: 563.925.2015

CHERYL ZABLOCKI-WAGNER
W1919 Hofa Park Dr Office: 920.822.2887
Seymour, WI 54165 Mobile: 563.663.1306

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

Somatic Cell Range % of **A** Farms

0 - 100,000.....	4%
100,001 - 200,000.....	20%
200,001 - 300,000.....	27%
300,001 - 400,000.....	22%
400,001 - 500,000.....	14%
500,001 and above.....	15%

Somatic Cell Range % of **B** Farms

0 - 100,000.....	4%
100,001 - 200,000.....	16%
200,001 - 300,000.....	16%
300,001 - 400,000.....	13%
400,001 - 500,000.....	2%
500,001 and above.....	49%

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

Chad Breuckman	67,000
Thomas Brimeyer	78,000
George & Judy Cadden	73,000
Kevin & Donna Carolan	69,000
Don Damrow	83,000
Deetz Bros	90,000
Richard & Vanessa Devore	46,000
Delbert Devries	61,000
Randy Dreier	59,000
Loren Duwe	94,000
Paul Fassbender	99,000
Larry Gilbertson	62,000
Jeremiah Halvorson	90,000
Hendel Farms	85,000
Hodson-Dirksen Farms LLC	74,000
Dallas & Pat Hofmeister	82,000
Koty Laufenberg	79,000
John Martin	97,000
Randy Mikshowsky	93,000
Oat Hill	86,000
Richard Pearce	81,000
John Ruff	83,000
Jeffrey Schaefer	86,000
Kurt Schaefer	86,000
Susan Schaefer	86,000
Kenneth & Marlus Schmitz	92,000
Walter Selke	93,000
William Selke	93,000
Sexton Farms	93,000
Dawn Sexton	93,000
Lea Sexton	93,000
Sandra Siegle Schrempp	99,000
Steven Siegle	99,000
Charles Wright	81,000
Keith Wright	81,000
Leighton Yoder	82,000

CLASSIFIED ADS

FOR SALE: Wick Bedding Chopper, 11 HP, Honda gas engine, 7 years old. \$500
Wick #52 Silage cart holds 800-1,000 pounds, 9 HP Honda Engine, five years old. \$1,200 OBO. Call Jim or Ray McNally, 507/454-1418 or 507/457-0219

COUNTRY STORE



50th Logo Swiss Valley T-shirt New t-shirts available in both long and short sleeves and both kinds are available in navy or light blue. S - 3XL **\$14.00**

SVF 10" Round Wooden Cheese Cutting Board with SVF logo on it. Slides open to reveal four cheese cutting tools. Awesome gift. **\$17.00**

Brown Hooded Sweatshirt with SVF name across front
M, L **\$22** XL **\$23** 2XL **\$25**

Junior T-Shirt in Two-Tone Brown and Teal with 3/4 sleeves. Great for the young ladies. These ladies' sizes run small.
M - XL **\$14**

White Plastic Cheese Wire with two cutting sizes. SVF logo on the handle. **Price: \$2**

White Plastic Cutting Boards 9 by 7 inches plus 5-inch handle. **Price: \$5**

SVF Stocking Cap warm, knit stocking caps, navy blue with red stripes & SVF name woven into cuff. **Price: \$5**

T-Shirt in Two-Tone Brown.
M - XL & 2XL **\$14**

SPECIALS

Light Blue Golf Shirts SVF Logo embroidered on left front. **Price:** Adult 3XL, 2XL ~~\$25~~ **NOW \$15**
L, XL ~~\$22~~ **NOW \$13**

Junior T-Shirts in Two-Tone Blue with capped sleeves. Great for the young ladies. These sizes run VERY small.
S - XL ~~\$9~~ **NOW \$5** 2XL ~~\$10~~ **NOW \$6**

Blue Denim Long Sleeve Shirts look great anytime. Logo embroidered left front pocket.
Adult: 2XL ~~\$20~~ **NOW \$15** 2XL ~~\$18~~ **NOW \$13**

Shipping Charges	Purchase Amount	Add
	Up to \$20	\$5
	\$20.01 to \$40	\$7
	\$40.01 to \$60	\$8
	\$60.01 to \$80	\$9
	Over \$80	\$10

ITEM	QTY	SIZE	PRICE	TOTAL
Two-Tone Brown				
50th Logo T-shirt				
Hooded Sweatshirt				
Light Blue Golf				
Round Cheese Bd				
Denim				
Wire cheese cutters				
Stocking Hat				
Bonnie Mohr				
Notecards				
Swiss Valley Farms				
Cutting Board				
TOTAL AMOUNT ORDERED				
ADD SHIPPING CHARGES				
TOTAL AMOUNT DUE				

SEND CHECK OR MONEY ORDER TO:

Swiss Valley Farms, Sales Items
P.O. Box 4493, Davenport, IA 52808
All prices include tax. Allow 3 weeks for delivery.

Swiss Valley Gals

EXPLORE THE GLOBAL MARKET

The Swiss Valley Gals will get the inside scoop on a new Global Quality Standards Program that their cooperative is pursuing. **“Swiss Valley Quality Goes World Wide”** is the title of this fall’s round of Swiss Valley Gals meetings.

Tim Prichard, Director of Technical Services for Swiss Valley Farms, will be the featured speaker and will explain the why’s and how’s of this new program. “Swiss Valley Farms goal is to achieve certification in a Global Standard for Food Safety,” Prichard said. “It is the co-op’s continual quest to provide the safest, highest quality products possible using our members’ excellent milk. Swiss Valley Farms has chosen to align with the British Retail Consortium in its efforts to gain this certification. We are very excited to work towards attaining certification in global food safety initiative standards.”

Prichard will discuss how the co-op plans to achieve this certification and why this is important to the Swiss Valley Farms members as their co-op further expands its wings in a global market.

Pick out the date of your favorite Swiss Valley Gals location, mark in on the calendar and make plans to attend one of these luncheon meetings. In your August milk check, you will be seeing your green Swiss Valley Gals return reservation post

card. Fill it out and mail it back so you will have your place reserved for this round of meetings.

Be sure to talk to your other area co-op members to see if you can arrange to car pool to the meeting. You can save on gas and have even more fun visiting with other Swiss Valley Gals.

Hope to see you there!

2008 Fall Swiss Valley Gal Meeting Schedule

Tuesday, September 16

- Betty’s Bread Basket in Manchester, IA

Wednesday, September 17

- Huckleberry’s Restaurant in Prairie du Chien, WI

Thursday, September 18

- Pickwick Mill Restaurant in Pickwick, MN.



Your copy of

Dairyman

Post Office Box 4493
Davenport, IA 52808

Address Service Requested

PRSR STD
U.S. POSTAGE

PAID

Permit No. 141
Davenport, IA