

Dairyman

DECEMBER 2009



**SWISS VALLEY SWEEPS SWISS
IN NMPPF CHEESE CONTEST**



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.

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

- Customers & Consumers
- Owner/Members
- Workforce

Swiss Valley Board Officers
Chair

Pam Bolin.....Clarksville, IA

Vice Chair

Randy Schaefer.....Blue Grass, IA

Assistant Secretary

Jeff Nimtz.....Monticello, 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

Ken Schmitz.....Norwalk, WI

Patrick Schroeder.....Lancaster, WI

Eugene Smith.....Clinton, WI

William Strief.....Farley, IA

as 2010 begins
what has cwt done for dairy?
 by Don Boelens

While at the recent NMPF annual Dairy Summit, attendees heard a great deal about the success of the Cooperatives Working Together (CWT) program. In what was one of the worst years for the dairy industry in decades, CWT had its busiest-ever year in 2009 with three herd retirements. Jerry Kozak, CEO and President of NMPE, said that “without CWT, it would have taken another six months of 10 dollar milk prices” to bring equilibrium in production and consumption in America.

This is big news for America’s dairy producers because this sends a message to the rest of the country that dairy farmers, through this CWT program, have been trying to help themselves out of this current dairy crisis, and that effort has been met with success.

According to an independent economic analysis of the voluntary dairy farmer-funded and managed self-help program, Cooperatives Working Together has generated a return on investment of \$1.54 per hundredweight so far in 2009.

Dr. Scott Brown of the University of Missouri, a nationally-known farm policy expert who is regularly called on by the U.S. Congress to assess agricultural economic issues, evaluated the impact of CWT’s two completed herd retirements in 2009, along with the lingering effect of the two conducted in 2008, as well as the herd retirement in 2007. He also noted positive contributions to price because of the bred heifer option that CWT has offered in recent years, along with CWT’s Export Assistance program, which while dormant this year, was active in 2007 and 2008.

Brown’s analysis shows that the combined effect of CWT’s cow-removal programs, as well as its export assistance program, helped raise farm-level milk prices by \$1.54 per hundredweight this year, and added \$2.4 billion to farm-level milk receipts in a year when dairy income is expected to shrink by more



CEO Don Boelens

than \$10 billion because of the global recession.

The program has produced an average return of \$0.67/cwt. since 2004, Brown reported. CWT has been funded by a 10 cents/cwt. membership fee since 2007; prior to that, membership was 5 cents/cwt.

This current CWT herd buyout round is in the middle of removing an additional 26,000 cows, but the final results of that effort have yet to be tallied. Brown said that each herd retirement has an impact that lasts several years, and that the two herd retirements of 2008, and the three this year, will continue to produce significant gains for farmers into 2010.

In your last milk check, you received information on the CWT program as well as a chance to become a part of this program by contributing a 10 cents/cwt. membership fee. If you decide to participate in this national CWT program for 2010, fill out your postcard and mail it back to Swiss Valley Farms.

BIG WINS AT NMPF DAIRY SUMMIT

Your co-op's quality was really shining at this winter's National Milk Producers Federation's annual Dairy Summit. Swiss Valley Farms cheeses were big winners in the national cheese contest, with our Swiss cheeses sweeping their category with First, Second and Third-Place wins. Our Cream Cheeses picked up First Place and Third Place Awards, as well.

Swiss Valley's Platteville, Wisconsin Swiss plant took First Place by scoring 98.8 out of a 100 with its Maasdam Swiss cheese. This Swiss is made in 10 to 12-pound wheels. As far as Platteville plant manager Mike Green is aware, Swiss Valley Farms is the only U.S. producer of Maasdam Swiss. "This style of Swiss has a history of success for Swiss Valley," Green said. "It's the cheese that won the Grand Master Cheese award for cheesemaker Jim Klein in the 2007 Wisconsin State Fair as

well as picking up top awards in the recent 2009 U.S. Cheese Championships."

Also in this Swiss category, the Luana, Iowa cheese plant came in at a very close Second Place with its Swiss, scoring 98.5 points. Baby Swiss, also made at the Platteville plant, came in Third Place, completing the category sweep.

Cream cheese made at the Luana Swiss cheese plant took First Place in that category, scoring 98.6 points. The low-fat Neufchatel cream cheese, also made at Luana, came in Third Place.

Both Mike Green and Bill Wieser, General Manager of the Luana plant, would like to congratulate the cheese making teams whose hard work and talents contributed to these big wins for Swiss Valley Farms.

ON THE COVER: Board and Management Team members gather around the Swiss Valley Farms cheese table to celebrate the big wins. From left they are, Pam Bolin, Clarksville, Iowa; Steve Klug, Spring Grove, Minn.; Patrick Schroeder, Lancaster, Wis.; Loyde Beers, Eastman, Wis.; Eugene Smith, Clinton, Wis.; Don Boelens, CEO; Chris Hoeger, Procurement VP; Jeff Nimtz, Monticello, Wis., and Bill Strief, Farley, Iowa.



AT YC MEETING

BURKENS NAMED NATIONAL YC CHAIR

by Nancy Feeney

A Young Cooperator couple from Clinton, Iowa also scored a huge win for Swiss Valley Farms and their fellow YC'ers at this year's Dairy Summit. During the national YC program events, Marty and Lisa Burken, Clinton, Iowa Swiss Valley YC contest winners, were elected Chair Couple of the 2010 National YC Advisory Board. This means that Marty and Lisa will be running the June National YC Advisory Board Planning Meeting in Washington DC where the 2010 NMPF Dairy Summit will be planned. Then, during the 2010 Dairy Summit in Reno, Nevada, the Burkens will be at the podium, leading off the YC sessions as well as occasionally addressing the entire group of Dairy Summit attendees as well as the NMPF Board.

Our congratulations go out to Marty and Lisa as they assume this national leadership role.

Other YC'ers attending this year's national program were: Tim Deutmeyer, Strawberry Point, Iowa, who was Swiss Valley's representative on the 2009 National YC Advisory Board; Birdsie and Serena Robinson, Plainfield, Iowa and Doug and Corinne Ihm from



At right, Swiss Valley YC'ers Martin & Lisa Burken, Clinton, Iowa, were elected National YC Chair Couple on the 2010 Advisory Council. Below, Swiss Valley YC'ers pose before the closing banquet. From left, they are Corinne & Doug Ihm, Tim Deutmeyer, Serena & Birdsie Robinson, Lisa & Marty Burken.





At left, YC'er Marty Burken asks a question during the NMPF general assembly meeting.

Below, Swiss Valley CEO Don Boelens and Board member Patrick Schroeder, Lancaster, Wis., accept the cheese award plaques from NMPF officials Jerry Kozak and Randy Mooney.

Cassville, Wis. All of the Swiss Valley YC'ers represented their cooperative by participating in the YC program and by attending the other two days of national meetings in the Dairy Summit General Assembly. In his YC Advisory Council role, Tim helped several speakers with presentation needs and assisted the NMPF YC Coordinator Mary Knigge.

In the Cooperative Communicators Contest, Nancy Feehey won a Third Place Award in Photography for a picture entitled "Heading Back to the Barn." The photo, which appeared in the August 2009 Dairyman, shows Sara and Jason Menne, of West Union, Iowa, heading back to the barn with their favorite cows with their 2-year-old twins in tow.

Some Speaker Highlights:

Comments from Jim Miller, Under Secretary of Agriculture for Farm and Foreign Agricultural Services.

1. The USDA extended the MILC Program into 2009 and added the feed adjustor. \$807 million was spent on MILC in one year alone.
2. The USDA purchased 270 million pounds of non-fat dry milk worth \$230 million in the past year.
3. The USDA converted surplus supplies into products used at domestic food banks as well as in international feeding programs.

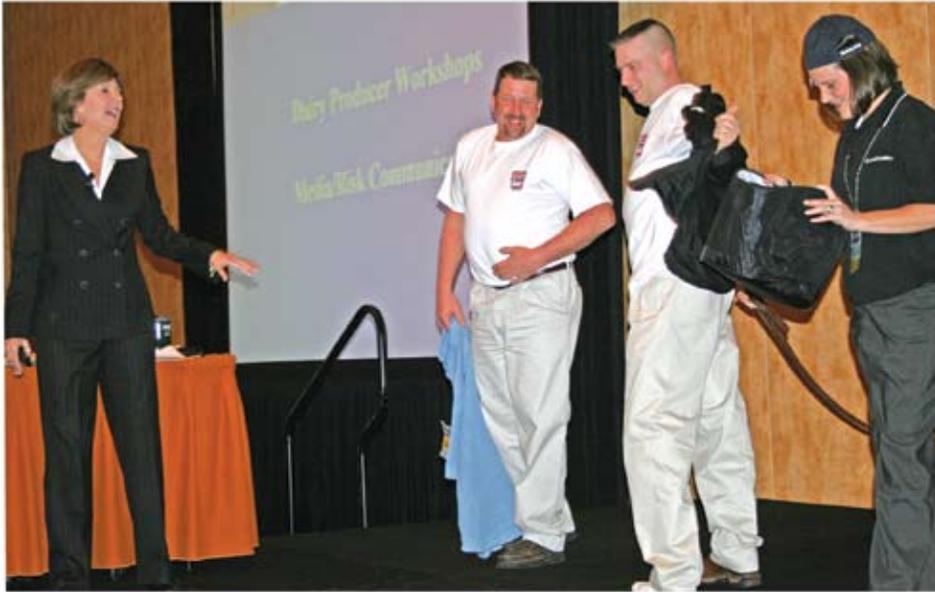
In 2010, the USDA is going to use lightening speed to get the \$290 million in aid out to the U.S. Industry to help get it back on its feet.

"We cannot lose sight of where we have been and we must endeavor to not go there again," Miller told the group. "We must learn to control volatility for a brighter future for the dairy industry."

"Fuel Up to Play 60" launched last month and already has 50,000 schools nationwide enrolled. --- Jean Regalia, Executive Vice President for Dairy Management Inc., reported on this new national program.

"This program will protect and promote dairy's future and dairy's place in schools nationwide. We expect to engage 60,000 schools nationwide." For more information on this, turn to Pg. 8 in this issue.





On the left, speaker Joan Horbiak worked with the YC'ers on their media and communication skills. Swiss Valley YC'er Tim Deutmeyer, in center, works with other 2009 YC Council members to help Joan display her "good answer" prizes to the crowd.

Below left, Serena and Birdsie Robinson, YC'ers from Plainfield, Iowa, pay attention to the speaker. Below, Joan asks tough dairy questions of YC'er Marty Burken, Clinton, Iowa, and YC'er Doug Ihm, Cassville, Wis.

Bottom, left, YC'ers Doug and Corinne Ihm, chat with Tim Deutmeyer and Marty Burken during break time at the NMPF General Assembly.



**YC'ers, Get Ready for Your Big Break!
Register Now for the Swiss Valley YC Conference Feb. 26 & 27, 2010
in Prairie du Chien, Wis**

This year's two-day Young Cooperator Conference is set for Feb. 26 and 27 in Prairie du Chien, Wisconsin. It's been four years since the event has been held in this location and we will be using the meeting room facilities at Huckleberry's Restaurant off Hwy 35 and lodging at the Quiet House Hotel next door. As always, YC'ers who register for the meeting by 10:30 a.m. are eligible for the Early Bird Door Prize Drawing, which could get you a whirlpool room at the Quiet House. It pays off to get there on time!

The two main events are scheduled for this conference. The first is a tour of the co-op's award-winning Swiss cheese facility in Luana on Friday afternoon followed by a farm tour on Kent and Sandy Franks St. Olaf dairy. On Saturday morning, there will be a "Mattitude" workshop with Matt Booth from Dubuque, Iowa. As we all know, attitude is everything! During his workshop, Matt will focus on improving your attitude, communication, personal development, goal setting and leadership skills.

As always, this meeting also gives you the chance to meet with your Swiss Valley Farms Board members as well as your CEO Don Boelens. This conference is a great chance to get to know the people who are managing your dairy cooperative. Don't miss out on this opportunity.

On particular highlight to every YC Spring Break is the Friday night banquet. As usual, there will be a fun activity following this banquet, something our YC'ers always look forward to!

An important aspect of this YC Spring Break is the opportunity it gives young dairy producers to get to know other young members within the cooperative. Connections are made and friendships are formed; some that can last a lifetime.

Your conference registration materials are below. Make plans to attend and get your registration materials mailed back to Swiss Valley Farms. Any co-op member or herds person of a Swiss Valley Farms member between the ages of 18 and 45 are eligible to attend and participate in this conference. The hotel room, meals and speakers are all covered by the co-op. A \$10 per person fee is all that is required.

Also, give some thought to participating in the **2010 Outstanding Swiss Valley Farms Young Cooperator Contest**, which will be held during this event. To get an entry form for this contest, just contact Nancy Feeney in the Swiss Valley Farms Members Relations Department at 563-468-6640. Or e-mail her at nancy.feeney@swissvalley.com



**Spring Break &
Two-Day Conference Registration Form**

Get your registration in ASAP. Registration deadline is Wednesday, February 17, 2010.
Include your \$10 per person check with your form.

YES! Reserve a room for me at this YC Spring Break February 26-27, 2010 in Prairie du Chien, Wis

Name _____ **Phone** _____

Address _____

Producer# _____ **Do you require a smoking room?** Yes No

Mail this form and your check to
Swiss Valley Farms Co,
YC Spring Break
PO Box 4493, Davenport, IA 52808

“FUEL UP TO PLAY 60” KICKS OFF

Thousands of Schools Getting on Board!

The National Dairy Council®, and your local Dairy Council® have huddled up with the National Football League® to help America’s students eat right and stay active with the NEW 2009-10 FREE Fuel Up to Play 60 Kit. Previously known as Do Amazing Things, this comprehensive program focuses on empowering kids to make smart choices about their nutrition and physical activity.

Fuel Up to Play 60 is a youth-led program that empowers youth to take action in their school and for their own health. By engaging and rewarding students for making a difference in their school environment and choosing healthy behaviors, *Fuel Up to Play 60* will help increase sustainable access to nutrient-rich foods and physical activity in schools and create long-lasting behavior changes in youth.

Targeting grades 4-10, each school will receive one kit that includes display materials and wellness-based activities that inspire kids to “get up and play” for 60 minutes a day and to “fuel up” with the food groups kids don’t get enough of — low-fat and fat-free dairy foods, fruits, vegetables and whole grains. There’s even a chance to participate in the national *Fuel Up to Play 60* competition!

If you want your school to get on board with this program, go to www.FuelUpToPlay60.com today and order the FREE Wellness Activation Kit. Then take the kit to your school and talk to your child’s teacher about getting the school enrolled.

50,000 schools across America are already enrolled. Thousands more will be signing up.

Incentives and Prizes

Students will be rewarded with prizes based on points earned through online tracking, regardless if their school is involved in the program. Schools and students have the chance to win:

One national school grand prize: a *FUTP 60*-



themed healthy school makeover and a starring role in a *FUTP 60* promotion with a NFL player

One national individual grand prize: a personal healthy makeover and a starring role in a *FUTP 60* promotion with a NFL player

Individual prizes (one per state): an iPod touch® and a \$50 NFLShop.com gift card

State-wide prize (one school from each state): a *FUTP 60*-themed healthy school makeover

Schools may be awarded grants to ensure financial resources are available to motivate and sustain long-lasting healthy changes in schools

Student Ambassadors will be selected to share their feedback and help shape the program.

Partnerships with all 32 NFL Clubs to help promote and activate *FUTP 60*

An interactive Web site where youth can:

Join *FUTP 60* and sign up for the competition

Pledge their commitment to eat healthy and get more physical activity

Learn about healthy eating and physical activity

Earn points for their healthy eating and physical activity behaviors as well as in-school activities

Play fun games and take quizzes/challenges.

as the year ends LOOKING BACK, THEN FORWARD

by Jerry Kozak, NMPF President & CEO

The arrival, and passage, of Thanksgiving heralds the start of the holiday season – which apart from a busy time for dairy marketers, also offers an opportunity to reflect back on the developments the past year. And what a challenging year it's been.

Just as larger economic forces have created the worst recession in 75 years, the dairy recession itself is the worst in modern history. The insult of low prices was paired with the added injury of higher input costs, creating negative margins with little precedent. Many sectors of U.S. society have been harmed by the Great Recession of 2009, but few damaged more so than the dairy producer community.

Yet, most farmers are still standing, and are looking at strengthening prices as the year ends. Most of the farms still in business are here because of generous lenders who have allowed their clients to burn through extraordinary amounts of equity to keep the farm. It will take years of above-average prices and positive profit margins in order to make up the lost ground from 2009, just as it will likely take years before the major stock markets will return to pre-recession levels. We can see the end of the tunnel, but we're not yet through it. But for those still in the business, which is the vast majority of farms, it's worth giving thanks for the things that have made survival possible in 2009. These include a leadership team at the U.S. Department of Agriculture, and Congress, that has used a variety of resources to help improve farm-level prices. Above all, they have listened to what NMPF suggested as policy actions, and then they acted.

It includes the members of Cooperatives Working Together, who earlier this year enlisted in a two-year membership arrangement to allow us the ability to aggressively remove surplus milk production. In the first ten months of the year, the U.S. dairy cow herd shrank by 236,000 – and in that span of time, CWT removed approximately 225,000 cows. History will show that this program was instrumental in helping to align supply and demand and hasten a recovery in farm-level milk prices. The similarity between those two numbers is unmistakable.



Jerry Kozak



A sense of gratitude is also due everyone in the producer community who has contributed their ideas about how to use this crisis as a springboard to make positive and needed changes in our milk pricing system. For the long haul, we need to use the painful memories of 2009 as the means to improve the future. NMPF is making good progress in that area with our strategic planning process, and its outline for systematic reform we call Foundations for the Future. We'd like changes to come in the areas of the safety nets for farmers, the Federal Milk Marketing Order system, and in CWT itself. As valuable as each component has been this year, the status quo is not sustainable for the future.

Even the most unshakable optimist – which is what you have to be if you're involved in agriculture – may have been disheartened by the dairy crisis this year. For virtually every farmer, it must have been hard to find solace on those days when after hours of hard work, you're poorer in the evening than when your day started before sun-up. A bounty of milk production ironically has made for a shortage of monetary reward in 2009.

But next year will be different, and better, and if for no other reason, a better 2010 should be justification enough to give thanks, and count a few blessings.

FIELD PERSONNEL & STATS

Field Department & Procurement Division Directory

Chris Hoeger *VP, Procurement*
Eldridge, IA 52748

Office 563.468.6628
Mobile 563.340.7943

Nancy Feeney *Member Relations*
3855 Manchester Dr • Bettendorf, IA 52722

Office 563.468.6640
Mobile 563.320.4815

Tim Genthe *Lab & Safety Manager*
803 S. School St. • Cuba City, WI 53807

Office 563.583.7669
Home 608.744.3515

Marv Thompson *Raw Milk Sales*
617 Monroe St. • Sparta, WI 54656

Office 608.366.1770
Home 608.269.4850

Ron Brenner *Field Supervisor*
527 Jackie Lane • LaCrosse, WI 54603

Office 608.366.1770
Home 608.781.0535

Thomas Tegeler *Field Supervisor*
1320 1^{1/2} St. SW • Dyersville, IA 52040

Office 563.583.7669
Home 563.875.2059

Randy Heisel
259 E. Lakeview Dr. • LaFarge, WI 54639

Home 608.625.2045
Mobile 608.386.6681

Mike Howald
7105 N. Freeport Rd. • Forreston, IL 61030

Office 815.938.2651
Fax 815.938.9151

Kara Koopmann
6142 Roller Coaster Rd. • Epworth, IA 52045

Plant 563.583.7669
Home 563.876.3900

Roger Lenius
319 9th St. • Waverly, IA 50677

Office 319.352.5463
Home 319.352.5015

Ken Ley
225 S. Clifton • Livingston, WI 53554

Plant 608.348.3932
Home 608.943.6240

Lynne Melchert
117 Culver Rd. NE • Hopkinton, IA 52237

Office 563.926.2363
Home 563.926.2794

Jim Murphy
430 Linden • West Union, IA 52175

Office 563.422.5789
Mobile 563.380.0393

Jim Schmitz
304 Dale Dr. • Montfort, WI 53569

Office 608.943.1172
Cell 563.599.2400

Cheryl Zablocki-Wagner
W 1919 Hofa Park Dr. • Seymour, WI 54165

Office 920.822.2933
Mobile 563.663.1306

Bob Zielsdorf
309 North St. • Sparta, WI 54656

Office 608.366.1770
Home 608.269.5452



Somatic Cell Range % of **A** Farms

0 - 100,000.....	4%
100,001 - 200,000.....	28%
200,001 - 300,000.....	27%
300,001 - 400,000.....	20%
400,001 - 500,000.....	9%
500,001 and above.....	11%

Somatic Cell Range % of **B** Farms

0 - 100,000.....	3%
100,001 - 200,000.....	11%
200,001 - 300,000.....	16%
300,001 - 400,000.....	16%
400,001 - 500,000.....	8%
500,001 and above.....	46%

During the Month of October
these Swiss Valley Farms
Members averaged below 100,000 for
their Somatic Cell count.

ALDINGER, ROGER	86,000
BAUS, RON & MARY	75,000
BIERSCHENK, CARY & JENNIFER	93,000
BREUCKMAN, CHAD	79,000
CAROLAN, KEVIN & DONNA	73,000
DAMROW, DON	75,000
DEVORE, RICHARD & VANESSA	94,000
DELBERT DEVRIES	80,000
DUWE, LOREN	91,000
GILBERTSON, LARRY	93,000
GINGERICH, STEVE	83,000
HELLENBRAND, BRENT N.	78,000
HENDEL FARMS	67,000
KETCHUM, ROBERT C & TERRI A	56,000
KOTY J LAUFENBERG	81,000
RANDY MIKSHOWSKY	90,000
MILLER, MERLYN W	66,000
PETERSON, PER K.	62,000
SCHAEFER, JEFFREY G	81,000
SCHAEFER, KURT	81,000
SCHAEFER, SUSAN	81,000
SCHMITZ, KENNETH & MARLUS	81,000
PAUL & JENNIFER SCHUMACHER	69,000
STATZ, KEVIN F	78,000
LARRY & LIANE THOMPSON	76,000
JEFF & MELINDA WALZ	88,000

SWISS VALLEY WELCOMES NEW MEMBERS

MIKE & JULIE HOFFMANN
ERIC HOFFMANN
DUBUQUE, IA

HILLCREST FARMS
DAKOTA, MINN

MARTIN & JODY GROELL
BELOIT, WIS

COUNTRY STORE



50 YEARS OF FARMER



50th Logo Swiss Valley T-shirt These t-shirts available in most sizes in navy and light blue in both long and short sleeves. (No XL sizes left)
S, M, L, 2XL, 3XL **REDUCED! PRICE NOW \$4**

Brown Hooded Sweatshirt with SVF name across front L **\$22** XL **\$23**

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 **REDUCED! PRICE NOW \$4**

Bonnie Mohr Note cards a package of 8 note cards, that feature the Swiss Valley sunset.
Pack of eight -- **REDUCED! NOW \$2**

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 **REDUCED! NOW \$4**

Junior T-Shirts in Two-Tone Blue with capped sleeves. Great for the young ladies. These sizes run VERY small.

S - XL **NOW \$5** 2XL **NOW \$4**

ITEM	QTY	SIZE	PRICE	TOTAL
Two-Tone Brown				
50th Logo T-shirt				
Navy Short				
Light Blue Short				
Navy Long				
Light Blue Long				
Hooded Sweatshirt				
Cutting Board				
Wire cheese cutters				
Stocking Hat				
Bonnie Mohr Notecards				
TOTAL AMOUNT ORDERED				
ADD SHIPPING CHARGES				

Name _____

Address _____

Phone _____

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.

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



Post Office Box 4493
Davenport, IA 52808

Address Service Requested

YC'ERS, MARK YOUR CALENDARS!!

THE 2010 YOUNG
COOPERATOR CONFERENCE
WILL BE HELD FEB. 26 & 27
IN PRAIRIE DU CHIEN, WIS.

IF YOU ARE 18 TO 45 YEARS OLD, YOU ARE
ELIGIBLE TO ATTEND. MORE INFORMATION AND
REGISTRATION MATERIALS WILL APPEAR IN FUTURE
DAIRYMAN ISSUES. DON'T MISS OUT, YC'ERS!
MAKE PLANS TO BE THERE!

