

Dairyman

APRIL 2009



TAP YOUR TROUBLES AWAY!
staying positive in hard times



newly expanded PRODUCER WEBSITE

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Good news for computer savvy co-op members! On April 13, Swiss Valley Farms members will be able to enjoy a newly expanded and more user-friendly producer log-in website. This means that more information will now be readily available and easier for our members to monitor. Please note, if you have “book marked” the old producer log in site on your computer, you will need to update this as the old site will be shut down.

Benefits of new producer website

The biggest benefit is that members can now view their weights along side the rest of their other milk test information. “We believe this will be very beneficial to our members,” says Dennis Reynolds, Swiss Valley Farms IT programmer/analyst.

The milk test screen has also been expanded. “On the old site, you could only see 10 tests at a time,” Reynolds says. “Then you had to click to see another screen that showed 10 more tests. Click again for another ten and so on.” Producers can now view 60 days worth of tests simply by scrolling down the page.

You’ll also notice that the dates run down the page, rather than across the top. This means you can see all the tests simply by scrolling down the same page without the need to click “previous” or “next.”

The check history is also easier to read. You can view your check history data by scrolling down the screen, rather than having to click “previous” or “next.”

In check history, producers can view their pay and deduction details and pick up details all by selecting a

tab on the same page as the open check.

Also new is an area under the “Log In” button to display messages. This area would be used to inform producers of times the system might be unavailable due to system maintenance, or to announce a small change to this site.

Assignments, milk contract information and the Blimling Dairy and Grain report are still available on the web site.

Another positive is that maintenance of this new website will now be done by our IT staff, so changes and updates can be handled internally with no need for outside consulting assistance.

Finally, a “Log Out” button has been added that adds to our members’ security.

For any member who has never visited the producer only log in site on the Swiss Valley Farms website, now is a great time to go there. Seeing your milk and check information has never been easier. But first, contact your Swiss Valley Farms field representative to get your own producer log in pin number.

CHECK
it out!

Log on to
www.swissvalley.com/recipes
for a great selection of dairy
recipes that include Swiss
Valley Farms ingredients.

“HELP THE DAIRY PRODUCER”

by don boelens, CEO



CEO Don Boelens

As a dairy producer in America, no one has to tell you how bad things are. This is one of the toughest economic climates that dairy farmers have had to face in several decades. The National Milk Producers Federation, the lobbying organization that represents U.S. dairy cooperatives, is certainly aware of how bad things are for dairy producers. Just recently, Jerry Kozak, President and CEO of NMPF, sent a letter to President Obama emphasizing the dire plight of the U.S. dairy producers and how much help they really need. Here are some excerpts from that letter.

Dear President Obama:

On behalf of the tens of thousands of struggling dairy farmers across this country, I am writing to urge immediate action by your Administration

to help save jobs in rural America. In simplest terms, the nation's dairy farmers are facing an economic disaster. Milk prices have fallen by nearly 50% in one year. On average, dairy farmers' input costs exceeded the price of milk in January by 25% and USDA projections indicate this negative cost-price squeeze will likely widened to 30% in February. The resulting losses suffered by the nation's dairy farmers are historic in magnitude.

NMPF appreciates and supports your efforts to stimulate recovery and we understand that the programs you are implementing will take time to turn things around. In the case of the dairy industry, however, the tools to help alleviate this plight are already available. They require nothing more than for the U.S. government to fully put in place measures already at its disposal, including actions that would also help to address the growing population of Americans experiencing difficulty feeding their families.

We have worked closely with Secretary of Agriculture Tom Vilsack and his dedicated staff for the past month to explore how to more effectively utilize the Dairy Product Price Support Program (DPPSP), as well as to activate the Dairy Export Incentive Program (DEIP) for a short period of time to a limited number of markets. Moreover, USDA continues to explore several options for purchasing nutritious dairy products to provide food to schools and the expanding needy population in our country.

At present, there are hundreds of family dairy farms throughout America going out of business and the vast majority of those hanging

on are doing so only by absorbing record losses month after month. The impact of these farm failures will ripple through rural communities, costing over 30,000 jobs in the agricultural economy. In these bleak economic times, our greatest fear is that a reluctance to use all currently available policy options will result in fewer family farms, a further deterioration of our hard-hit rural communities and greater job losses.

The U.S. and global economic slowdowns are leaving large and growing volumes of U.S. dairy products stranded in manufacturers' inventories. Dairy product prices are crashing below their support levels. Meanwhile millions of needy Americans and cash-strapped schools could benefit from the receipt of nutritious dairy products provided through domestic donation programs. Dairy farmers facing these very difficult pressures strongly urge USDA to aggressively defend dairy product prices at or above the support level, make use of these nutritious products to relieve some of the pain caused at home and abroad by the very same economic crisis, and access all tools at its disposal in order to help provide the necessary assistance to address these challenging circumstances.

Kozak copied his letter to U.S. Department of Agriculture Secretary Tom Vilsack, U.S. Secretary of State Hillary Clinton and the U.S. Trade Representative Ron Kirk. Let's hope that his suggestions receive the consideration they deserve and that some positive results will be achieved for the U.S. dairy producer.

member profile

PROUD TO BE A DAIRY FARMER

by karen bohnert



Looking out at his farmland located on the outskirts of the Madison city limits, Eugene Theis clearly enjoys his role of being a semi-retired dairy farmer. He works aside his youngest son David milking 105 grade Holsteins twice a day in Waunakee, Wisconsin.

"I am proud of this farm," Eugene says. "Keeping this farm going strong so it will continue onto the next generation is our farm's mission statement." Do not let Eugene's 'retired' status fool you. He is not hitting the golf course, taking long vacations or taking it easy by any means. Although his role of being 'semi-retired' allows him to work at a slower pace than he did in his previous life—Eugene still takes an active sunrise to sunset role on his family dairy farm. His daily tasks include assisting with the morning and evening milking, field work and helping high school students learn herd health tasks. "I love working alongside my family," Eugene said, "Teaching young students about dairy is fun and rewarding."

Eugene represents the second gen-

eration dairy farmer. His father Louis originally started this farm in 1930. Eugene knew at a young age that he would follow in his father's footsteps. "I remember helping my father haul manure when it was 30 below zero out when I was five years old," Eugene said. "I was crazy enough to do that then, but I would not dare do it now in my ol' age." As a young lad, Eugene was in charge of feeding calves when he was 7 and took off assisting with any and all kinds of chores because he loved working with his father and loved farming.

Eugene's wife Louise works hand in hand with her husband—and has for many years. "When our son David decided he would come back to the farm, I decided to take an off-the-farm job," Louise said. She still finds herself on a tractor, helping out with field work—a role that she would not pass up. "I love being on the tractor," she says, "I guess it just feels right."

David, the third generation dairyman for Theis Dairy Farm, graduated from

high school in 1987 and joined the family dairy farm. David said he always knew he would come back and join the family operation. "It is in my blood," he said.

"He knows the cattle better than I do," Eugene said. David places high standards on all phases of his family's dairy—from general animal husbandry to milk quality. The Theis' cow's somatic cell runs around 120,000. "We reach quality through consistency," David says.

Theis have not always reached such high quality. For years they struggled with having high somatic cell counts. In the early 80's, they discovered they had a stray voltage problem. After years of frustration due to increased cell counts and trying to break first calf heifers into the barn that kicked and kicked, Theis knew something was up. "They put a new power line that went through our farm into town and we just wondered if we might have a stray voltage problem," Eugene said. They hired a professional electrician to thoroughly go through everything and the electrician found that indeed they



I am proud of this farm.

Keeping this farm *going strong* so it will continue onto the *next generation* is our farm's mission statement.

Left: Eugene and Louise pose for a quick picture in the milk room.
Right: Their son David feeds corn to some anxious cows.

did have a stray voltage problem. “The cows were getting shocked while drinking water, causing mastitis problems and increased somatic cell counts,” Louise said. “The electrician paid for himself in a year’s time.” Their somatic cell count went from 450,000 to around 120,000. “We have even had some months under 100,000 cell count,” David said.

Their attention to detail and strive for excellence did not happen overnight. For Theis’ herd, cow health and comfort is important. They obtain a 70-pound herd average with a butterfat test of 3.88% and protein runs 3.01%. They use Select Sires genetics for mating their herd for both production and type.

In addition to the herd of dairy cattle, Theis’ farms 235 acres, which all gets harvested back into the dairy operation. Eugene says the biggest reward of being a dairy farmer is that “you are your own boss and can take a break whenever you want.” He says that the weather on their Wisconsin dairy farm has been the biggest challenge. “It is nearly impossible to

make baled hay with the weather now a days,” Eugene said. However, it is the memory of the early 90’s, when a tornado and hail storm that damaged their home, barns and took the roof off their silos that makes Eugene not like the unpredictability of weather when it comes to farming. “We lost all of our corn that year,” Eugene said. “I had a neighbor convince me not to take insurance out that year, the first time ever, and then I lost my crop,” he said. Thankfully a cousin helped him out by harvesting one of his own fields and donated the crop to Theis—and ever since, Eugene takes insurance on his ground. “You never know,” he said.

Eugene and Louise have five children and six grandchildren who love to come to the farm. “We cherish our family and our farm and are blessed that we have both,” Louise said.

Theis recently received their seven-year Quality Award from Swiss Valley Farms. “Swiss Valley Farms has been fair and equal to us,” Eugene said. “It has been a good place to ship our milk to.”

Swiss Valley Farms District Representatives from all across the cooperative gathered in Dubuque, Iowa on March 12th for their annual information meeting. Many district reps were on hand to hear the CEO and Management Reports. Board Chair Pam Bolin welcomed the attendees and introduced the Board of Directors in attendance. Members of the management Team gave short presentations regarding their departments and then fielded questions from the representatives.

Chris Hoeger, Vice President of Procurement, talked to the group about his division. Hoeger said the cooperative continues to decrease in farm numbers and the average size of our farms as well as pounds per farm continues to increase. Hoeger shared that the top 15 farms for Swiss Valley Farms represents about 22% of the milk shipped. Swiss Valley Farms is marketing 125 million pounds of milk a month. Hoeger mentioned that even more dairies were going BST free as demand continues to grow for BST-free products.

Finally, Hoeger talked about the milk premiums in the marketplace and shared that some of our competitors have either dropped their volume and hauling subsidies or have dramatically changed

their program. Swiss Valley Farms has no plans to change its premium programs now, but we must remain competitive in the marketplace.

After lunch, Phil Plourd from Blimling and Associates gave another interesting talk this year regarding the current dairy situation and outlook. Plourd explained how much the industry has changed since a year ago. Cheese prices are at levels not seen since 2003 and the U.S. dairy exports will slow appreciably in 2009 after exploding in 2007-2008. The Domestic demand remains soft in large part because restaurant sales remain slow

prevailing futures prices continue to paint a bleak picture of on-farm finances. For February, he estimates the margin will be 3.28.

He also said to keep in mind that the milk futures' market for the balance of 2009 paints a more optimistic picture than the current spot market. The big question that Plourd pointed out was "How long will things stay low?"

"Historically, the 'low phase' of the milk price and production cycle lasts twelve months or more. Look at 2002-03 when farm milk prices stayed below \$10.00/cwt for what

was, at that time, an unimaginable stretch," Plourd said. "We believe things are more rapid this time around given the depth and geography around financial pain at the farm level."

Tim Prichard, Director of Technical Services for the co-op, reported on

becoming Global Food Standard Initiative (GFSI) certified in all Swiss Valley Farms facilities by October 2009. Prichard explained that the development of the GFSI food safety standard was driven by retailers and customers and launched in 1998. Recalls and food safety events have a significant business impact and the goal of large retailers is to select suppliers with the most robust quality and food safety systems to reduce their risk.

Look at 2002-03 when farm milk prices stayed below \$10.00/cwt for what was, at that time, an unimaginable stretch. We believe things are more rapid this time around given the depth and geography around financial pain at the farm level.

~Phil Plourd, Blimling & Associates

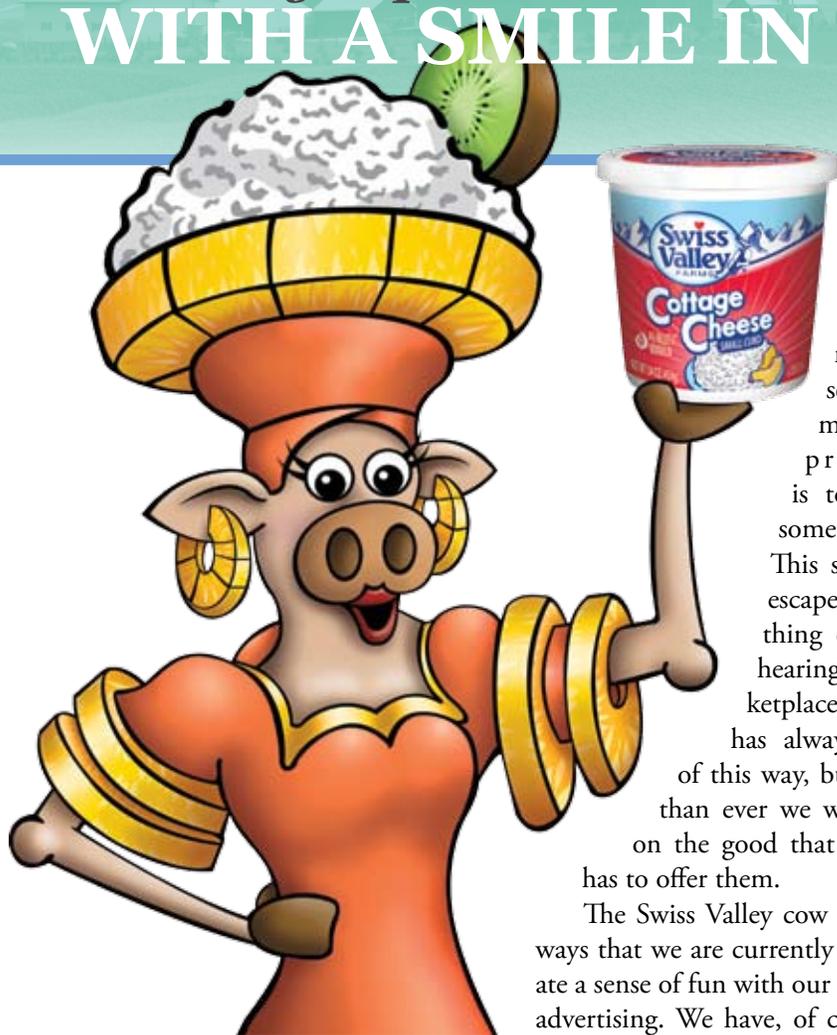
even though restaurants experienced a slight improvement in January and February due to lower fuel prices.

Plourd reported that activity of dairy cow slaughter for the first eight weeks of 2009 has been the heaviest since 1997 and tops the 2008 pace by about 93,000 cows. Activity has been particularly heavy in the mountain states and the southwest.

Plourd said the "implied margins over feed" calculated using,

WITH A SMILE IN OUR HEARTS

by scott peake



There are two things to do when everything falls apart. You can either worry about how everything is going to get fixed or just keep working hard knowing that everything will work itself out in the end. Of course there is some gray area in that kind of thought process. One thing that must always be remembered, especially in times of stress, is that life is and should always be fun. The current financial situation of just about everything is enough to get all of us down. There are many decisions to be made about the present and future, but the best way to get past the doom and gloom is to focus on the positive. This puts you in a better state of mind to deal with the problems at hand.

One way to put consumers in the right mindset, from a marketing prospective, is to give them some distraction. This should be an escape from everything else they are hearing in the marketplace. Swiss Valley has always been sort of this way, but now more than ever we want to focus on the good that Swiss Valley has to offer them.

The Swiss Valley cow is one of the ways that we are currently using to create a sense of fun with our products and advertising. We have, of course, talked about our cow before as a way to promote our products with children, but we are hoping to reach the child in every adult as well. A couple of our new cows are geared more to our adult consumers, even more than children.

The first is our “Razzberry Cow,” as seen on the cover. This cow was created to promote our summer release of Raspberry Lemonade. Last year, Raspberry Lemonade did quite well, out selling our Regular Lemonade by almost 25%, even with little to no promotion. Building on the success of last year, it only makes sense that we would spend a little more time and money making people more aware of the product.

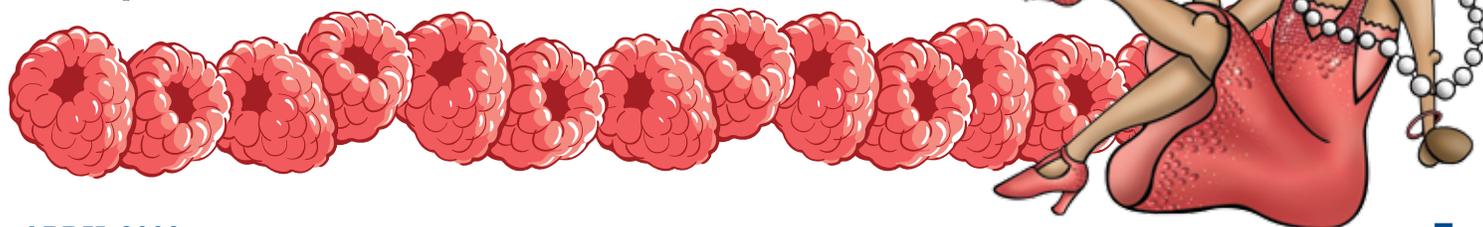
Lemonade is a fun, summertime

treat, so the obvious choice was to treat it this way in the advertising. The 1920’s flapper inspired cow represents a sense of fun that can be enjoyed during the summer months. Raspberry and Regular Lemonade will hit stores the first full week of April.

Keeping with the summer theme is the “Dairy Fever Cow.” You may have noticed this cow in last month’s dairyman. This baseball themed cow is trying to promote a couple of different ad concepts. The first and most obvious is simply a tie-in with the approaching Baseball season, as well as the approaching spring season. The sports theme is also an effort to subtly reinforce the health benefits of milk as a sports drink.

“Escape. To Better Taste” is the third ad concept with the cow for the summer. This cow is dressed up in an island get-up pushing the idea of tropical fruits and Cottage Cheese. The intended audience is adults, because of her nostalgic nod to Carmen Miranda and womanly shape. It’s also not hard to see the appeal that this type of character might have for children, too.

More than anything, these cows exist to promote Swiss Valley Farms products in a fun and attention grabbing way. Now more than ever we need anything and everything to get that smile. With that smile comes the “can do” attitude to jump even the highest hurdle.



THE PERFECT TEAM

by nancy feeney



Dan and Laurie Clemen

Like many dairy producers across the Midwest, Dan Clemen of Holy Cross, Iowa, grew up on the home farm and started farming with his father after he graduated from high school. As far as Dan is concerned, his family has always been a part of Swiss Valley Farms. That's because Dan's father Jerome was originally a member of

Holy Cross Creamery, where he went Grade A in 1964. That co-op merged with the then Mississippi Valley Milk Producers in 1965, the forerunner to Swiss Valley Farms.

Dan married his high school sweetheart Laurie in 1983, after Laurie graduated from the University of Iowa. They moved to the 180-acre farm and started a family. The couple

have three daughters. Kelsey, 22, is currently studying nursing at the University of Iowa. Gina, 19, is studying occupational therapy at St. Ambrose University in Davenport, Iowa. Nicole, 15, is a freshman at Western Dubuque High School in Epworth. All three children have done their share of farm chores.

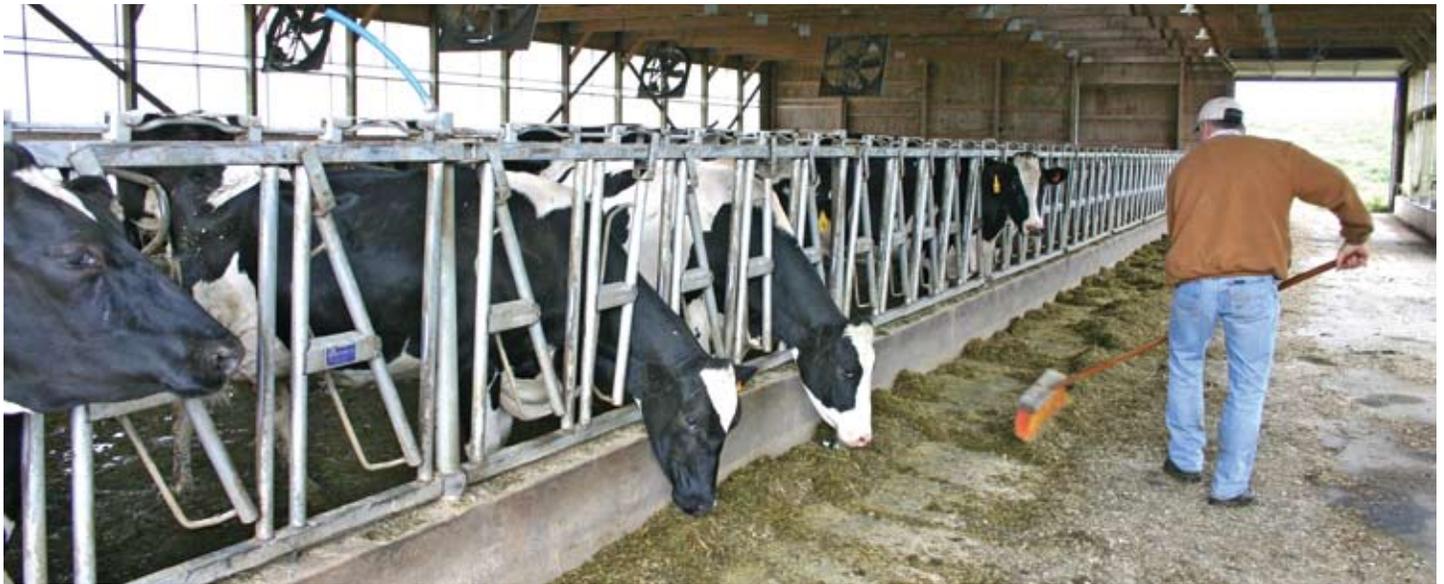
For the first 10 years of her marriage, Laurie worked as a dental hygienist. After Nicole's birth, she quit that job so she could stay at home with the children. Since then, Dan and Laurie have established a solid routine that works well for them.

Laurie handles the twice-a-day milking of the 120 Holsteins in a double-8 parallel parlor, which was built 8 years ago. She occasionally gets help with the milking from a hired man who owns a beef farm nearby. He also helps out when the Clemen's go on vacation.

Meanwhile, Dan handles all the barn chores and feeding and bedding of the herd. The herd consumes all the corn and hay that the Clemen's raise and they still need to buy some extra.

Laurie takes pride in following what she considers good milking





Dan pushes up some silage for cows in the free-stall barn.

procedures. She pre dips with iodine and wipes with paper towels and post dips with iodine. Dan contributes the quality milk production by working hard to keep the cows clean, comfortable and well feed. So far, this combination of efforts has really paid off for them. The Clemen's rolling herd average is 23,500 pounds and they have a 3.7 butterfat and 3.1 protein average. The are also consistent quality award winners, picking up their 21-year award at their recent co-op district meeting.

Their home is the original farm

house, which they have remodeled to expand their kitchen and living room area. It sits on top of a hill surrounded by the rolling acres of their farm. While being on top of a hill is scenic, it isn't always the best situation. Dan recalls a weather-related incident a few years ago when they lost their machine shed in a wind storm.

He was feeding the cows at the time the winds kicked up. "I looked up and saw some tin lying out in the field. I remember wondering, 'Where did that come from?'" It turns out the tin was part of the roof off of the

Clemen's 46' by 92' machine shed. The wind had ripped the shed off the ground and flipped it end over end until it landed in a stand of trees on the edge of the field. The tractors and other machinery were sitting there, exposed to the elements. The shed just wasn't there anymore.

Time will tell if yet another generation of Clemen's will be operating a dairy on the home acreage. But for now, Dan and Laurie continue to care for the cows, raise their crops and enjoy their lives on their Holy Cross dairy.



Dale Thoreson
Iowa State University Extension
Field Specialist Dairy/Beef/Forages

Have dairy farm owners made any progress in reducing their impact on the environment over time? A good question every industry or organization should be asking themselves especially as the cost of energy has gone up. Two recent studies on dairy and crop farms show that indeed farmers have made tremendous improvement in the energy cost of producing their products.

It's important to understand that global warming or the increase in greenhouse gases has many causes. Methane, carbon dioxide and nitrous oxide are all greenhouse gasses produced by ruminant animals. But Global Warming Potential (GWP) is always reported in terms of carbon dioxide equivalent (CO₂). This reporting system exists in spite of the fact that methane is 25 times more potent as a greenhouse gas than CO₂ and nitrous oxide is 298 times more potent.

A recent study by Cornell University researchers Mike Van Amburgh, Judith Capper and Dale Bauman shed some light on these changes. They looked at the carbon dioxide

equivalents needed to produce a pound of milk in 1944 versus 2006. Consider that in 1944 there were about 25 million dairy cows that produced about 4,500 pounds of milk per lactation. The U.S. population was 138 million people. Today there are 9 million dairy cows and they produce over 20,000 pounds of milk per lactation. The U.S. population is over 300 million. That's 2.2 times as many people with 59% fewer cows.

The Cornell workers found that the dairy production system in 1944 required two to four times the amount of resources and produced two to four times the amount of excreted nutrient and emissions compared to 2006. In 1944 it took 4.1 times as many cows producing milk for 57% fewer people. The dairy of 1944 required 4.4 times more land and produced 2.6 times more methane. That's nearly 70% reduction in milk's carbon footprint in 62 years. Today it takes 3 carbon dioxide equivalents to produce a pound of milk. In 1944 it took 10.

How have dairy farms accomplished such a feat? Most of the prog-

ress is a result of increasing the amount of milk one cow produces. These include improved genetics, artificial insemination, forage quality, better nutrition, milk cow grouping strategies, improved heifer rearing and the use of new technologies such as Rumensin, and ovulation synchronization programs. But dairy farmers are looking for ways to make more improvements.

A second report, "Environmental Resource Indicators for Measuring Outcomes of On-Farm Agricultural Production in the United States; First Report, January 2009" (Available online at http://keystone.org/spp/env-sustain_ag.html) measured the primary efficiency indicators of Energy Use, Soil Loss, Irrigation Water Use, Climate Impact, and Land Use to produce Corn, Soybeans, Wheat and Cotton from 1987 to 2007. Dairy cattle are primarily users of corn in corn silage and grain. All of the indicators have shown increased Efficiency from the base year 2000 and all indicators are under 100 compared to all being over 100 in 1987.

So what are the issue(s)? 1. Carbon dioxide in excess of plant needs warms the atmosphere, 2. We may be able to use less energy in all of agriculture and yet increase productivity, 3. There is a lack of an alternative to the internal combustion engine and 4. Can we decrease the cost of producing a kilowatt of electricity?

NASA photographs show the minimum Arctic sea ice concentration in 1979 was considerably larger than 2003. Satellite passive microwave data since the 1970's indicates a 3% decrease per decade in arctic sea ice extent. Combine this with the in-

creasing CO₂ content of the air, which is at 380ppm in 2007 compared to an average high of 300ppm over the previous 400,000 years according to Vostak ice cores in Antarctica. And we see a growing concern for the warming of our planet earth. Over the past 150 years, man has plowed the prairies, deforested much of the rain forests, and increased the use of carbon based fuels. All of this increases the amount of greenhouse gases.

There are methods to reduce the accumulation of GHG. These include less fossil fuel consump-

woody shrubs, oceans, and the soil.

Recently a system of carbon credit exchange has developed. This is a voluntary exchange similar to the Chicago Board of Trade called the Chicago Climate Exchange (CCX). There are Carbon Aggregators that conduct the accumulation of CO₂ credits and do the actual trading on the CCX. Two example aggregators are the Iowa Farm Bureau through AgraGate Climate Credits Corporation and the North Dakota Farmers Union. Carbon credits are purchased by industrial companies

aggregation fee and the 20% reserve CCX retains. Land committed to the CCX must stay in the program until 2012. As of January 13, 2009, Iowa Farm Bureau had 877,827 acres in its aggregation program, most of it from Nebraska.



tion, increasing the efficiency of fossil fuels say from 15 miles per gallon to 50 mpg. We can increase the use of renewable fuels such as wind energy and we can use Sequestration.

What is Sequestration? When plants grow they take in CO₂, make Oxygen and grow. The plant residues and roots capture the CO₂ in their cells. The CO₂ stays in the cells unless it is disturbed by burning or tillage. Carbon sequestration removes carbon from the atmosphere and places it in "sinks". Sinks consist of perennial vegetation such as grasses, trees and

whose carbon footprint is positive and they need to "exchange" these excesses with a farmer or forester who has credits. Credits are paid for after the carbon is sequestered. There is an 8 to 10% aggregation fee. Currently CCX retains 20% of the credit in a reserve account. The current price on the CCX is \$2 per metric ton. An example may be helpful here.

In southern Minnesota the rate for a no till acre of corn is 0.6 mt/acre. So if you have 100 acres of no till corn, the value would be \$120 per year minus the

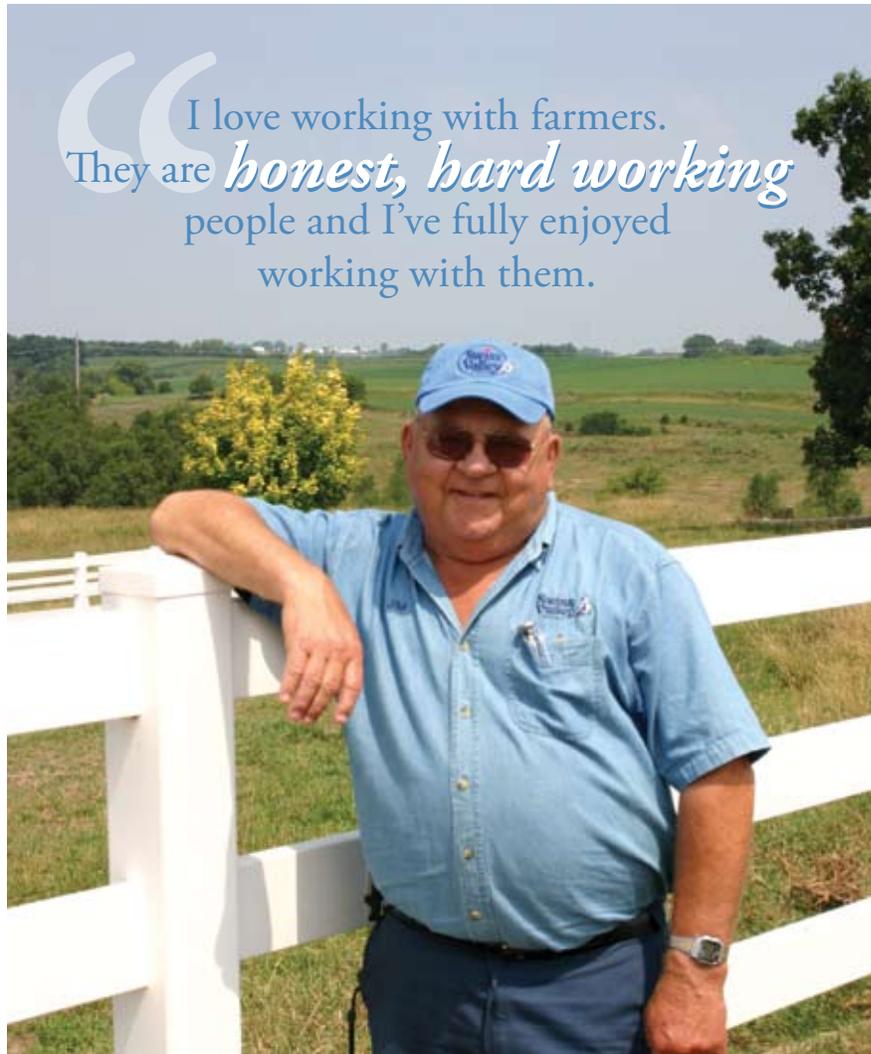
In 2000 Field Representative Jim Schmitz began his career with Swiss Valley Farms, but his career in the dairy industry travels through 48 years of working with farmers and making dairy products.

Jim began his profession as a cheese maker in 1961 at Midway Cooperative in Cashton, Wis. He eventually began working as a cheese maker at Elkader Milk Producers in Iowa and then at State Center Iowa Cooperative. His history with Swiss Valley actually began in 1968, when he went to work for Farmers Co-op Creamery in Greeley as a Plant Manager. His duties also included being a butter maker and a field representative. Greeley sold out to Swiss Valley in 2000 and Jim came to the farmer-owned cooperative as a field representative in Northeast Iowa and southwest Wisconsin, a position that he currently holds today.

"I love working with farmers," Jim said. "They are honest, hard working people and I've fully enjoyed working with them. It is very challenging because you have to treat each and every situation on its own terms."

Jim knows all too well about working hard on a dairy farm. He grew up on a 33 Guernsey cow dairy in Norwalk, Wis. In addition to milking cows, Jim's family had a can milk route and hauled the blocks and barrels of cheese to the warehouse in Richland Center and Viola, Wisconsin. "I don't miss those days," Jim says with a big chuckle. "Especially hauling the blocks and barrels to town."

Jim reports to Ron Brenner, Swiss Valley Farms Field Supervisor. "Jim and I have a great working relationship. He understands the importance of helping our members with milk quality and any other issue. He also has experienced almost everything in the dairy industry, which is very valuable when working with our patrons," Ron says. "Jim truly cares about the success of each of his farms,"



Jim Schmitz

Retired CEO Gordy Toyne speaks of his long-time relationship with Jim. "I've known Jim for many years and during that time I've come to respect his knowledge of the dairy industry and his ability to communicate with dairy producers. I also appreciated how quickly Jim learned the Swiss Valley system and became a valued member of our Procurement team. I have always enjoyed working with Jim," said Toyne.

Jim was married to his first wife, Mary, for 33 years before her death in 1997 from

brain cancer. Together, Jim and Mary had four sons: Mike, Pat, Mark and John.

Jim met his current wife, Melissa, through the milk business. Melissa was a dairy farmer down the road from where Jim lived. They married in August 2004.

When Jim isn't working hard, he loves to tell stories from his hunting and fishing trips. "I developed my own recipe for catfish bait," Jim said. "I made it from cheese and a few secret ingredients we don't talk about, but it speaks for itself by the smell." Jim also likes to travel west.

third annual photo contest

GET YOUR CAMERAS OUT

Have you taken a photo on your farm or at the fair that you think would look good on the 2010 Swiss Valley Farms calendar? If so, then you may want to enter it in the SVF Calendar Photo Contest. We are looking for pictures of people of all ages living and working on their dairy farms.

Remember, reproduction quality of the photo is an important consideration.

- Be sure your picture is sharply in focus.
- If you are using a film camera, make a good quality 8" x 10" or 5"x 7" print and mail that in. Include a mailing label with your address on it so we can return this fine photo to you.
- If it is a digital photo, the higher the resolution, the better. Be sure your camera is set on its highest-pixel/quality setting.
- E-mail your digital photo to us. E-mail them to: karen.bohnert@swissvalley.com
- If your digital photo is too large for you to e-mail, burn it on a cd and mail it to us at:

Swiss Valley Farms Cooperative
Calendar Photo Contest

P.O. Box 4493

Davenport, IA 52808

Entries must be received by September 30, 2009.

Cash prizes will be awarded. Any other photos we use on the calendar will receive an Honorable Mention prize. It's never too early to start taking photos. Winter, spring, summer and fall scenes are all needed. Enter a photo any time you want and enter as many as you want.



swiss valley welcomes **NEW MEMBERS**

Neil & Frances O'Leary

Brandon, Wisconsin

Melanie Simon

Epworth, Iowa

Tobias Yoder

Kalona, Iowa

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

Cary & Jennifer Bierschenk	91,000
Chad Breuckman	89,000
George & Judy Cadden	93,000
Kevin & Donna Carolan	42,000
Steven & Cheryl Chapman	85,000
Mike Deaver	98,000
Deetz Bros	99,000
Delbert Devries	89,000
Randy Dreier	67,000
Loren Duwe	69,000
Larry Gilbertson	73,000
Sammie Gingerich	98,000
Jeremiah Halvorson	99,000
Hendel Farms	82,000
Hodson-Dirksen Farms LLC	71,000
Robert & Terri Ketchum	79,000
David Koehn	73,000
Koty Laufenberg	82,000
Connie & Jim March	61,000
Meyer Farms Dairy LLC	89,000
David & Linda Rego	80,000
Jeffrey Schaefer	81,000
Kurt Schaefer	81,000
Susan Schaefer	81,000
Kenneth & Marlus Schmitz	65,000
Sam Schneider	93,000
Walter Selke	85,000
William Selke	85,000
Titus Stauffer	67,000
Lillian Stence	73,000
Bob Van Daalwyk	97,000
Jeff & Melinda Walz	57,000
Harry Weier	60,000
Charles Wright	99,000
Keith Wright	99,000
Leighton Yoder	88,000

Somatic Cell Range % of **A** Farms

0 - 100,000.....	4%
100,001 - 200,000.....	21%
200,001 - 300,000.....	25%
300,001 - 400,000.....	21%
400,001 - 500,000.....	11%
500,001 and above.....	18%

Somatic Cell Range % of **B** Farms

0 - 100,000.....	9%
100,001 - 200,000.....	14%
200,001 - 300,000.....	9%
300,001 - 400,000.....	25%
400,001 - 500,000.....	9%
500,001 and above.....	34%

roger lenius named

ISU DISTINGUISHED GRADUATE

This spring, long-time Swiss Valley Farms field representative Roger Lenius was named a 2009 Distinguished Graduate by Iowa State University. This award recognizes ISU graduates who have gone on to make outstanding contributions to the dairy industry in Iowa. Retired Swiss Valley Farms Co-CEO Gordy Toyne had the privilege of presenting the award to Lenius, who he worked with for many years in the co-op's Procurement Division.

"In any profession, you meet people who stand out from the rest because of the passion they have for what they do. Roger is one of those people," Toyne told the group. "Roger has worked with his dairy producers for so long, he is like a part of their family. They know he is never too busy to help them solve a problem. They all know they can rely on him to be there for them and their dairy operation."

Roger Lenius has been involved in dairying his entire life. He was born and raised on a small dairy farm south of Waverly, Iowa. He was a 9-year 4-H member and participated in FFA and received the Iowa Farmer Degree while attending Waverly-Shell Rock High School, where he graduated in 1967. Four years later, he graduated from Iowa State University with a degree in Dairy Science.

After graduation, Roger worked as a Grade A Milk Inspector for Northern Iowa and Southern Minnesota. He began his career as a field representative for Swiss Valley Farms in 1979, where he continues to work with co-op members in central Iowa. Roger has been a member of the Iowa Association of Milk, Food and Environmental Sanitarians since 1972 and was President of the association in 1989. In 1992, he received the Merle P. Baker Sanitarians Award.

Roger is also a member of the Bremer County Dairy promoters and received their Distinguished Service Award. He is also a Board Member for



Susan and Roger Lenius with Gordy Toyne.

In any profession, you meet people who stand out from the rest because of the passion they have for what they do. Roger is one of those people. He has worked with his dairy producers for so long, he is like a part of their family.

-Gordy Toyne, retired Co-CEO, Swiss Valley Farms

the Tri State Dairy and Ag Expo, where he currently serves as Vice President. He is also a member of the Iowa Holstein Association, the Iowa State Dairy Association, the National Dairy Shrine and the Northeast Iowa Community-Based Dairy Foundation in Calmar, Iowa.

Roger married his wife Susan in 1972 and they have one son, Mark, 25, who works in land appraising and also farms with his dad on their home acreage, where they raise dairy heifers.

Pam Bolin, Chairperson of the Swiss Valley Farms Board of Directors, who dairies in Clarksville, Iowa is pleased

to have Roger Lenius as her field rep for the past 30 years. "We have been through a lot with Roger. He is always on call to help, even if it after hours. He is well deserving of this award. We are pleased to say that he is more than our field rep, he is our great friend."

Like Pam, Swiss Valley Board member G. Joe Lyon of Toledo, Iowa, was on hand for the award presentation. "Roger is the most conscientious person you'll ever meet. He's made every dairyman he serves a ton of money by keeping them on the ball and if you have a problem, he's there. He does his job and he does it well."

swiss valley farms

SCHOLARSHIP AVAILABLE

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

Co-op members who are studying agriculture-related majors can 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 Cooperative member, or a student whose family manages or operates a farm for a Swiss Valley Farms Cooperative member at the time of

submitting the scholarship application and when the cash awards are made.

Any high school graduate or any 2009 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 563.468.6600 or simply ask the Swiss Valley Farms phone receptionist for an application. Or e-mail nancy.feeney@swissvalley.com. All applications must be mailed back to Swiss Valley Farms by July 15th, 2009.



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