

Dairymen

APRIL 2010



**CHECK OUT THE SPRING
“BEST BUY” ROUNDTABLE**



Published Monthly by:

**Swiss Valley Farms
Cooperative**
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EU requirements Stricter SCC Counts On the Way

by Don Boelens

While most Swiss Valley Farms producers fall into the 400,000 or less SCC category, it could be heads up time for some co-op members.

Recent changes to the review procedures for Somatic Cell Counts (SCC) and Standard Plate Counts (SPC) to verify compliance with European Union Export Requirements could require changes by some dairy producers on the farm level across the United States.

The EU Health Certification Program has always required all U.S. exports of dairy products to the EU to comply with European regulations, which meant that the SCC level on the milk could not exceed 400,000. Formerly, this 400,000 SCC level was gathered based on the SCC of a **tanker load of milk** delivered to the plant. The change on the near horizon requires that this 400,000 SCC must be reached on **all individual farms** being collected by that truck.

Adherence to this revised sampling guideline must be in effect for U.S. exports as of October 1, 2010. Swiss Valley Farms must comply with this regulation in order to continue exporting cheeses to the EU countries.

"Although the permitted levels of Somatic Cell Count (SCC) of 400,000 has not changed in the European Union's legislation on dairy products, a new sampling procedure was brought about by the 2009 EU audit of U.S. controls on dairy products," according to Jamie Jonker, Ph.D., Vice President of Scientific and Regulatory Affairs at National Milk Producers Federation. "During this review, the EU Food and Veterinary Office (FVO) noted that when USDA's Agricultural Marketing Service (AMS) conducted reviews of the milk records to verify that the milk met EU requirements for SCC, silo or tanker



CEO Don Boelens

test records were sometimes used to make the determination. The EU insists that the correct records to use are actual SCC records from tests taken on the milk at the farm level."

Dr. Jonker says that NMPF is working with the U.S. Dairy Export Council and International Dairy Foods Association to verify the World Trade Organization compliance of the EU's demands and to explore how to craft sampling procedures that maintain access to the EU market without placing undue burdens on U.S. dairy producers.

"I would say that NMPF is working to verify whether the EU's demands are trade compliant - if not, we would battle having to comply with them. But if they are (trade compliant), we will be focused on how to get agreement with USDA on implementing the new interpretation of the EU regulation in a way to minimize impact on U.S. producers."

Swiss Valley Farms' cheese customers expect us to adhere to the EU standards. In fact, your co-op hopes to increase its exports abroad. As hard as it may be for some members to adjust to this SCC change, compliance will be necessary if the deadline goes through with the new requirements in place. We will keep you posted on this.

Annual Reorganization

BOARD OFFICERS ELECTED

At the February 23rd Swiss Valley Farms Cooperative Annual Reorganization Meeting, the Board's 2010 Executive Committee was selected.

Pam Bolin, Clarksville, Iowa was re-elected Chairperson of the Board. Randy Schaefer, Blue Grass, Iowa was re-elected Vice-Chairperson. Jim Schmitt, Sherrill, Iowa was re-elected Assistant Treasurer and Jeff Nimtz, Monticello, Wis. was re-elected Assistant Secretary.

Appointed to serve on this year's Executive Management Team were: G. Joe Lyon, Toledo, Iowa; Patrick Schroeder, Lancaster, Wis. and Eugene Smith, Clinton, Wis. Schroeder was also re-appointed to be the Swiss Valley's representative on the National Milk Producers Federation's Board. Also during this meeting, the following directors were reelected for three-year terms following their re-elections at their 2009 district meetings. Patrick Schroeder, District 1; Jim Schmitt, District 4; Randy Schaefer, District 13; Eugene Smith, District 19 and Bill Strief, Farley, Iowa District 5.

A 20-year longevity award was presented to Pam Bolin in recognition of her service to the co-op's Board. When Bolin was elected to the Board, she was the youngest person to ever join the Board as well as the first woman. In 1998, she was elected secretary

to the Board and then, in 2007, she was elected Chairperson. Bolin served on the Iowa State Dairy Association Board from 1995 to 2001 and currently serves as a Delegate to that Board. She has served on the Midwest Dairy Corporate Board and is currently a member of the Midwest Iowa Division Board. She is now serving as an advisor on the DMI Board. Bolin also served a term on the National Dairy Board from 2002 to 2005.



Pam Bolin, Clarksville, Iowa, Board Chairperson, was recognized for her 20 years of service on the Swiss Valley Farms Board.



Re-elected directors were reelected on the Board for their new 3-year terms. Reelected directors above are, from left to right: Bill Strief, Farley, Iowa, District 5; Randy Schaefer, Blue Grass, Iowa, District 13; Patrick Schroeder, Lancaster, Wis., District 1; Jim Schmitt, Sherrill, Iowa, District 4; and Eugene Smith, Clinton, Wis., District 19.

ATTENDANCE & FUN WAS UP!

Swiss Valley Farms YC'ers enjoyed a welcome break from the hard winter at the 2010 Young Cooperator Conference, held the last weekend in February in Prairie du Chien, Wis. Even the weather cooperated with blue skies and no snow or ice, which is wonderful for late February. This put everyone in the mood to have a great time.

The YC'ers were greeted by an opening talk from Swiss Valley Farms CEO Don Boelens, who was there to welcome the young producers and answer their questions. Joining him were several members of the Swiss Valley Farms Board and Chris Hoeger, Vice President of Procurement.



After lunch, the YCer's headed to Luana, Iowa to visit the co-op's Swiss and cream cheese plant, where Plant Manager Bill Wieser and his production team conducted tours. After seeing how the 100-pound blocks of Swiss cheese were produced and graded, and watching the whey powder being bagged, the last tour stop showed how these items were used by food manufacturers. The YC'ers

sampled cheese curls, crackers, dips and colorful mini-cheese cakes, all containing products made at the Luana plant.

After this, the group traveled down the road to St. Olaf to tour YC'ers Kent and Sandy Franks' dairy. Kent and Sandy and their children, Bryon, 14, and Rachel, 12, escorted the YC'ers through the barns. The Franks had spent the past year adding some key facilities and upgrades to their family farm, where they milk 75 Registered Holsteins and 13 Registered Ayrshires. A new heifer shed was added last year, as well as a new machine shed, a hoop building and concrete feed bunkers.

Before leaving there, the group enjoyed a milk, hot chocolate and cookie break while checking out the contented cows in the Franks' stone barn.

The Friday night banquet was followed by a lively game of Family Feud, YC-style.

On Saturday morning, Janet Snow from BASF gave tips to the YC'ers on how to get the most nutrition out of their corn rations. Then the YC'ers received a light-hearted, but effective, attitude adjustment during a "Matitude" workshop presented by motivational speaker Matt Booth.

Overall, it was a great two days of co-op information, fun and camaraderie for the young dairy producers.

Also at this meeting, Roy and Shiloh Johnson, Parkersburg, Iowa, were chosen the 2010 Swiss Valley Farms Outstanding Young Cooperators.

Motivational speaker Matt Booth, left, gets the crowd up and moving, below, with a physical demonstration. Booth gave the YC'ers great advice on how to adjust their attitude to achieve a better life and greater success.



YC'ERS TOUR CO-OP'S CHEESE PLANT



The Luana employees pulled out all the stops to give a great tour to the Young Cooperator group. Above, plant manager Bill Wieser explains why safety glasses and protective clothing are necessary before entering the cheese making rooms. At right, cheesemaker Rod Kregel stands over the massive Swiss cheese vats and explains the cheese making process. Below, left, lab employee Thelma Keehner explains the many testing procedures that are performed in the Luana lab. Bottom right, colorful mini-cheese cakes were the treat at the end of the tour.



PARKERSBURG, IOWA YC'ERS WIN CONTEST



ROY & SHILOH JOHNSON

Roy and Shiloh Johnson from Parkersburg, Iowa were named the 2010 Swiss Valley Farms Outstanding Young Cooperators during the recent YC Conference in Prairie du Chien, Wis.

Roy and Shiloh have two children, Melanie, 9 and Megan, 8. Roy, who has been milking cows since 1983, milks 100 Holsteins in partnership with his father, Duane. Roy is a 1993 graduate of Iowa State University with a degree in Ag Business. Shiloh, a registered nurse, works down the road at an assisted living center. The Johnson's will be representing Swiss Valley Farms this fall at the 2010 NMPF Dairy Summit in Reno, Nevada. They will also be serving on the 2011 National YC Advisory Board, where they will help plan that year's national YC meeting.



YC'er Kent Franks, in the center, talks about his new calf and heifer shed that was built last year. It was one of the many facility improvements Kent and Sandy recently made on their dairy. The YC'ers enjoyed walking around the dairy before taking a cookie and milk break in the stanchion barn.

Get Those Cameras Out! GET IN THE CALENDAR PHOTO CONTEST



It's not too early to start taking photos for the 2011 Swiss Valley Farms Member Calendar. Remember, a good calendar needs photos from all the seasons!

Photo quality and sharp focus are major considerations. A picture must be enlarged to 11" by 9" in order to fit on a calendar page. Large file digital photos are the best. If you don't have a digital camera, make an 8" by 10" print of your photo and submit that. Only submit photos that you personally have taken. Photos taken by non-member, professional photographers can not be used.

Fill out the form below and include it with your submission. If you are e-mailing the photo, include all of this information in your e-mail at the time of submitting the photo. Then please mail a signed copy of this form to Nancy Feeney at the address below.

Name of person who took the Photo:

Address: _____**City:** _____ **State:** _____ **Zip:** _____**Phone Number:** _____**E-mail address:** _____**Farm Name or Producer #:** _____**Names of people in the photo:** _____**Where was the photo taken:** _____**Who is your Swiss Valley Field Rep?** _____**Signature of Contributor:** _____**Important Information:**

- All submitted photos become the property of Swiss Valley Farms Cooperative.
- The entry form on this page will serve as a permission slip to use the photo in printed materials and/or for advertising purposes. All entries must provide all of the requested information in order to qualify.
- No images will be returned.
- By signing the official entry form, you understand that the images will not be returned and each photo submitted comes with full and exclusive rights for Swiss Valley Farms Cooperative to print the photo, without credit, in Swiss Valley Farms literature, without further obligation to the photographer or those people who have their person or items in the photo.
- Please submit Landscape/Horizontal photos only, so they will fit on a horizontal calendar page.
- Submit your entries by Sept. 30, 2010 to:

**Swiss Valley Farms Cooperative
Calendar Photo Contest
P.O. Box 4493
Davenport, Iowa 52808**

OR

E-mail photos to:
nancy.feeney@swissvalley.com

Cash prizes will be awarded for the top three photos.



yearly gathering

DISTRICT REPS GET INDUSTRY INSIGHTS

A good turnout greeted the Swiss Valley Farms Management Team at this year's Spring District Representative Meeting, held in Dubuque, Iowa. The meeting was opened by a greeting from Board Chair Pam Bolin, Clarksville, Iowa. CEO Don Boelens told the district reps that it was an exciting time to be a part of the Swiss Valley Farms Management Team. The co-op's marketing refocus on cheese and cheese ingredients will present some great opportunities.

The Management Team members each gave a report of what had happened in their divisions during the past year, as well as what new challenges or opportunities they would be facing down the road.

After lunch, Phil Plourd, President of Blimling and Associates, a research and consulting firm and a licensed commodity brokerage firm, gave his insights into what was happening in the U.S. and world economy.

"While some call this period we are in the Great Recession, I prefer

to call it the Great Recalibration," Plourd said.

He said that in 2008, dairy outputs increased dramatically due to the decline of exports from New Zealand and Australia as a result of a 2-year drought there. "U.S. dairy producers ramped up milk capacity to meet these export opportunities. Then, the exports dried up in 2009 when the drought ended down under." Now, Plourd said, "Everyone is trying to figure out what the 'new normal' is." The decline of dairy exports in 2009 equated to the output of nearly 200,000 cows.

In our current market situation, there are 300,000 to 400,000 too many cows to supply the 2010 demand. To further add to the increased flow of milk, the first heifers born by using the gender selection semen are now coming into the milk line. Even more of these heifers will be coming into the line in 2011.

Plourd pointed out that dairy was not the only commodity in the world facing overproduction woes right now. For the first time in a long

time, American consumers have reduced spending. Restaurant sales are still slow and consumer credit has contracted. "Widespread uncertainty in the economy is our biggest problem."

On the up side, there are signs that the manufacturing sector is beginning to pick up. Merger activity, which had been stagnant, is picking up. Unemployment is flat, instead of increasing. Retail sales are showing signs of life.



Top right, Phil Plourd, President of Blimling and Associates, shared his insights with the District Representatives.

At right, Chris Hoeger, vice president of Procurement, answers questions following the Management Team presentations.

GET READY FOR SPRING FARM TOURS

By Sherry Newell, Director of Communications, Midwest Dairy Assn.

The urge to get out in fresh spring weather isn't unique to dairy producers. It also strikes students, teachers and families, and often results in a field trip to a local dairy farm.

Each tour can be as different as the farm playing host, but the ideal farm tour delivers the same message in spite of the dairy's size or production practices. It's a unique opportunity to deliver reassurance that producers care for their animals and the land, and put the production of wholesome milk at the top of their list of priorities.

"I heard from a parent recently who talked about joining his 3rd grader on a tour of a 100-cow tie-stall dairy, and then seeing a very different 1,500-cow dairy with his 6th grader's class," said Donna Moenning, Vice President of Industry and Image Relations for Midwest Dairy Association. "He said that while these farms were very different, both producers expressed the same thing – they care for their cows and their land because that's what it takes to produce wholesome, nutritious milk. The fact that both farmers were consistent in what they said about dairy farming really made a positive impression on this parent."

Those positive impressions are why Midwest Dairy Association has developed a variety of tools to help producers do great tours and classroom visits. Recent additions to the materials offered are worth considering if those kinds of activities are on your schedule this spring and summer.

The Farm Tour Kit offered through their Producer Service Center provides step-by-step suggestions for your tour. It

Tips to Prepare for a Farm Tour

1. Don't wing it! Do a walk-through of what you will show your group on tour. See it through the eyes of a visitor. Will you need to explain why animals are housed in a particular way? Is there a tool or piece of equipment being used that needs to be demonstrated to enhance understanding?

2. Show that you care about the health of your animals and the visitors; provide plastic boots at the tour's beginning and hand sanitizer at the end.

3. While your group may be largely kids, don't forget the impact your tour has on adults who are serving as chaperones, and on teachers who may use the information in follow-up lessons. Consider providing them additional information and follow-up resources.

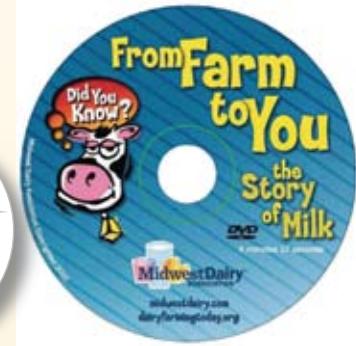
4. Show your passion for what you do. Tell stories that demonstrate why you care about dairying. Bring your tour to life by pointing out what you enjoy.

covers safety, sanitation, frequently-asked questions and how to answer them, a sample tour with key points to share and follow-up materials to consider.

Stickers that say "I met a dairy farmer," coloring books, fact sheets and other materials are also available. A new video called "From Farm to You: The Story of Milk" can be used during a classroom visit, or as a pre-tour lesson for the class. It includes a poster, handouts and a teacher's guide.

While the overall take-home message to farm visitors should be similar, producers have found many unique ways to reach out to those visitors both on the farm and beyond. Some producers have utilized an Adopt-A-Classroom theme, writing monthly letters throughout the year to keep them up to date on farm activities and animals they may have met, or will meet, on a tour. Others have kept a blog and encouraged teachers and students to follow the farm using that tool.

Regardless of your approach, what's important to remember is that a farm tour could very well be a first impression, and likely a lasting one, for a visitor. While your tour will be unique, you'll be helping reinforce the passion and commitment all dairy producers have in common.



5. Would inviting your veterinarian or nutritionist help enhance the tour? Demonstrating how you rely on experts to help provide top-notch animal care can help tell your story.

6. Talk with the teacher about having local newspaper cover the tour; it broadens your ability to reach the local community.

7. Never serve raw milk! Purchase dairy treats for the tour if you wish, and consider contacting your local promotion group to assist.

For more detailed tips, order Midwest Dairy Association's Farm Tour Kit by calling 1-877-360-FARM (3276).

member roundtable

THE BEST BUYS ON THESE FARMS

Welcome to the 2010 Best Buy Round Table. In this article, four Swiss Valley Farms members, all from different types and sizes of operations, list the best buys they have made on their dairy in recent months. Perhaps you will find an idea that will work for you in your dairy.

Each member gives you a short overview of their operation before answering a few questions, ranking the purchases based on expense.

If you have any good best buy ideas you would like to share, please send them to: nancy.feeney@swissvalley.com. You could be featured in our next Best Buy Round Table.

Rebecca Vogel is proud of her herd of Jerseys and Holsteins. She manages her dairy in Helenville, Wisconsin and her husband Frank helps with the field work.



1. Briefly explain your dairy operation.

Andrew Nitz: Our farm name is Busy Bee Acres LLC in Markesan, Wis. My grandfather moved to this location in 1958. My father and I are the second and third generations to farm here. The LLC partners are my parents Gerald and Margaret, and myself and my wife Rachel. The LLC was formed in 2002. We are a 230-cow dairy with 350 acres of crop land. We operate in a newer 180 stall freestall barn built in 2003 and our new parlor is a double-12 Herringbone, which is quite an upgrade from our 32 stall conventional milking barn. Our herd average is 21,100 lbs., 4.4 BF and 2.90 protein. Milk cows are fed one group TMR. We also have separate dry cow and close-up rations. We raise alfalfa and corn for feed, all of our forage needs are met first and then as much grain as we can. We purchase most of our protein and mineral feeds. We raise all of our replacements from birth to freshening. Our bull calves we sell to a local farmer. The labor at the farm is family -- myself

and my dad. We do have hired help: Phil - feeding, crops and repair, Clint - assistant herd person/ milking, and then Jeremy, Jody, Maria and Maria who makeup our milking staff. Looks like a lot of hired labor, but most of them are only part-time by their choice. At this point everyone likes more flexibility for time off.

Rebecca Vogel: We milk 22 cows, Jerseys and Holsteins, on our dairy in Helenville, Wis. Our rolling herd average of 12,000, butterfat average of 4% and 3% protein. We milk in a wood stanchion parlor. The cows are fed on pasture and on large, round bales outside. They are fed small square bales in the barn. A small amount of grain is added to keep them in shape. We raise most of the feed as well as our replacement heifers. I am the herdsman, my husband Frank farms another farm and helps with my field work.

Eugene Newell: Shirley and I farm in Long Grove, Iowa, and we have been members of Swiss Valley Farms since this cooperative was founded some 52 years

ago. We milk 50 to 60 Ayrshires and Holsteins and have a rolling herd average for the Ayrshires of 14,000 pounds and 15,000 for the Holsteins. Butterfat on the Ayrshires is 541 and 576 for the Holsteins. We have 50 replacement heifers, counting the young calves. We milk in a 44-year-old parlor and feed hay and silage out of bunk feeders. We don't use a TMR. We get our feed from a grain bank, where they grind the mix and deliver it. We also receive help from our son Dan and his family.

Larry Svendsen: I began milking in 1973 and am proud to say I have only sold my milk to Swiss Valley Farms. My wife Mary Jean and I milk 80 registered Holsteins on our Ossian, Iowa dairy. My rolling herd average is 24,000 pounds. I milk in a 36-cow stanchion barn and have a few free stalls and loose housing. I feed my cows a grain mix in the barn and I keep silage in bunks in the yard. I have 80 replacement heifers on hand. I have some part-time help in the dairy. My hobby is making some really good wine out of raspberries and cherries.

2. List products and services that cost under \$100 that have been a good buy for your operation:

Andrew Nitz: I bought a Rubbermaid storage unit for organizing cow care and meds for the animals, which keeps things much cleaner. I installed simple gate latches in the old free stall barn, which provides more convenience for moving cows. I bought a pump sprayer for applying foot treatment.

Rebecca Vogel: I bought a small towel tote that straps to my waist. This saves many steps. Also, I now use a five-nipple calf nurser. My calves are in group pens and it saves a lot of time and frustration.

Eugene Newell: Teat dip is my best buy for under a \$100. I use powder dip in freezing weather.

Larry Svendsen: My calf bagger, saves calves and time. This bagger has a tube

that feeds colostrum to sick calves. The bagger holds two to four quarts of colostrum. It works great. I bought a cow kicker from a neighbor for \$15. What a buy! It goes around the top of the cow's back and I can tighten it down while I am training new heifers in the stanchion barn. I use it for two or three days to train them not to kick me. Great for an old guy like me!

3. What about items that cost between \$100 and \$500?

Andrew Nitz: Got a new cordless drill with longer battery life -- and it's really HANDY! Went to DSL internet. It's packaged with my phone but what a difference. Access to market info and business accounts is so much faster than the old dial up and timing means so much.

I also installed a gated horse panel as a gated end of the post-wean calf pen.

This allows easy access to calves without moving the large pen gates. This is a \$100 dollar-plus item. Plastic feed troughs that hang on the gate rails for these pens are handy and cost under \$100 dollars.

Rebecca Vogel: At peak season, my cows get new pasture every 12 hours. I installed a small reel with electrifiable rope and pig tail posts that has made the chore easier and faster.

Eugene Newell: I put in waste-proof hay bunks. I also invested in good swinging gates. And some used highway guard rail fence. They make great barriers that will last longer than us.

4. What about items in the \$500 to \$1,000 category?

Andrew Nitz: Installed a parlor foamer that keeps the parlor looking new.

Eugene Newell: Concrete grain and silage bunks were a good investment for me. They give me more space and no waste. I put in floor grooving, which has really helped. This has greatly reduced leg splits for the cows, which causes



ON THE COVER: Eugene Newell, Long Grove, Iowa, checks on his Ayrshires in the pasture and in the pens. Newell and his wife Shirley are life long Ayrshire enthusiasts and have been members of Swiss Valley Farms since it was formed as Mississippi Valley Milk Producers Association in 1958. Above right, the couple accepted their 20-year milk quality award at their Swiss Valley Farms district meeting this winter.

Larry Svendsen dairies with his wife Mary Jean in Ossian, Iowa. Larry says that Swiss Valley Farms is the only co-op he has ever sold his milk to. Below, Larry and Mary Jean received their 5-year milk quality award at their Swiss Valley Farms district meeting this winter.



downers.

5. What about items that cost over \$1,000?

Rebecca Vogel: I was able to purchase a used pipeline and found a local independent dealer to install it. My total costs wear under \$3,000.

Andrew Nitz: I will break this out a little because our parlor is such a large purchase.

- I added a plate cooler, which is saving on compressor run time.
- Installed a boiler for hot water and in-floor heat. This increases fuel efficiency.
- Installed an air compressor for parlor operation. It is smooth and lowers stress on the cows.
- Installed a new accounting

program on my computer. It's called Centerpoint Accounting. What a challenge it has been to learn it, but what a beneficial improvement.

Larry Svendsen: I bought a grapple arm for my uniloaders bucket. It clamps down the silage or manure or what ever I'm hauling in the bucket. Keeps it from falling out. There are lots of uses for this. In fact, it is in constant use.

I also added a heater to my uniloader. What a pleasure it is not to be cold! The new uniloaders come with them, but I have an older one.

I installed One-Touch Milkers from Surge. They just do a good job of milking for me.

Eugene Newell: I bought a used round baler. Now it takes a lot less time to make hay.

I found a new disk mower conditioner for \$15,000 and a new skid steer, which cost \$20,000. These have made my job easier.

6. Do you have any "home rigged" ideas that really paid off well for you?

Andrew Nitz: I use old teat dip barrels for watering calves because they don't rust.

We built an elevated stand for our bulk tank compressors to get them off the floor and improve air flow. We had our parlor steps designed and built special for us. They are made to fit and look great. Also, I use garage door weather stripping to seal around the bulk tank. This works great.

7. Of all the items that you just listed, which one is your particular favorite?

Rebecca Vogel: The pipeline has been the most beneficial. My back was not able to handle the heavy lifting associated with buckets.

Andrew Nitz: My favorite item, I think, would have to be the accounting program. It makes my business work simpler when the computer cooperates. Everything from paying bills to payroll, cash flows to year-end work. It is the one thing I

spend the most time with.

Larry Svendsen: The grapple is my particular favorite item. I use it all the time.

Eugene Newell: Probably the round baler.



Top left, Andrew, his wife Rachel and their children Danielle, 11; Abagail, 8, & Cassady, 5, stand in front of their new parlor. At Busy Bee Acres, they milk 230 Holsteins in a new double-12 Herringbone parlor, at left. One of Andrew's best buys was specially designed parlor steps, shown above.

swiss valley farms

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Somatic Cell Range % of A Farms

0 - 100,000.....	6%
100,001 - 200,000.....	27%
200,001 - 300,000.....	26%
300,001 - 400,000.....	18%
400,001-500,000.....	10%
500,001 and above.....	13%

Somatic Cell Range % of B Farms

0 - 100,000.....	3%
100,001 - 200,000.....	14%
200,001 - 300,000.....	11%
300,001 - 400,000.....	16%
400,001 - 500,000.....	5%
500,001 and above.....	51%

During the Month of February,

these Swiss Valley Farms

Members averaged below 100,000 for
their Somatic Cell count.

ALDINGER, ROGER	98,000
BAUS, RON & MARY	60,000
BIERSCHENK, CARY & JENNIFER	71,000
BREUCKMAN, CHAD	70,000
BRIMEYER, DANIEL A & DEB	86,000
BRIMEYER, DEREK	86,000
BRINCKS, DON I	45,000
CAROLAN, KEVIN & DONNA	98,000
DEAVER, MIKE	88,000
DEVRIES, DELBERT	69,000
DREIER, RANDY D.	70,000
DUWE, LOREN	63,000
ELMHORST, MICHAEL & EVANGELINE	91,000
FREIT, JAMES	96,000
FREIT, ROBERT	96,000
GIBBS, DWIGHT A.	80,000
GIBBS, JOE E.	80,000
GILBERTSON, LARRY	88,000
GINGERICH, STEVE	91,000
HAAG, RODNEY & DEBRA	94,000
HELLENBRAND, BRENT	94,000
HENDEL FARMS	79,000
HODSON-DIRKSEN FARMS LLC	76,000
KABARA, JAMES,	93,000
KETCHUM, ROBERT C & TERRI A	74,000
LINDSAY, BRIAN	75,000
MARDORF, CLIFFORD	89,000
MARDORF, LESLIE LEE	89,000
MEIER, BRIAN	67,000
MEIER, CHERYL	67,000
MEIER, MIKE	67,000
MILLER, MERLYN W	86,000
NIES, ROBERT & LOREE	96,000
PEARCE, RICHARD J.	79,000
PETERSON, PER K.	80,000
SCHAEFER, JEFFREY G	71,000
SCHAEFER, KURT	71,000
SCHAEFER, SUSAN	71,000
SCHMITZ, KENNETH & MARLUS	61,000
SCHNEIDER, SAM D	75,000
SCHROEDER, CRAIG A	64,000
SCHUMACHER, PAUL & JENNIFER	50,000
SHOGUN FARMS	98,000
STATZ, KEVIN F.	94,000
STAUFFER, TITUS	92,000
THOMPSON, LARRY & LIANE	45,000
TRANEL, DAN J	77,000
VALLEY VIEW DAIRY INC	83,000
WALZ, JEFF & MELINDA	97,000
WEIER, HARRY A	87,000
WESSELS, JIM R	84,000

About your milk hauler . . .

DO YOU HAVE A STORY TO SHARE?

As a member of Swiss Valley Farms, you all have different dairy set ups, different milking parlors, different barns, different management styles . . . the list goes on.

But there is one thing that all Swiss Valley Farms members have in common . . . you all have someone who picks up your milk on your farm and drives it to a plant or receiving station. Simply put, you all have a milk hauler.

It has come to my attention that Sept. 19-15, 2010 has been officially named **National Truckers' Week**. What better way to honor your favorite trucker, or milk hauler, than by sharing a story with everyone about something good or something above and beyond the call of duty that he or she has done.

So, please help me to honor your favorite hauler. Share with me any good story you would like to tell that let's the world know what a great person your milk hauler is. Any Swiss Valley Farms member who has a good story to share should either e-mail the information to me at nancy.feeney@swissvalley.com. Or, call me at 563-468-6600 and tell me your story.

Please don't delay in relaying your stories. I will need time to come out on your farm and get a photo of you and your hauler to go with the story! Deadline for getting your stories to me is June 1.

Please lend me a hand in saluting our hard working milk haulers!

welcome

NEW MEMBERS

Haakenson Farms, Inc.

Evansville, Wisconsin

Ang Farms

Janesville, WI

John K. Berlage

Ridgeway, Iowa

Dean & Carmine Swenson

Osage, Iowa

Mike & Tiffany Swenson

Osage, Iowa

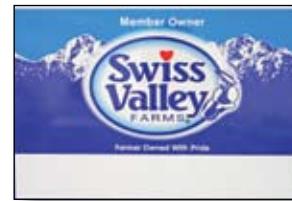
Thomas P. Gerlach

Fennimore, Wisconsin

HAVE YOU LOGGED IN TO THE PRODUCER-ONLY WEBSITE LATELY?

You can access your dairy's milk test information, check history and milk assignments, as well as see the most recent future milk contracting information by logging into the producer-only portion of www.swissvalley.com. Before you can log in, you must get your own personal pin number by contacting your Swiss Valley Field Representative.

Make the most of this newly improved, member-only website. It can be a valuable tool for your dairy operation.



DO YOU NEED A SVF FARM SIGN?

Do you need a beautiful Swiss Valley Farms farm sign in your yard? Or maybe you've had one for a long time and it is starting to show some wear.

If you would like a new, 2' by 3' durable metal farm

sign with vinyl lettering, talk to your Swiss Valley field representative. Farm signs are free to co-op members.

They are a great way to display your dairy pride!

Your copy of

Dairymen



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2010 SCHOLARSHIP APPLICATIONS AVAILABLE FROM SWISS VALLEY FARMS

It's time to get your application for a 2010 Swiss Valley Farms Cooperative Scholarship. The co-op 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 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 2010 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, e-mail nancy.feeney@swissvalley.com or call Nancy at 563.468.6600.

All applications must be mailed back to Swiss Valley Farms by July 15th, 2010.