

# Dairyman

MAY 2010



**VENTEICHER ELECTED  
STATE FFA PRESIDENT**



# Promoting responsible practices Let's Get On Board With FARM

by Don Boelens



CEO Don Boelens

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**Swiss Valley Farms  
Cooperative**

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Editor/ Member Relations Mgr.

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

- Customers & Consumers
- Owner/Members
- Workforce

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**A**s CEO of Swiss Valley Farms, I know that our co-op members love their animals and strive to take care of them the best they can every day of the year. The end result of this is the quality milk that this co-op gets from these members' farms and turns into award-winning cheeses and other healthful dairy products that Americans consume every day of the year.

In recent years, the American consumers' consciences have started to turn toward animal care on our nation's dairy farms. Unfortunately, in the past few months, hidden cameras have brought to light and broadcast nationally some actions on dairy farms that put U.S. milk producers in a less than perfect light.

Our longtime associates at National Milk Producers Federation have been monitoring these attacks on the industry's animal care practices and the resulting trend of more consumers and grocery chains wanting to know where their milk comes from as well as how the nation's dairy producers care for their animals. Indeed, Swiss Valley Farms management is receiving more and more inquiries from our own customers regarding how our dairy producers "treat" their animals.

The result of all this was the launch at last fall's World Dairy Expo of the National Dairy FARM Program, or Farmers Assuring Responsible Management.

This new program is designed to assist dairy farmers in demonstrating in one voice, loudly, clearly and consistently, that they do indeed take good care for their dairy livestock

animals every day of the year.

Our co-op members know that they do this and so do we at Swiss Valley Farms. Now, we have been handed the means to prove it to the world.

Swiss Valley Farms recognizes the importance of participating in a nationwide program to ensure national uniformity for customers and consumers. Now more than ever before it is important for the dairy industry to show the country and the world that we are responsible animal care providers who excel at what we do best, providing healthy, nutritious and safe food for the family dinner table. The FARM Program really does provide a verifiable way for co-op member-owners to demonstrate to consumers that these basic, core values are carried out in their daily management practices.

Developed by the nation's leading animal scientists, veterinarians and dairy industry experts, the National Dairy FARM Program contains a comprehensive set of animal care best management practices

The basic steps of FARM are:

**1** – Adoption of the National Dairy FARM animal care best practice standards;

**2** – On-farm evaluation of each dairy farm to assess compliance and provide a benchmark to measure improvement;

**3** – Producer support and assistance to continuously improve animal care practices; and

**4** – Independent third-party verification to demonstrate program integrity and credibility.

“Dairy farmers are passionate about the care they provide to their

animals. The National Dairy FARM Program takes that passion and quantifies it to tell the story of dairy animal care,” said Jamie Jonker, vice president of scientific and regulatory affairs at National Milk Producers Federation. “FARM is a very thorough program, with credible animal care standards developed jointly by veterinarians, animal scientists and dairy farmers.”

When our customers and consumers ask questions about how we care for our animals, we as an industry and a cooperative need to have the answers and the proof ready to hand to them.

In the upcoming weeks, your field representatives will be coming to your dairy to discuss the FARM program and what your part will be in it. Please take the time to listen to what they have to say and look over the dairy farm best practices check list they will be using to do the first evaluation of your dairy. At a time when our customers and consumers are placing more and more scrutiny on America’s dairy farmers and their animals, this is our opportunity to assure them that we are currently doing the right things and are committed to continue doing the right things to care for our animals.

*“Dairy producers have a great story to tell and we hope that the National Dairy FARM Program will become an integral part of relaying the message that dairy producers invest heavily in their animals’ well-being and they work hard every day to provide for the animals in their care.”*  
*Randy Mooney, NMPF chairman*

### Some of the things the evaluators will be looking at include:

#### Standard Operations Procedures

- The facilities and handling of Newborn Calves
- The accessibility and handling of water and feed
- Protocols in place for animal health and monitoring
  - Sanitation
  - Locomotion
  - Body Condition Scoring
  - Hock Lesions

#### Animal Environment and Facilities

- Handling, Movement and Transportation of Animals
- Protocols for the Handling of Special-Needs Animals
- Protocols for Dairy Bull Calves and Freemartin Heifers

Go to ---- [www.nationaldairyfarm.com](http://www.nationaldairyfarm.com) to get more information on this program.

## Iowa State FFA elections

# DAN VENTEICHER ELECTED PRESIDENT

**L**ots of new opportunities and added responsibilities will be coming Dan Venteicher's way since he was elected President of the Iowa FFA at its State Leadership Conference in April. Dan's journey with Iowa FFA began during his freshman year in high school as a member of the Edgewood-Colesburg FFA. "I tried to be active in almost everything I could", Dan says. His enthusiasm for FFA has certainly paid off.

Dan is currently a freshman at Iowa State University majoring in Dairy Science with a minor in Entrepreneurial Studies. He is the son of long-time Swiss Valley Farms members Richard and Donna Venteicher of Edgewood Iowa, and the grandson of Paul and Norma Venteicher, also from Edgewood, and Jo Ann Kunde of Preston, Iowa.

As the new state president, it will be Dan's job to mentor the new FFA State Officer team and lead an organization

with over 12,000 members state wide. Dan says his goal at the end of his term as FFA state president is to leave the organization better than when he joined.

"I will be doing a lot of traveling around the state, and even making a few trips cross country to Washington D.C for conferences and other FFA events," Dan says. "Most of my traveling will be across the state to help mentor the new team as they complete their endeavors in their districts." One especially thrilling perk will be representing the Iowa FFA in the Rose Bowl Parade in Pasadena, California.

Dan's service as regional FFA vice president last year enabled him to compete for this huge leadership position. He says the selection process first consisted of a letter to a made-up sponsor trying to convince them to continue their FFA sponsorship. After that, there were two rounds of group interviews during the April FFA State Leadership Conference.

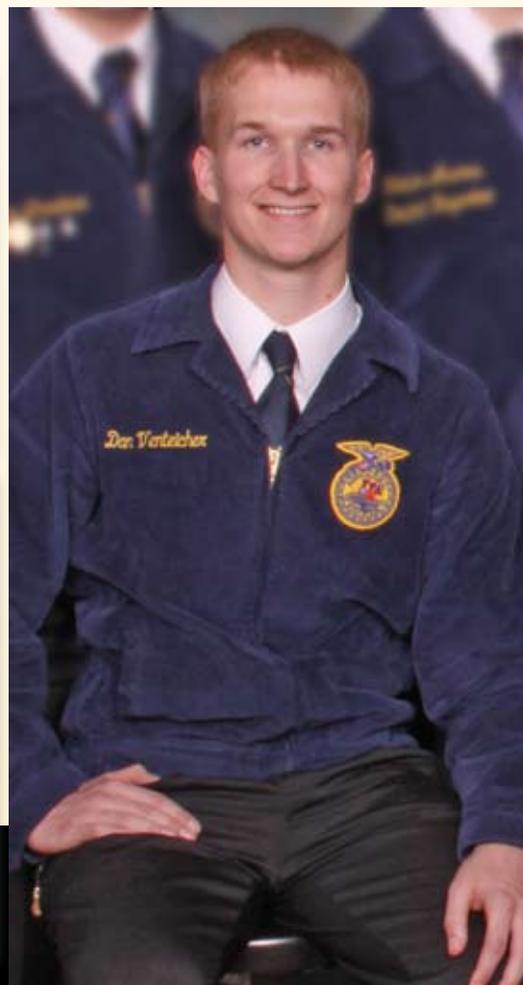
Then came a individual interviews and finally a round of team interviews with the other candidates. Following these interviews, every candidate gave a speech to the delegate body consisting of members from across the state before the actual voting.

Dan sums up the most important thing he has learned from his association with Iowa FFA. "You don't have to be perfect to be successful, being successful doesn't mean being rich, being rich doesn't automatically grant you respect from your peers, and respect is one of the most vital aspects in teamwork."

After graduating from college, Dan's goal is to return home to work on the family dairy farm and continue to operate the hay business he recently started with his twin brother, Don.

Swiss Valley Farms congratulates Dan and wishes him the best in his new leadership position.

Dan Venteicher of Edgewood, Iowa was elected the 2010 Iowa FFA President at the FFA State Leadership Conference in April.



Wisconsin student goes abroad

## EXPLORING INTERNATIONAL AG RELATIONS

By Nancy Feeney

This young Wisconsin dairy advocate recently took her love of agriculture to a whole new level while participating in a student exchange program in the Netherlands.

Last fall, Jillian, the daughter of Swiss Valley Farms members Mark and Sarah Weier of Weier-Nook Farm, Dodgeville, Wis., traveled to Dronten University of Applied Sciences in the Netherlands. It was the first semester of her senior year and for the five months she was there, Jillian continued to pursue her degree in Agricultural Business with an International Emphasis. Her first project dealt with water safety levels, which is obviously a huge concern in the Netherlands since the entire country is below sea level. She measured the water levels in three areas and then interviewed municipalities, farmers and fishery employees seeking input on their water and recreational needs. What did they need from the water levels? What kind of dikes did they need? How did they think the dikes should be built and how should farmers be reimbursed for the land usage when these dikes were built?

Her second project concerned looking into the multifunctional use of agriculture and developing a business plan whereby farmers could add value to their operations by creating agri tourism possibilities, such as using existing farm buildings for possible assisted living facilities, medical rehabilitation centers or various recreational purposes.

While abroad, Jillian used her



Jillian Weier's parents, Mark and Sarah Weier of Dodgeville, Wis., missed their daughter Jillian while she was studying in the Netherlands. Jillian missed them as well as some of the Weier-Nook Holsteins, like Moriah, in top photo.

school vacations to travel. She spent two weeks traveling in Italy with other school friends, working her way from the top to the bottom of the country. On another school break, some Weier distant relatives welcomed her into their home in London for an 8-day visit. Some of Jill's school outings included a trip to the Holland Holstein Herd Show in Zwolle followed by trips to an orchid farm and a major pig farm.

Jillian became interested in studying abroad in this program after

a friend from Lancaster, Wis., Craig Pagenkopf, had done it. "He sort of pushed me to get into the program," she said. It was to Jillian's advantage that she already knew some Dutch students who had studied in the exchange program at the University of Wisconsin in Platteville. These students took her under their wing and showed her the Dutch way of living. They invited her to join their tractor pulling club, called "Rattle and Hum."

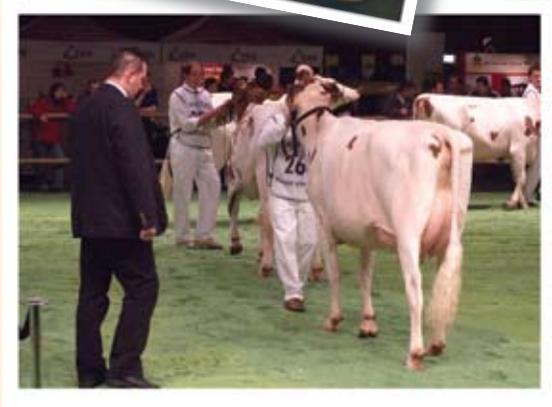
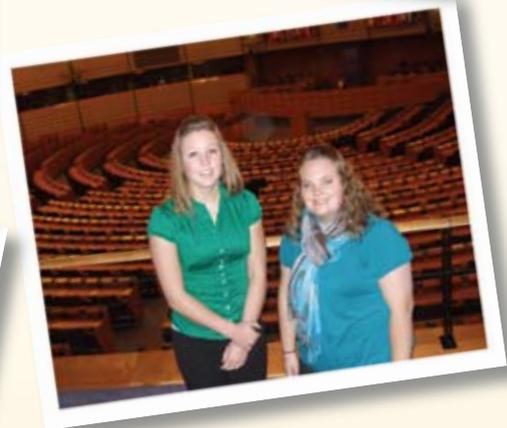
Mark and Sarah Weier are co-

op members who farm just outside of Dodgeville, Wis. They milk 42 registered Holsteins and have a rolling herd average of nearly 22,000 pounds. They also have another 50 head of young stock, all of which come from on farm stock. The Weier-Nook herd has a BAA of 106.1% with one Excellent, 14 Very Good and 25 Good Plus animals.

Jillian and her two siblings, Carl and Tony, own several cows. Jillian owns nine registered Holsteins, one of which, Carla, scored an Excellent 91. Carl graduated from Platteville with an Agricultural Business degree and works in Moline, IL at the John Deere Plant and travels throughout the Midwest testing combines. Tony is a junior at Dodgeville High School. All three help out in the dairy and on the farm when they are home.

Sarah knew that her daughter would enjoy her stay in the Netherlands. Sarah went there for a month when she was 15 with a dance troop. "I knew she was going to have a great time." But Sarah still missed her daughter during those five months. "There was more work in the barn but less clothes to wash at the end of the day." Sarah enjoyed following her daughter's activities in Jillian's online blog. There were always plenty of photos posted there for the family back home to see.

Like thousands of other May college graduates, Jillian is busy job hunting. Ideally, she would like to find an ag job with an international connection.



**Adventures Abroad:**

Clockwise from top left: The waves of the boat over this barn illustrate where the sea level used to be and just how far below sea level the Netherlands is now. Jillian set up the perfect Kodak moment in this oversized wooden shoe. On a school trip, Jillian visited the Parliament building in Brussels with fellow student Rochelle Ripp, from Lodi, Wis. and then toured an orchid farm. This is a photo Jillian took at the Holland Holstein Herd Show in Zwolle, Netherlands. These miniature wooden shoes were a gift from her Dutch friends in the tractor pulling club.

# WAYS TO CELEBRATE DAIRY MONTH

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

June Dairy Month is more than a proud tradition, it's a time when new opportunities to tell your dairy farm family's story are abundant. In some cases, it's because the community or the media approaches you, but in many others, it's because you've taken the initiative to do something extra.

No time for a big event on your farm? That's understandable – there's hay to make and you have cows to milk! But with very little time, each dairy farm family can do that 'something extra' to help neighbors, community and consumers understand the passion and dedication that comes with producing milk.

Consider these ways to recognize June Dairy Month while investing virtually no time:

- Change your greeting on your mobile phone and your signature on your e-mail to say – "It's June Dairy Month – drink a glass of milk and get 30 percent of your daily calcium needs, too." Or "I can't take your call right now. I'm caring for my cows and the land we call home. I'll call you later. Drink a glass of milk while you wait for my call."
- Carry a stash of "I Met a Dairy Farmer Stickers" in your wallet (available for producers in the Iowa, Illinois and Minnesota by visiting [midwestdairycheckoff.com](http://midwestdairycheckoff.com) or calling 1-877-360-3276). As you go through the month of June, every time you see a kid eating a dairy product or drinking milk, introduce yourself and place a sticker on their shirt.
- Provide yogurt, cheese sticks or milk and cookies for church with a note – "Compliments of your local dairy farm family who is very blessed with a job we love – producing wholesome food for you!"

Have a little more time to spend? Think about these easy



options:

- Do you have a Facebook page? Include a dairy trivia question every couple of days and then invite your friends to comment with the correct answer. Look on [www.midwestdairy.com](http://www.midwestdairy.com) for trivia question ideas. Remember to direct your Facebook friends to dairy-friendly Web sites like [dairyfarmingtoday.org](http://dairyfarmingtoday.org) or to fan pages of dairy farmers or dairy causes like "Fuel Up to Play 60", too.
  - Host a chocolate milk break after the little league soft ball team practice in town. Plenty of information about chocolate milk as a refuel beverage is available from the dairy checkoff.
  - Did you miss sending Christmas cards out? Why not send a card to family and friends during June Dairy Month and remind them what happens on the farm? A great family photo with a farm or cow background goes a long way toward telling your story.
- Ready to do even more? Here are some options:
- Invite your local newspaper to do a "Day in the Life" of a dairy farmer as a feature.
  - Bundle a basket of dairy products along with information materials and deliver to the local radio station. Radio announcers love food and they will likely talk about June Dairy Month as a result of your gift. Get ready for the interview by talking it through with your local promotion organization.
  - Host your neighbors, elected officials and local businesses on your farm for lunch or dinner, then offer them a tour of your farm. Be sure to introduce all family members and employees involved with the farm.
  - Enter your family and employees in the local parade. You can decorate a trailer, pickup or tractor using a dairy theme.

## If you live in Iowa, Illinois or Minnesota . . .

Your dairy checkoff money goes to Midwest Dairy Assn. and they can assist you with resources for June Dairy Month. Contact them at 1-877-36-3276 or visit [www.midwestdairycheckoff.com](http://www.midwestdairycheckoff.com).

## If you live in Wisconsin . . .

Your checkoff money goes to the Wisconsin Milk Marketing Board and they are your dairy resource provider. Call the WMMB at 608-839-8820 or visit their website at [www.eatwisconsincheese.com](http://www.eatwisconsincheese.com). The WMMB can also be reached via e-mail at [info@eatwisconsincheese.com](mailto:info@eatwisconsincheese.com).

# *AT THE LUANA PLANT*

## NEW KIDS ON THE BLOCK

The Swiss Valley Farms Swiss cheese plant in Luana, Iowa is proud to introduce its four newest additions. In April, four stainless steel silos were raised and sat into place in what will soon become the plant's new raw milk silo alley. The three 60,000 gallon silos and one 40,000 gallon silo will increase storage for milk delivered from the farms before it is pasteurized and made into Luana's award-winning cheese products: Swiss cheese, Baby Swiss cheese, Cream cheese, and Neufchatel Cream cheese.



## Silo Fact Sheet:

**Purpose:** Construction of new raw milk silo alley

**Silos:** 4 total - three new 60K gallon silos and

one 40K gallon silo relocated from Soldiers Grove - all are stainless steel

**Reasons:**

- New silo alley lays the groundwork for continued expansion of raw milk storage as sales of Luana products continue to grow. A new silo alley room is being specially constructed to allow for quick and easy additions when more silos need to be added. Current silo area is landlocked by the plant.
- Old silo volume was 180K gallons; new silo volume is 220K.
- Two of the old silos will be strictly dedicated to Procurement's reload operation, which should speed the process of unloading milk from the farm and reloading it on out bound tankers.
- The new raw milk silo alley has better physical separation between the unpasteurized milk area and the pasteurized milk/ finished product areas.

Some other



# MEMBERS GET PERFECT SURVEY SCORES

## Neal & Amy Holewinski



Neal and Amy Holewinski, Pulaski, Wis., received a perfect score on their recent survey. This was extra exciting since they also received a perfect score on their last survey in August of 2008.

They milk 39 Red and White Holsteins with help from their son Stephen, 14. Neal has been milking on this same farm for 22 years. He took it over from his father, Joe.

His tips for getting a perfect survey score? "We are always at the cleaning. Never let it get away from you, because it is hard to get it back!"

Amy pointed out that their Swiss Valley field rep Cheryl Zablocki-Wagner is a huge help to them in preparing for a survey. "She'll do a walk through with us and point out items we need to take care of that we wouldn't think of," Amy said.

## David & Cheryl Wagner

David and Cheryl Wagner of Hofa Park Dairy in Semour, Wis. just received their second perfect survey score in a row. The couple took the farm over from Cheryl's parents, Len and Betty Zablocki, five years ago and they are currently milking 40 Holsteins. They get some help from their son Zeke, 6. Cheryl has been a field representative for Swiss Valley Farms for the past 10 years. To get a good score on a survey inspection, Cheryl says it is important to make sure "all your equipment is clean and your drugs are sorted accordingly."



## Daryl & Viola Slabaugh



Daryl and Viola Slabaugh farm outside of Iowa City, Iowa and were excited to receive a perfect survey score. They milk 120 Ayrshires with Viola doing most of the milking.

“Daryl helps me get started and then goes out and scrapes the lots and feeds the cows,” Viola says. “In the evening, a hired hand helps me sometimes if he isn’t doing some other chore.” It takes her about 2½ hours to milk. Asked if this was her first perfect survey score, she laughed. “It happened years and years ago, but it has been a long time!”

## Todd & Lynne Moser



Todd and Lynne Moser, Colesburg, Iowa received a perfect survey score. They milk 56 Holsteins and get help from their children: Kendra, 18; Kirk, 17, and Kohl, 9.

How did they get a perfect score? Lynne says, “We just try to be thorough. We did put a new ceiling in the barn.” Todd said the old ceiling was Styrofoam nailed to the bottom of the rafters in the barn, which was built in 1975. “That was tough to clean, even with a pressure washer. We replaced it with 4 by 8-foot sheets of thin, white, corrugated plastic like they use on those political signs. It’s kind of flimsy and it took three of us to hold it up there and screw it in place.” Todd added, “Too many of us get too busy with life and don’t take time to stand back and really look at things.”

## Gerald & Lisa Weber

Gerald and Lisa Weber of Delhi, Iowa were excited to get a second perfect score in a row for their dairy. Gerald says he has been dairying since 1992.

He and Lisa currently milk 90 Holsteins. They get help from their family: Justin, 18; Nathan, 9, and McKayla, 2.

How do you get a perfect survey scores? “Try and clean a little bit everyday. And then have luck on your side,” Gerald says.



## NEW WEBSITE MONITORS HSUS

The Center for Consumer Freedom (CCF) announced the launch of HumaneWatch.org, a watchdog project dedicated to analyzing the activities of the Humane Society of the United States (HSUS). HumaneWatch will include a blog written by CCF's Director of Research, a growing document library and a database capable of tracking the dozens of non-profit and for-profit organizations that make up HSUS's sprawling financial empire.

The Humane Society of the United States has become the animal rights industry's most powerful player, but it has avoided serious public scrutiny for years. HSUS raises nearly \$100 million annually from Americans who largely believe their donations filter down to local pet shelters and improve the lives of dogs and cats. But in 2008, less than one-half of one percent of HSUS's budget consisted of grants to actual hands-on "humane societies" that deal with the thankless task of sheltering unwanted pets.

"Nearly 1 million Americans donate money to HSUS every year. And most are completely unaware they're bankrolling PETA-style propaganda, far-reaching anti-meat campaigns, a huge staff of lawyers and bloated pension plans for HSUS executives," noted CCF Director of Research David Martosko. The Center for Consumer

Freedom is a nonprofit coalition supported by restaurants, food companies and consumers working together to promote personal responsibility and protect consumer choices.

# SURPRISED

to hear the Humane Society of the United States shares less than 1 percent of your donations with local pet shelters?



## SO WERE WE.

The dog-watchers need a watchdog.  
Join the discussion at:



**HUMANEWATCH.ORG**  
Keeping a watchful eye on the Humane Society of the United States

## Midwest Dairy Assn. launches a newly redesigned website

Greet 2010 June Dairy Month by checking out the new and improved official website of the Midwest Dairy Association -- [midwestdairy.com](http://midwestdairy.com). It just got a makeover. You should check out this new site, and make it your one-stop shop for all things dairy. This new site has resources, social media sharing tools, recipes, commenting, polling features and video capability.

The website features a blog with Midwest Dairy program experts and dairy farmers. Bookmark this site, and come back often to check out the latest dairy news.

welcome

### NEW SWISS VALLEY FARMS MEMBERS

**VANCE & BONNIE HAUGEN**

Canton, MN

**DAVID CHURCHILL**

Janesville, WI

**ERIC & AMANDA GAUL**

Farley, IA

**DAVID A. WILLIAMS**

Waukesha, WI

## co-op members are eligible APPLY FOR HANSEN SCHOLARSHIP

In 2006, the family of George Hansen, long-time supervisor of Central Milk Producers Cooperative, endowed a scholarship fund to assist Midwest dairy farm families with college tuition costs. Swiss Valley Farms was one of the first dairy cooperatives selected to hand out a scholarship to one of its members. Since then, two scholarships have been given out every year from within two dairy cooperatives that belong to CMPC. This year, it is once again Swiss Valley Farms' turn in the rotation to give one of these \$1,500 scholarships to one of its members.

Co-op members who have already submitted scholarship applications for the 2010 Swiss Valley Farms scholarships, both Ag-related and any major, will immediately be considered for this scholarship. You need not send in a second application. Any other Swiss Valley Farms members who could not apply for a 2010 Swiss Valley Farms scholarship because they already received one in a previous year are eligible to apply for this special George Hansen Memorial Scholarship.

To apply, get a Swiss Valley Farms scholarship application by sending an e-mail to [nancy.feeney@swissvalley.com](mailto:nancy.feeney@swissvalley.com). When applying, be sure to write across the top of the form, "George Hansen Memorial Scholarship" if you have already won a Swiss Valley Farms scholarship in the past. The same deadline, July 15, 2010, will apply to this new scholarship as well as Swiss Valley's scholarship.

Hansen, who died in 1999, guided CMPC for more than thirty years through the dynamics of changing federal order regulations, cooperative mergers and customer restructurings. The CMPC Federation is an example of how co-ops can work together for the purpose of obtaining over-order value from the Class I fluid and Class II milk markets for their producer members. The Hansen family continues to memorialize George's outstanding dedication to the dairy industry and his desire to see all involved to be successful by establishing this scholarship fund to help enable dairy producer families to send a son or daughter to college.

## 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](mailto: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.**

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

ALDINGER, ROGER	77,000
BAUS, RON & MARY	45,000
BIERSCHENK, CARY & JENNIFER	73,000
BREUCKMAN, CHAD	62,000
BRIMEYER, DANIEL A & DEB	90,000
BRIMEYER, DEREK	90,000
CAROLAN, KEVIN & DONNA	54,000
DEAVER, MIKE	97,000
DREIER, RANDY D.	57,000
DUWE, LOREN	79,000
HAAG, RODNEY & DEBRA	89,000
HELLENBRAND, BRENT	99,000
HENDEL FARMS	81,000
HODSON-DIRKSEN FARMS LLC	75,000
KABARA, JAMES,	98,000
KETCHUM, ROBERT C & TERRI A	61,000
KOEHN, DAVID A.	99,000
LINDSAY, BRIAN	68,000
MAIER, EUGENE H.	97,000
MAIER, JULIE K.	97,000
MARDORF, CLIFFORD	96,000
MARDORF, LESLIE LEE	96,000
MEIER, BRIAN	68,000
MEIER, CHERYL	68,000
MEIER, MIKE	68,000
PEARCE, RICHARD J.	94,000
PETERSON, PER K.	84,000
REGO, DAVID & LINDA	72,000
SCHAEFER, JEFFREY G	62,000
SCHAEFER, KURT	62,000
SCHAEFER, SUSAN	62,000
SCHMITT, PAUL	97,000
SCHMITT, TOM J.	97,000
SCHMITZ, KENNETH & MARLUS	69,000
SCHNEIDER, SAM D	70,000
SCHROEDER, CRAIG A	61,000
SCHUMACHER, PAUL & JENNIFER	89,000
STATZ, KEVIN F.	99,000
STENCE, LILLIAN R.	99,000
THOMPSON, LARRY & LIANE	54,000
VALLEY VIEW DAIRY INC	83,000
VOGEL, REBECCA	81,000
WEIER, HARRY A	69,000



Somatic Cell Range % of **A** Farms

0 - 100,000.....	5%
100,001 - 200,000.....	26%
200,001 - 300,000.....	24%
300,001 - 400,000.....	19%
400,001 - 500,000.....	11%
500,001 and above.....	15%

Somatic Cell Range % of **B** Farms

0 - 100,000.....	6%
100,001 - 200,000.....	9%
200,001 - 300,000.....	6%
300,001 - 400,000.....	9%
400,001 - 500,000.....	19%
500,001 and above.....	50%

# 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 quality.
- 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.



Your copy of

# Dairyman



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Davenport, IA

## DO YOU HAVE A GOOD MILK HAULER STORY YOU WOULD LIKE TO SHARE?

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 milk hauler. Share with me any good story you would like to tell that lets 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 [nancy.feeney@swissvalley.com](mailto: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!