

Dairyman

JUNE 2010



***DAIRY CASE MANAGERS
GET 'UP CLOSE' WITH THE COWS***



June Dairy Month Saluting All Dairy Producers

by Don Boelens

Published Monthly by:
**Swiss Valley Farms
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As CEO of Swiss Valley Farms, June Dairy Month is a good time to think about all the wonderful traits associated with being an American dairy producer. You are among the most productive dairy producers in the world and you nurture your cows on some of the best farmland on this planet.

Another wonderful characteristic is that American dairy producers are really proud of what they do and the quality product they harvest every day of the year. They also are among the best promoters of that product around.

Just take a look at the dairy producers who are featured in this month's magazine.

Ray Schmitz and his son Matt from Richland Center, Wis. recently served as hosts to the United States Trade Ambassador. By hosting an informal round table between the Ambassador and several other dairy producers, Ray helped promote these Midwest producers' opinions concerning U.S. dairy trade issues around the globe. Be sure to read the Schmitz' story on Pg. 4.

Kevin and Holly Blood from State Center, Iowa, enabled dozens of grocery store dairy case managers and nutritionists to get up close and personal with an Iowa dairy operation. By taking the time to talk to these workers and lead them on a tour of Blood Dairy LLC, Kevin and Holly brought the dairy farm one step closer to the grocery store and the consumers who visit the dairy case every week. Read about the Blood's contribution to the "People Behind



CEO Don Boelens

the Product" beginning on Pg. 6.

On Pg. 8, Robert and Patricia Horst from Bristow, Iowa, are getting ready to show their Grand Central Jerseys dairy to hundreds of visitors during a July 3rd Open House. Anywhere from 500 to a 1,000 dairy enthusiasts and consumers will be spending the day on their farm, eyeing their beautiful Jerseys, walking through the new state-of-the-art facilities and enjoying a barbecue lunch. Like all the aforementioned producers, this requires days and days of preparation and extra effort to accomplish. I tip my hat to you all!

The future generation of dairy producers is also making its mark. Don't miss the story on Pg. 11 about Leah Henkes, Luana, Iowa and Charlie Hamilton, Cuba City, Wis. and the Junior Holstein Association awards they have worked so hard to achieve. Their love for the Holstein breed is inspiring and speaks well for

Students Give the Barn a Face Lift



The Swiss Valley Farms' Barn, a popular promotion tool available to co-op members, has been around for a long time and was beginning to show its age. That was until the Eldridge, Iowa North Scott High School Industrial Arts class took it on as a class project to give this little barn a face lift.

The photos here show what the barn looked like in the early stages of its revamp and then the finished project. Industrial Arts teacher Steve Pennekamp and his two classes took turns working on the wooden wagon. Our thanks go out to Steve and the dozens of students who spent time on the wagon.

The newly spruced up barn comes equipped with a milk cooler and a freezer to keep those dairy products well chilled during the picnic, parade or fair. If you want to reserve this wagon for a summer or fall promotion event, contact Tishana or Tim in the Dubuque field office by calling 563-583-7669.



Many thanks go out to the North Scott High School Industrial Arts students who recently spent many hours refurbishing the Swiss Valley Barn. You all get an "A" in our book!



the future.

You can flip through the pages of any past Dairyman and find similar stories of Swiss Valley members going the extra mile to promote dairy and the cows that they take such good care of 365 days a year.

So during this June, find a dairy breakfast or a dairy open house in your area, pack up the family and go enjoy being who you are! An American dairy producer!



AT VALLEY VIEW DAIRY

U.S. TRADE AMBASSADOR SEEKS INPUT

by Nancy Feeney

It was probably a fairly ordinary spring day for Ray Schmitz, at least until he got the phone call asking him if he would be able to host a round table discussion with the U.S. Trade Ambassador on his Richland Center dairy farm. That is when things started to get a little crazy and didn't stop until Ambassador Ronald Kirk arrived on his farm three weeks later on May 13th.

Ray and his son Matt Schmitz of Valley View Dairy certainly rose to the occasion when asked to host the Ambassador, his staff and a couple dozen other dairy producers from the surrounding area. The stop over on this 650-cow dairy segued nicely from a tour earlier in the morning at a Foremost cheese plant about a mile down the road. The close proximity to this cheese plant combined with Valley View's beautiful, high quality dairy operation made him the front runner when a National Milk Producers Federation (NMPF) staffer contacted Swiss Valley regarding a dairy to host a tour and an informal round table. It was also a huge plus that the Schmitz had just remodeled a 3-car garage that would be the perfect spot to stage the round table.

After three weeks of frantic preparations, the event ran as smooth as silk. Even an overcast sky with a light drizzle could



Above, Ambassador Ronald Kirk, right, makes a point during the round table. Ray Schmitz, left, hosted the event. Below, the Ambassador and his party toured the Schmitz's calf barn after the round table. Matt Schmitz is on the right.





Clockwise from top left: Ray Schmitz, right, and his son Matt pose for the cameras with Ambassador Kirk. Round table participants Pam Bolin, left, and Marty Burken chat with the Ambassador. Swiss Valley members join in the group photo. The round table was set up in Schmitz' garage.



not put a damper on it. The garage provided a warm haven for the round table on an otherwise chilly May day and a tent across the driveway housed a tasty sampling area for several co-op produced cheeses and beverages.

During his visit to southwestern Wisconsin, U.S. Trade Representative Kirk learned more about Wisconsin's dairy industry and discussed how trade is impacting America's entire dairy sector. The round table, hosted by Ray Schmitz with the help of NMPF and the U.S. Dairy Export Council (USDEC), allowed dairy producers from several surrounding co-ops to participate. Representing Swiss Valley was Board Chairperson Pam Bolin, area director Francis Leibfried and Swiss Valley YC'er Marty Burken, who is currently serving as chairman of the National YC Advisory Council.

America's dairy producers and processors have been working together for the past several years to expand market opportunities abroad, leading to peak sales of \$3.8 billion in 2008 and exports totaling \$2.3 billion last

Story continues on Page 15

BLOOD DAIRY HOSTS DAIRY MANAGERS

On May 6, a large, chartered bus pulled on to the Kevin and Holly Blood dairy farm in State Center, Iowa, and Midwest Dairy Association's "The People Behind the Product" program suddenly came alive. For that afternoon, the Bloods were indeed representing the people behind the dairy products.

Blood Dairy LLC was the farm tour stop for the 50 Hy-Vee dairy case managers and dieticians from the Des Moines, Boone, Webster City, Ames and Marshalltown, Iowa area. Midwest Dairy Association was treating these people, who are a critical link between the dairy industry and the consumer, to a fun day out of the grocery store and into the world of a local dairy producer.

Kevin and Holly Blood, along with their son Alex and his wife Melissa, are the owners of this 2,000-cow Holstein dairy. The Bloods also care for about 2,000 head of replacement heifers. The crop farm, which covers the 3,000 surrounding acres, involves their three daughters: twins Shannon & Sharon and Teri, as well as the daughters' husbands. In addition, the dairy employs 22 full-time employees who handle the three-times-a-day milking and all the chores that go along with such a large, quality conscious operation. Proof of this quality is the 15-year Milk Quality Award from Swiss Valley that the Bloods received at last year's district meeting.

Using a portable microphone, Kevin greeted the visitors as they gathered in front of his milking parlor. He gave a brief overview of his

family-owned dairy and then the Hy-Vee employees were divided into two groups and the dairy tour was under way. Kevin led one group and Dr. Leo Timms from Iowa State University, led the other. Many aspects of the dairy were discussed, from milking procedures, milk storage, cow nutrition, cow health and manure handling. The guests walked through all the barns and observed a dairy farm in action. Since cow comfort is king at Blood Dairy LLC, the visitors noticed the sand bedding in the free stalls and the huge fans that provided good ventilation for the animals.

At the conclusion of the tour was a cheese sampling featuring Swiss Valley Farms Swiss and Blue cheeses.

"This is definitely an effective way to help educate this group of influencers who are often the only point of contact for dairy case consumers who are trying to make informed decisions," said Kent Lehs,

Industry Relations Manager for Midwest Dairy. Kent explained that the Hy-Vee employees took a pre-test before the tour and then a post-test to check their dairy knowledge before and after the event. They also received a brochure on Blood Dairy LLC and a take-home resource binder from Midwest Dairy that covered food safety and quality, dairy case management tips and dairy nutrition pointers, among other things.

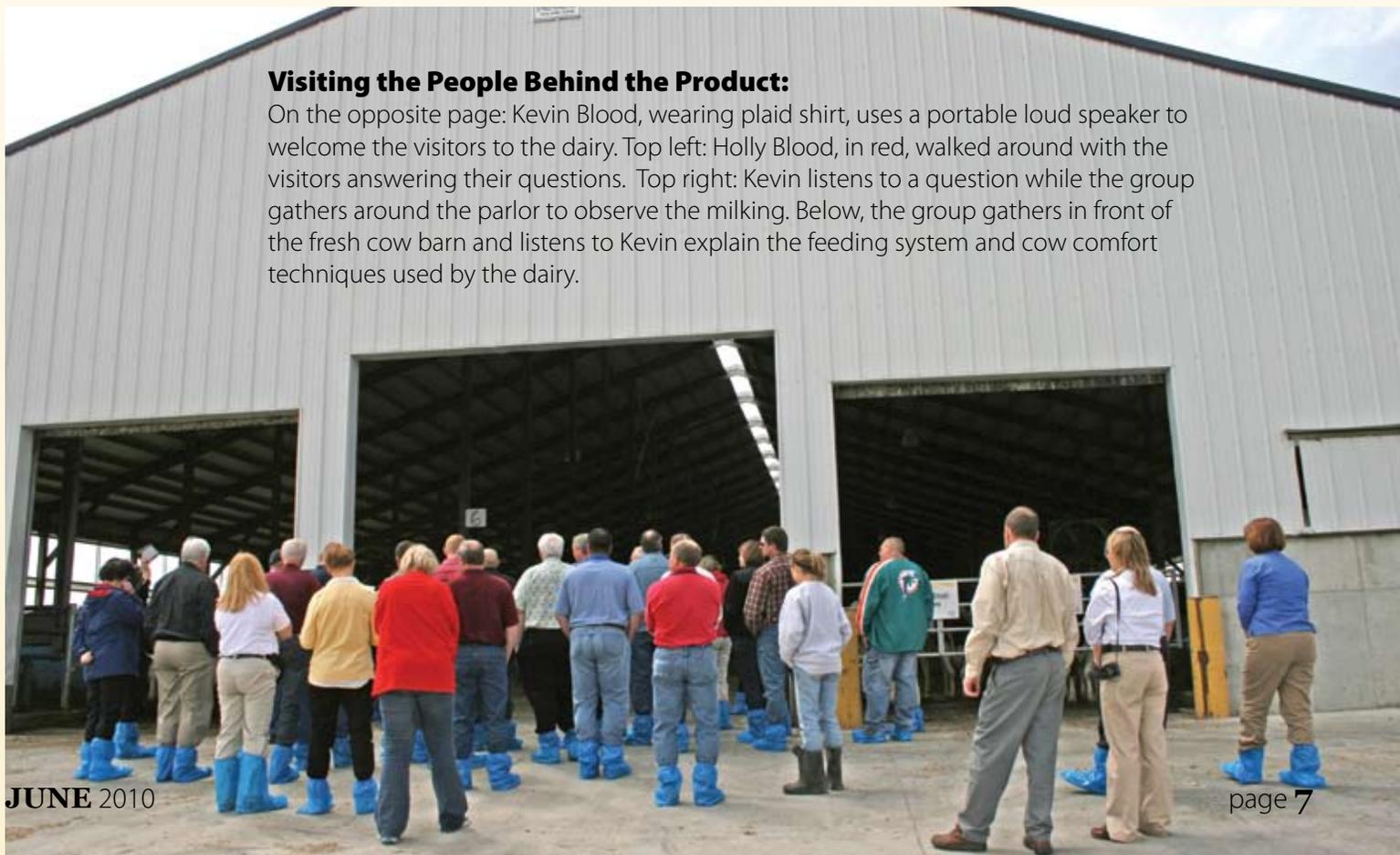
"When you consider the 'People Behind the Product' program, the Blood family is a great example," said Kevin Stiles, Senior Vice President of Consumer Marketing for Midwest Dairy. "This family obviously loves what they do and they do it well by taking great care of their animals, their environment and ultimately provide a wholesome, quality product for the consumers."





Visiting the People Behind the Product:

On the opposite page: Kevin Blood, wearing plaid shirt, uses a portable loud speaker to welcome the visitors to the dairy. Top left: Holly Blood, in red, walked around with the visitors answering their questions. Top right: Kevin listens to a question while the group gathers around the parlor to observe the milking. Below, the group gathers in front of the fresh cow barn and listens to Kevin explain the feeding system and cow comfort techniques used by the dairy.



READY FOR A GRAND OPEN HOUSE

by Nancy Feeney

When you attend the July 3 Open House at Grand Central Jerseys in Bristow, Iowa, you will be seeing a unique facility that Robert and Patricia Horst have taken many years to collect the ideas they used in the construction. The Horst's love their herd of registered Jerseys and felt these special ladies deserved an equally special place to live.

Robert was raised in Maryland and Patricia was raised in Richmond, VA. The couple, who have known each other since childhood, eventually married and started farming next to the Potomac River in West Virginia.

"Our farm was at the gateway of the Shenandoah Valley," Patricia says. "We were an hour from the front door of the White House." Bordered by Maryland, Virginia and Pennsylvania, West Virginia is a very attractive place since taxes are lower there. It was a busy area with city people moving in all around them. "It was a beautiful place with lots of fruit orchards and farms," she says. "But crime became a problem and it was no longer a safe place to live."

Robert and Patricia decided to move to Iowa to achieve a better quality of life. They wanted better schools for their two young daughters, Heather and Hillary, as well as less crime and the feeling of belonging to a community that is more focused on agriculture.

Thirteen years ago, Patricia traveled to Iowa to view farms and acreages for sale. A suitable site was found in Bristow, Iowa, although the facilities were old and forlorn. "But the house was nice and the grounds had potential," Patricia says.

They started doing business as Grand Central Jerseys in 2002, milking 35 to 40 registered Jerseys, eventually increasing to 80 head. Heather and Hillary would get up at 5 a.m. to milk the cows before

they went to school. In 4-H, both girls enjoyed showing their Jerseys. Patricia described a connection that Hillary had with one very special cow named Varsity.

Patricia still gets emotional talking about Varsity and her unexpected death. "Varsity was a unique show cow. It seemed as if she knew what she was there for in the show ring," Patricia says. "Hillary and Varsity had a connection. They were a team and everyone knew it."

Patricia told the story of Varsity's first big showing at the 2005 Iowa State Fair. Three days before the dairy show, Hillary, then 15, had an emergency appendectomy. "Hillary knew she was the only person who could successfully take Varsity into the show ring and she insisted she could still do it," Patricia says.

"I told Hillary we would allow her to show the cow only if she totally got off her pain pills," Patricia says. "I knew the side effects of those pain pills would throw her off and she would have to be totally on her game to show Varsity."

So Hillary stopped taking pain pills and 36 hours after her surgery she was showing Varsity at the Iowa State Fair. It was Varsity's first big win and the start of a two-year string of show ring successes.

In 2007 at the peak of her success, Varsity dropped dead in her stall,

shocking everyone at Grand Central Jerseys. "She was an All American," Patricia says. Varsity was World Dairy Expo Grand Champion of the Jersey Junior Show, and twice Intermediate Champion at the National Jersey Show in Louisville. "She was just in her prime when she died," Patricia says.

Grand Central Jerseys LLC was formed in 2008 when they went into a partnership with Robert's older brother, Dr. Ronald Horst and his wife Marina, of Ames, Iowa. He had recently retired

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Grand Central Jerseys LLC is a partnership between Ronald and Marina Horst, bottom row, and Robert and Patricia Horst with their daughters Heather, left, and Hillary, above.



Clockwise from left: Robert Horst used a 24-lb. sledge to demolish an old 60-foot silo. The older facilities can be seen in the background as excavation begins. Pouring the concrete for the new 600,000-gallon manure pit. Robert and his brother Ronald install freestalls in the new barn. Robert carries a newborn Jersey to the calf barn. Workers use a crane to lift the steel trusses for the freestall barn. Bottom of page: Hillary poses with Varsity at the 2007 World Dairy Expo.



from his job as research director for the National Animal Disease Lab. Ronald has a PhD in Dairy Nutrition and Biochemistry from the University of Wisconsin, Madison. It was the death of one of his brother's favorite cows due to milk fever that inspired Ronald to specialize in Vitamin D and its use in milk fever prevention. He became a national expert on vitamin D and still stays involved in various scientific research projects in his semi-retirement.

The Horsts began building their new dairy two years ago. On July 3, they will celebrate the completion of this huge project with a big open house. Since Robert had been a hoof trimmer in a 7-state area on the East Coast, he visited many dairies and collected good ideas, which are incorporated in this new facility.

The crowning glory of Grand Central Jerseys LLC is the WeCover 228' by 100' fabric-covered free stall barn with motorized curtains on the sides and on the upper ends. The decision to build this style of barn was made in 2007, when the Horsts traveled back to Pennsylvania, Maryland and Ohio to look at dairies with WeCover facilities in place. After this trip, the couple committed to a barn design.

Robert and Ronald Horst stand in front of the completed freestall barn with Japanese visitors who stopped off to tour the recently completed facilities.

"I liked the idea of the hoop buildings because of the fabric covers, but didn't like the hoop building design," Robert says. He told them exactly how he wanted the barn to be built. "The company was just coming out with this type of barn with spans and trusses."

The barn has a 4-12 pitch and a low profile. "It is customized to the integrity of the environment we live in; designed to withstand wind speeds of 90 mph and also heavy snow loads," Robert says. Light filters through the fabric roof, bathing the area with a pleasant glow.

Ventilation was important to the Horsts. Motorized mildew resistant curtains cover the long sides of the barn and can be quietly raised or lowered at the flick of a switch. The same curtains span the top of both ends of the building.

Two other frame buildings finish out the operation. An office/kitchen/milk house facility adjoins the barn. There is a 2,000-gallon Mueller bulk tank plus the original 600-gallon bulk tank. Both tanks are filled every two days.

When the Horsts bought this dairy, there was a 3-stall Surge side opening

parlor in place. They quickly replaced that with a double-6 swing parlor. In this recent renovation, they put in a double-7 parlor with a low line system and no take offs.

Patricia pointed to the wonderful view from the back of the milking parlor. "We can watch storms rolling in from the west. It's amazing! We couldn't do this in West Virginia. There were hills and large trees that came right up to edge of our house and barns out there." She mentioned that since moving to Iowa, they can now see every star in the sky, something they could never do on the East Coast. "Robert and I get kinks in our necks from stargazing," she says.

A calf nursery facility combined with a mechanic's shop is a 52 by 64 foot building that completes the new construction. The calf nursery is a 12-foot-wide section on the south end of the building. It shelters the newborn calves in the winter, spring and fall. A 60-foot row of calf pens faces a bank of southern-exposed windows. Like the office and milking parlor, this building has radiant heat flooring supplied by hot



water pipes running underneath. It is a warm, dry and comfortable place for the newborn Jerseys. A 'calf kitchen' in the next room is where employees mix the milk replacer in large, deep sinks. A tall, metal shoe rack stands to one side, the perfect drying rack for the many calf feeding bottles – Patricia's idea. The other side of the room is designated for dry storage.

The rest of the building is a combined garage and seasonal area.

Overall, the move to Iowa has been a rewarding experience for the Horsts. The daughters who arrived here as young girls have grown into accomplished young women, proud of the work ethic fostered by life on an Iowa dairy farm. Both daughters were valedictorians of their high school classes.

Heather, 22, graduated from Mercyhurst College in Erie, Penn. with a BA in Intelligence Studies and Russian Studies. "It was the only school in the country at the time to offer this major," Patricia says. Heather now works as an intelligence analyst for Global Strategies in northern Virginia. Hillary, 21, is studying biology and dairy science at Iowa State University. She plans to go to medical school and is interested in diagnostic work.

The Horst Family invites all co-op members to their open house July 3rd. Patricia summed up the philosophy of Grand Central Jerseys LLC. "Our main focus has always been the cows. We've established good genetics and we are really happy to have these wonderful facilities in which to house the cows."

You are Invited to the Grand Central Jerseys LLC Open House

The Horst Family invites everyone to an Open House at Grand Central Jerseys LLC in Bristow, Iowa on **Saturday, July 3 from 10:30 a.m. to 5 p.m.**

Come view the totally renovated dairy facilities and home of their registered Jersey herd.

The farm is located 2½ miles north of Bristow, IA at 16531 Grand Ave. A barbecue lunch and lots of dairy products will be served.

welcome

NEW SWISS VALLEY FARMS MEMBERS

VANCE & BONNIE HAUGEN
Canton, MN

JASON AMBROSY
Sherrill, Iowa

ASHLEY L. BUSSAN
Bernard, Iowa

BENJAMIN E. BRUNKEN
Reedsburg, Wisconsin

JAN & ELIZABETH COOLEY
Bagley, Wisconsin

ROGER J. KAUFMAN
Melrose, Wisconsin

**MARLOWE & ARLENE
LAATSCH**
Watertown, Wisconsin

JEREMY A. LUCKEY FARM
Cuba City, Wisconsin

LOUIS & JOHN MURRAY
Black River Falls, Wisconsin

**OAKRIDGE FARMS OF
MELROSE**
Melrose, Wisconsin

RANDY & DEBBIE OBER
Green Isle, Minnesota

WIENER BROS PARTNERSHIP
Tama, Iowa

JOSEPH PROSKE
Walcott, Iowa

PATRICK SULLIVAN
Viroqua, Wisconsin

Just a Reminder: Adulterated Milk Will Be Rejected

The PMO (Pasteurized Milk Ordinance) defines Abnormalities of Milk as the following types of lacteal secretions that are not suitable for sale for Grade "A" purposes.

1. Abnormal Milk: Milk that is visible changed in color, odor and/or texture.

2. Undesirable Milk: Milk that, prior to the milking of the animal, is expected to be unsuitable for sale, such as milk containing colostrum.

3. Contaminated Milk: Milk that is un-saleable or unfit for human consumption following treatment of the animal with veterinary products, i.e. antibiotics, which have withhold requirements, or treatment with medicines or insecticides not approved for use on dairy animals by FDA or the Environmental Protection Agency (EPA).

TIPS ON HOW TO GET YOUR SCC DOWN

by Ron Brenner, SVF Field Supervisor

By now, you have heard all the buzz surrounding the United States complying with the European Union's 400,000 SCC standard, most likely by this fall. This means any plant that exports dairy products to the E.U. or sells milk, cream or whey to another plant that exports to the E.U. will have to meet this standard based on every individual milk producer who contributes to the load of milk going into that plant.

The bottom line right now is this. If your herd's SCC hovers around 400,000 or is consistently over it, now is the time to start working on getting your SCC counts down.

I believe the best source of information on mastitis and milk quality is the National Mastitis Council and you can visit them online at www.nmconline.org.

Here are my suggestions for getting those counts down.

The most important factor in preventing mastitis is keeping your cow's environment clean and dry. This requires clean and dry stalls especially after milking, when cows tend to lie down and the teat end is most susceptible to pathogens. Keep your barn yard clean and as dry as possible. Keep cows out of ponds and under trees in the warmer months. Fence these areas off, if possible.

How's your ventilation? Maintaining proper ventilation is important. Also, keep insects under control and prevent over crowding. All of these are beneficial to cow comfort and will aid in increased milk production along with reduced SCC, which will also be a benefit to your milk check every month.

Proper milking procedures are extremely important. Milking a clean, dry and properly stimulated teat is the goal each time you place the milking unit on the udder. It is a good idea to remove udder hair. This helps in having less manure and dirt to remove at the time of milking. Milkers should always wear gloves and use individual paper towels or cloths to prevent the spread of mastitis. The application of a pre-milking disinfectant is recommended and will help properly stimulate the teats for proper milk let-down. Examine foremilk to catch any problem cows and to prevent the spread of clinical mastitis. If possible, milk problem cows last.

Properly attach the milking units and align and when manually removing units, shut off the vacuum to prevent injury to teat ends. A post-dip treatment should be used and something that is often overlooked is cleaning and maintaining the teat dippers and the transfer jugs. We must be conscious of cleanliness at all times.

The time to catch cows and to prevent the spread of mastitis is during milking. A great tool in identifying the

seriousness of the infection is the CMT (California Mastitis Test), which is the cheapest and most effective. Decisions on when and if to treat need to be made and records need to be kept on cows treated. Cows that do not respond to treatment need to be culled.

It is essential that you maintain your milking equipment and have it serviced monthly, bi-annual and yearly. Inflatons and other hoses need to be replaced as needed. We really need to remind ourselves how important the milking equipment is and have it working properly. This equipment has a direct impact on your milk check.

Another improvement we have seen in SCC counts on farms has been the use of dry cow treatments.

Dry cows off abruptly and dry treat each quarter immediately following the last milking. Disinfect the teats and scrub the teat-ends before infusion and after infusion use a post-milking teat dip. We need to keep these cows in a clean and dry environment as often times these cows are neglected. This is also important with our heifer housing.

It is a good idea to enroll in DHI to help in record keeping.

These programs can help in identifying problem cows along with monitoring the number of infections. It is essential that you counsel with your Veterinarian on treatment plans and overall udder health.

I have tried to highlight some important issues in reducing Somatic cells, but there are numerous issues that I have not included. As a member of the field staff, I can say that it takes a lot of little changes that add up to see a noticeable difference in your SCC average for the month. There is no silver bullet for preventing mastitis, unfortunately, only consistency and hard work.

As always, your Swiss Valley field rep is there to help you, so give him or her a call if you need any assistance.



Ron Brenner

DISTINGUISHED JUNIORS

HOLSTEIN ASSN. HONORS MEMBERS

Holstein Association USA has announced that **Leah Henkes** of Luana, Iowa is among the twelve semifinalists in the annual Distinguished Junior Member (DJM) competition. Open to any National Junior members aged 17 to 21, the DJM award is the highest honor that can be given to a Holstein Junior member.

Leah was chosen as a semifinalist for showing a strong commitment to not only the Holstein breed, but also her community and agriculture in general. She will participate in interviews at the National Junior Holstein Convention, June 26-29 in Bloomington, Minn. to compete for six finalist spots.

Leah is the daughter of Swiss Valley Farms members Trent and Leslie Henkes. She was the salutatorian of her



Leah Henkes

2008 MFL Mar Mac High School graduating class and the 2008 Iowa State Alternate Dairy Princess. She is now a junior at Iowa State University majoring in Dairy Science and Agriculture and Life Sciences Education. She wants to be a high school agriculture teacher. Leah has participated in 4-H, FFA, National Junior Holstein, Iowa Junior Holstein, Iowa State Dairy Science Club and Ag Council at ISU. She freelances for the Holstein World and the Iowa Holstein Herald. She has covered state Holstein shows and interviewed farmers for breeder profile articles. Leah currently assists a professor in Nutrition Research at the ISU dairy farm.

“My extensive involvement in Junior Holstein activities has made me the person I am today,” Leah says. “Without this organization, my confidence in my public speaking skills and overall knowledge of the Holstein industry would not be as extensive. Besides communication skills, I have met many new friends who are as enthusiastic about Registered Holsteins as I am.”

Charles Hamilton of Cuba City, Wis. has been named one of the eight finalists in the Holstein Association USA annual Young Distinguished Junior Member (YDJM)

competition. Similar to the Distinguished Junior Member contest, the YDJM award recognizes outstanding Junior members ages 9 to 16. Charlie will also be judged on the national level at the convention in Bloomington.

Charlie, 14, is the son of John and Evie Hamilton and resides on a Registered Holstein dairy farm, Hill-Ton Holsteins. He will be a freshman at Cuba City High School this fall, and



Charles Hamilton

is a distinguished honor student. He is a member of the Grant County, Wisconsin, and National Junior Holstein Associations as well as the Sinsinawa Orioles 4-H Club and Cuba City FFA. He currently owns 18 head of Registered Holsteins. His farm responsibilities include feeding heifers and dry cows, full responsibility of caring for his show string, to mating his own animals. Charlie enjoys showing his Registered Holsteins at the county, district and state levels. In 2009, he received the Premier Breeder of the Junior Show at the District 3 Holstein Show, and had the top Bred and Owned Spring Calf at the Wisconsin Junior State Fair.

Charlie has also had success in public speaking. In 2009, he placed first in the junior division of the National Holstein Prepared Public Speaking Contest with his speech on Genomics. Qualifying again at the state level, he will be competing in the intermediate division at the national contest. His speech this year is titled “The Dairy Industry - America’s Stimulus Package”.

“I feel blessed to have been born a farmer’s son, and because of this I have developed a strong work ethic and an absolute love of the Holstein cow,” Charlie says. “I owe everything I have to my Registered Holsteins. Being a part of the Registered Holstein industry has been amazing. I can’t emphasize enough how important my animals, my family and my friends have been to me. As I meet new friends, have fun showing and participating in all the activities that I have, I always remember there are chores waiting when I get home.”

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

BAUS, RON & MARY	62,000
BIERSCHENK, CARY & JENNIFER	71,000
BREUCKMAN, CHAD	57,000
BRIMEYER, DANIEL A & DEB	84,000
BRIMEYER, DEREK	84,000
CAROLAN, KEVIN & DONNA	73,000
RICHARD & VANESSA DEVORE	88,000
DREIER, RANDY D.	59,000
MICHAEL & EVANGELINE ELMHORST	73,000
RICHARD ESSER	75,000
LARRY GILBERTSON	80,000
HAAG, RODNEY & DEBRA	98,000
HALL, LARRY & ROXANNE	89,000
HEATHERSTONE ENTERPRISES	99,000
HENDEL FARMS	69,000
HODSON-DIRKSEN FARMS LLC	66,000
JELSMA DAIRY LLC	99,000
KETCHUM, ROBERT C & TERRI A	74,000
KOOPMAN, BRENT	96,000
KOOPMAN, CHAD	96,000
LINDSAY, BRIAN	62,000
LOEFFELHOLZ, DEAN	96,000
MARDORF, CLIFF	86,000
MARDORF, LESLIE	86,000
MEIER, BRIAN	64,000
MEIER, MIKE & CHERYL	64,000
PETERSON, PER K.	70,000
REGO, DAVID & LINDA	76,000
SCHAEFER, JEFFREY G	73,000
SCHAEFER, KURT & SUSAN	62,000
SCHMITZ, KENNETH & MARLUS	84,000
SCHNEIDER, SAM D	88,000
SCHROEDER, CRAIG A	70,000
THOMPSON, LARRY & LIANE	54,000
VALLEY VIEW DAIRY INC	78,000
VOGEL, REBECCA	79,000
WEIER, HARRY A	60,000
ZIEGLER, CRAIG A.	98,000
ZIEGLER, FRED V.	98,000



Somatic Cell Range % of **A** Farms

0 - 100,000.....	5%
100,001 - 200,000.....	28%
200,001 - 300,000.....	25%
300,001 - 400,000.....	20%
400,001 - 500,000.....	11%
500,001 and above.....	11%

Somatic Cell Range % of **B** Farms

0 - 100,000.....	0%
100,001 - 200,000.....	16%
200,001 - 300,000.....	13%
300,001 - 400,000.....	19%
400,001 - 500,000.....	9%
500,001 and above.....	43%

AMBASSADOR KIRK

CONTINUED FROM PG. 5

year, despite the global financial crisis and dwindling dairy prices.

Ray said he appreciated the efforts of Trade Ambassador Kirk, Swiss Valley Farms and USDEC in helping grow opportunities to create more demand for U.S. dairy products worldwide. "Accessing global markets helps provide a stable price for the U.S. dairy producer. It is a source of pride that my Wisconsin dairy farm participates in these global markets when my co-op exports cheese to Mexico and Japan," Ray told the Ambassador.

Ambassador Kirk said, "I am pleased that we were able to have in-depth and frank discussions here with dairy industry folks about their trade priorities and concerns. There is no substitute for this kind of focused consultation."

"The past few years of growth in exports, followed by last year's painful financial collapse when a significant portion of the overseas market was lost, have underscored the importance of U.S. exports and the need to strengthen roads that America's dairy producers and processors have already made in many markets around the world," said Shawna Morris, vice president of trade policy for NMPF and USDEC, who also attended the event.

"What makes America special is our freedom to innovate," Ambassador Kirk said during the round table. "We (Americans) can compete with anybody in the world as long as we get a level playing field. We need other coun-

tries to behave better. We will not sign any bad trade deal just because we are sick of negotiating." He also noted that President Obama has set a goal to double U.S. exports in the next five years.

"We need to educate Americans about how ridiculously easy we have it for food in this country. We are one of the few countries that can feed ourselves and that's our contribution to the world. 'Made in America' is still the best brand in the world."

"The Schmitz family did a great job hosting the event! I really enjoyed the opportunity to meet Ambassador Kirk," said Pam Bolin. "He was very personable and listened to our thoughts. Now we can only hope that he will consider how the trade opportunities he is looking at will affect the dairy producers here in the United States."

"We often view the government as being remote and distant," said Marty Burken. "So it spoke volumes to me that Ambassador Kirk cared enough to set up this meeting and took the time to listen to the dairy producers who are on the front lines."

Ray said that before he left his farm, Ambassador Kirk told him he wants to continue working with us. "At the round table, he leaned over to me and grabbed my hand and said 'Mr. Schmitz, I like the way the way you think.' I was surprised since I haven't heard that for a while!"

APPLY FOR HANSEN MEMORIAL 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. If you have already won a Swiss Valley Farms scholarship in the past, be sure to write across the top of your form, "George Hansen Memorial Scholarship" when applying.

The same deadline, July 15, 2010, will apply to this new scholarship as well as Swiss Valley's scholarship.

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Dairyman



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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.

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.