

# Dairyman

AUGUST 2010



***MARCH FAMILY WANTS  
COMFORT FOR THEIR COWS***



Published Monthly by:  
**Swiss Valley Farms  
 Cooperative**  
 P.O. Box 4493  
 Davenport, IA 52808

563.468.6600      FAX 563.468.6616  
[www.swissvalley.com](http://www.swissvalley.com)

**Nancy Feeney**  
 Editor/ Member Relations Mgr.

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

- Customers & Consumers
- Owner/Members
- Workforce

### Swiss Valley Board Officers

- Chair**  
 Pam Bolin.....Clarksville, IA
- Vice Chair**  
 Randy Schaefer.....Blue Grass, IA
- Assistant Secretary**  
 Jeff Nimtz.....Monticello, WI
- Assistant Treasurer**  
 James Schmitt.....Sherrill, IA

### Swiss Valley Directors

- Loyde M. Beers.....Eastman, WI  
 Steve Klug.....Spring Grove, MN  
 Dale Humpal.....Ridgeway, IA  
 Francis Leibfried.....Cuba City, WI  
 G. Joe Lyon.....Toledo, IA  
 Ken Schmitz.....Norwalk, WI  
 Patrick Schroeder.....Lancaster, WI  
 Eugene Smith.....Clinton, WI  
 William Strief.....Farley, IA

## Growing the Business Acquisitions and Joint Ventures

by Don Boelens, CEO

**I**t is truly an exciting time to be in the Blue cheese business! Over the past few years, the Blue cheese market has been on the upswing. Our Mindoro Blue cheese plant continues to increase its sales, and often demand outweighs supply. Now, Swiss Valley's share of the Blue cheese market will get even bigger as a result of the co-op's latest acquisition.

I am pleased to announce that Swiss Valley Farms has acquired Faribault Dairy Co., Inc., located in Faribault, Minn. The sale includes the ownership of Faribault's Blue cheese manufacturing facility as well as Faribault's line of branded cheeses, the most popular of which is Amablu. Amablu, along with its premium version, Amablu St. Pete's Select, is a cave-aged Blue cheese with a strong retail presence in the U.S.

This acquisition marks a significant step in our efforts to grow in the Blue cheese category. The opportunity will provide Swiss Valley with yet another safe and secure market for our members' milk supply while simultaneously increasing Blue cheese manufacturing capacity. The Faribault facility will allow for an immediate increase in production and serve as an excellent companion operation to Swiss Valley's other Blue cheese plant in Mindoro, Wis.

The sale brings together the history, talent and resources of two of America's most experienced blue cheesemakers, Faribault and Swiss Valley Farms. Jeff Jirik, one of the



CEO Don Boelens

owners of Faribault Dairy Co., says this promises to be a good marriage. "Becoming part of the Swiss Valley Farms family is the best way to continue the legacy of the Amablu brand, known as America's First Blue Cheese," Jirik says. "This is great for the Faribault community, our employees and our long-term stability." All former Faribault employees will be retained.

The sales brings with it two new opportunities for Swiss Valley to age and distribute cheeses. The first is the use of sandstone caves, currently used by Faribault to age its Amablu brand cheeses. The second is the capability for online orders and shipment of cheeses via [www.cheesecave.net](http://www.cheesecave.net), an online store developed by Faribault to distribute cheeses and cheese gift packages nationwide. The online store also has a brick and mortar

**Story continues on Page 13**

Website Gets Facelift

# Visit the NEW [www.swissvalley.com](http://www.swissvalley.com)!

by Lauren Albracht, Marketing Specialist



This is what the three “doorways” on the new website look like.

On July 13, 2010, the internet got a little cheesier.

That’s because it was the launch date of Swiss Valley’s newly redesigned website, a 10-month long project that sought to expand Swiss Valley’s online presence with its industrial, foodservice and private label cheese customers.

When Swiss Valley sold its Dubuque, Iowa bottling plant to Prairie Farms Dairy in June of 2009, the company recognized the need to strengthen its communication via the web with current and prospective cheese customers while still maintaining a web presence for its beverage and cultured products, marketed under the Swiss Valley Farms brand name. This challenge, coupled with the desire by the Procurement Division to streamline the Member Relations section of the site, led to the idea of creating three sites in one, each targeted to a specific audience – retail consumers, business-to-business (B2B) cheese customers and current/prospective members.

To bring this idea to life, Swiss Valley enlisted the help of Hellman, a full-service advertising agency out of Waterloo, Iowa that specializes in web design and

new media. Hellman had been in charge of Swiss Valley’s first redesign of its website back in 2006. Rather than starting from scratch, the redesign was approached as an expansion, updating and maintaining the retail consumer section of the site while building two new “doorways,” one for B2B cheese customers and one for members. A main landing page ties them together and allows site visitors to easily choose their desired destination as well as navigate within and between sections.

### What’s behind Door #1?

The retail consumer section is the most recognizable portion of the site, retaining virtually the same structure and information as the old [swissvalley.com](http://swissvalley.com). Product banner imagery has been updated to reflect the newest packaging

Story continues on Page 13

At NMPF Board Meeting

## Foundation for the Future Moves Forward

**T**he National Milk Producers Federation's Board of Directors overwhelmingly agreed at their summer Board meeting in June to move forward with a variety of changes in federal dairy policies that will better protect dairy producers, and position them more favorably in an increasingly volatile global marketplace.

The NMPF Board voted to support the package of concepts contained in the Federation's approach to reforming dairy policy entitled "**Foundation for the Future.**" NMPF President and CEO Jerry Kozak said that package will be used as the basis for the future direction of the dairy provisions in the next Farm Bill, or in some other form of federal legislation that Congress may consider in the future.

"If there is anything good that has come out of the past 18 months of economic struggle, it's the shared feeling among NMPF's members that we can use this experience as the catalyst to make needed changes in dairy policy," said Randy Mooney, NMPF Chairman and dairy farmer from Rogersville, MO. "Foundation for the Future is a carefully and meticulously prepared set of programs that not only will help our industry prevent a repeat of what happened in 2009, but also provide for a more prosperous future for dairy producers and their cooperatives."

The features of NMPF's plan include:

- **Transitioning** the existing safety nets of the Dairy

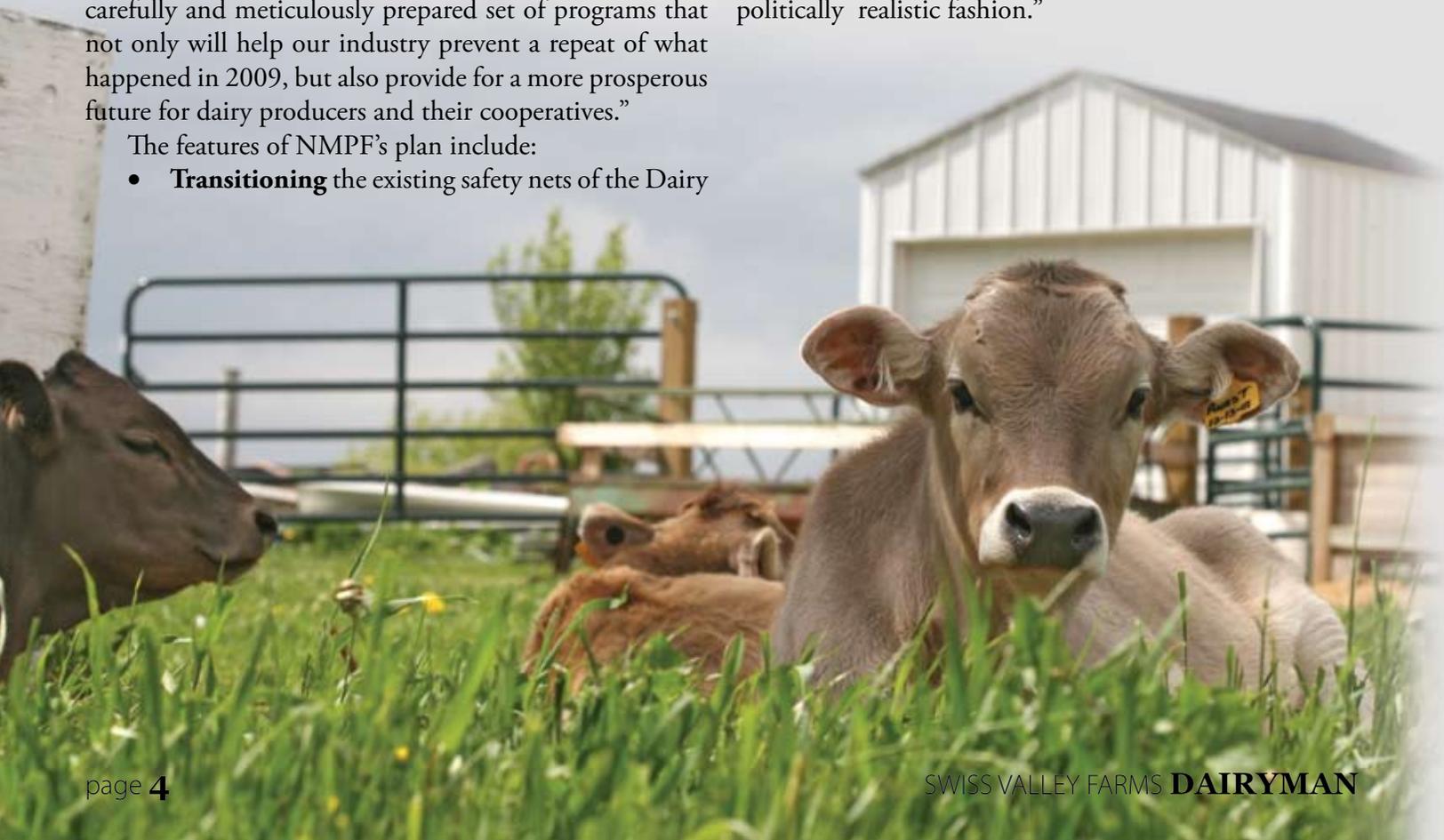
Product Price Support and Milk Income Loss Contract programs into a new Dairy Producer Margin Protection Program to guard against periods of severe financial pressures.

- **Establishing** a Dairy Market Stabilization Program to help address periodic imbalances in milk production and demand.

- **Reforming** the Federal Milk Marketing Order program.

Kozak said that the Foundation for the Future is the result of 12 months of detailed deliberations concerning the most appropriate course to follow in reforming federal dairy policies, some of which have been in place for many decades.

"It's clear we need a new safety net that focuses on margins, not just milk prices," said Kozak. "It's also clear we need a system that sends timely, unmistakable signals to farmers that less milk is needed during periods of relative imbalance. The Foundation for the Future addresses both of those key issues, and it does so in a fiscally responsible, politically realistic fashion."



## Proposal Would Make Major Changes in U.S. Dairy Policy

### How it Will Work

The Federation's proposal to revamp the federal safety net involves creating an insurance program tied to the margin between the national average cost of feed, and the national average all - milk price. After farmers choose to enroll in the base level of the **Dairy Producer Margin Protection Program** at no cost to them, they would receive indemnity payments during periods when their margins are severely compressed, as they were for most of 2009. In addition, farmers would have the option of purchasing supplemental coverage to protect a higher margin level between feed costs and milk prices.

Another key element of the Foundation for the Future will be a **Dairy Market Stabilization Program** that sends a signal to producers that an imbalance in the marketplace could result in lower farm - level margins. Like the Dairy Producer Margin Protection Program, the Stabilization Program is tied to farmers' margins that could be reduced either by low milk prices and/or high feed costs.

The Stabilization Program was shaped by some key principles:

- It allows for the growth of U.S. production.
- It doesn't encourage imports or hinder exports.
- It keeps government intervention at a minimum.

Lastly, the Foundation for the Future also calls for changes in the Federal Milk Marketing Order program to create a competitive milk price, maintain Class I differentials and eliminate unpopular aspects of the current system, such as make allowances. The changes in the Federal Order system are intended to be revenue



neutral so that farmers' milk checks are not adversely impacted.

Kozak said that NMPF will now begin a comprehensive education effort to inform the entire dairy producer community, as well as policymakers, about the merits of Foundation for the Future.

---- By Chris Galen, NMPF VP Communications

*The National Milk Producers Federation, based in Arlington, VA, develops and carries out policies that advance the well being of dairy producers and the cooperatives they own. The members of NMPF's 30 cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of more than 40,000 dairy producers on Capitol Hill and with government agencies.*

## Where Swiss Valley Stands on "Foundation for the Future"

District 1 Director Patrick Schroeder of Lancaster, Wis. is Swiss Valley's representative on the NMPF Board. Along with most of the NMPF Board, Schroeder voted in favor of moving forward with "Foundation for the Future." "This program is a work in progress," he says. "It is not a perfect plan but it gives us a starting point to see what direction we are heading."

Schroeder went on to say there are some good points

and some bad points to this plan and it will take some time to figure it all out. "NMPF's goal is to have a plan in place for the new 2012 Farm Bill discussions."

CEO Don Boelens told co-op members in the July Key letter, "Swiss Valley Farms is in favor of participating in the discussions for 'Foundation for the Future' in the search for a more reliable and less volatile milk pricing system in America."

## Swiss Valley Gals Fall Meetings

# “Simple Truths For a Simply Joyful Life”

An exciting speaker will be addressing the Swiss Valley Gals at two special fall meetings.

**Gerarda Lahey-Keppler** from Epworth, Iowa will brighten our lives with her presentation “**Simple Truths For a Simply Joyful Life**” Gerarda is a well known regional speaker and psychology instructor at NICC, and a big proponent in agri-tourism.

Gerarda will be speaking on handling stress from a women’s point of view . . . and things we can do to appreciate and be grateful for what we have in our lives, and who we are.

She and her husband Tony recently renovated an old barn in Epworth, turning it into a beautiful country retreat/guest house, which she named The Barn House. This is where the Sept 24th Swiss Valley Gals meeting will be held. The Sept. 23rd meeting will be held at

Huckleberry’s Restaurant in Prairie du Chien, Wis.

Any woman who belongs to Swiss Valley Farms Cooperative or who works for a co-op member is eligible to attend these meetings. Be sure to talk to your other area co-op members to see if you can arrange to car pool to the meeting. You can save on gas and have even more fun visiting with other Swiss Valley Gals.

Pick out the date of your favorite meeting place, mark it on your calendar and make plans to attend one of these luncheon meetings. In an upcoming milk check, you will be seeing your green Swiss Valley Gals return reservation post card. Fill it out and mail it back so you will have your place reserved for this round of meetings.

Hope to see you there!



**Gerarda Lahey-Keppler**

## 2010 Fall Swiss Valley Gals Meeting Schedule

**Thursday, Sept. 23** – Huckleberry’s Restaurant  
Prairie du Chien, Wis.

**Friday, Sept. 24** – The Barn House  
13527 Gun Club Rd.,  
Epworth, Iowa

REGISTRATION BEGINS --- 11 A.M.

LUNCH --- 11:45 A.M.

SPEAKER --- 12:30 P.M.

ADJOURNMENT -- 2 P.M.

Educating Consumers

## ‘LUNCH ON THE DAIRY’ DRAWS CROWD



### *Around 850 attend*

Top left, Katie Adams, Iowa State Dairy Princess from Waucoma, Iowa applies a water soluble ‘Got Milk’ tattoo to a visitor’s arm.

Top right, some friendly calves draw the attention of some young girls.

At left, several Swiss Valley members attended the function and many also worked that day. Mitzi Blanchard, Charlotte, Iowa, center, and Lisa and Marty Burken, right, Clinton, Iowa, were Clinton/Jackson County Dairy Promotion members who helped put on the event. Kevin and Cindy Lundin, Bellevue, Iowa, joined in on the fun.

**O**n June 27th, it was the second ever “Lunch on the Dairy” sponsored by the Clinton/Jackson County Dairy Promotion Group.

This year’s event was held on Scott and Tricia Holdgrafer’s dairy in Bellevue, Iowa. Just like last year, there was a whole array of activities for everyone in the family. There were tours through the new calf facility and heifer barns. A petting zoo was run by Swiss Valley milk hauler Rick Mortensen. There were horseback rides for the kids and hay rack rides for anyone. Got Milk? tattoos were applied by Iowa State Dairy Princess Katie Adams. There was a free lunch and lots of Swiss Valley Farms milk to drink and Swiss and Blue cheese to eat. And what would a June dairy event be with out ice cream?

As soon as they arrived, all the guests received a pair

of blue booties to cover their shoes. Dairy Promotion committee members all wore matching t-shirts to identify themselves.

“We estimated a little over 850 by our plate count,” says Marty Burken, Clinton, Iowa promotion committee member. “What a great day we had and a great turn out. That’s dairy promotion at its finest. What a great thing if we can attract that many people to a dairy event like this.”

The first “Lunch on the Dairy” last year was held on Blanchard Dairy in Charlotte. Mitzie Blanchard commented on how well organized this year’s event was. “There is a whole lot of work that goes into an event like this.” It was certainly a great way to educate the public about agriculture and how much of their food is produced.

Jim & Connie March

## LOVE A CLEAN, COMFORTABLE DAIRY

When tourists travel across Wisconsin's countryside looking for those idyllic, neat-as-a-pin farms, their gaze would certainly fall upon Jim and Connie March's dairy outside of Dodgeville. These Swiss Valley Farms members keep their home, lawn, barns and outbuildings well groomed, with colorful landscaping sitting beside a crisply mowed lawn. After visiting with the March's, it becomes obvious that in a world where attitude is everything Jim and Connie have it in spades!

Jim has been milking cows since he was six years old. He and Connie have lived on this 176-acre dairy for the past 27 years and this is where they raised their three children.

The couple milk 50 Holsteins and a few Ayrshires in partnership with their son, Travis, 23. Their daughters,

Missy and Kim, are pursuing off-farm careers. Missy is a student at Southwest Technical College studying to be a medical technician. Kim works in Barneveld at Fairway and Greene Golf Apparel.

One thing is for sure, these Wisconsin natives love what they do.

"We like to keep our cows clean and comfortable," Connie says. "We scrape the barnyard a lot and keep the yards clean and the stalls dry." They bed their herd down with hay and straw over rubber mats. "The mats mean we can use less bedding and keep them just as comfortable."

All this attention to cleanliness translates into a low somatic cell count. "Over the winter, our SCC was 150,000. But weather is a big factor with SCC," Jim says. "Our counts are up this summer." Jim said he had just sold their highest cell count cow and was hoping this would get the



count back down.

The March's raise all their feed: corn, alfalfa, oats and soybeans. They milk in a stanchion and tie stall barn and have a rolling herd average of 21,000 pounds.

Why the sprinkling of two or three Ayrshires amongst the Holsteins? "A neighbor was going out of business a few years ago and had some Ayrshires calves, so we bought them," Jim says. "We name them after country singers." So the Ayrshires that come and go from the herd are given fancy names, such as: Shania, Winona, Reba, Faith and Bella (after Lady Antebellum). Apparently Shania was a real piece of work. But Jim doesn't claim to have any favorite cows in his herd. "Some days we don't like any of them. About the time you think she's a darn nice cow, you end up getting kicked," he says.

The March's have found a great benefit to working with a herd nutritionist. "The nutritionist has helped us have a more successful breeding program."

"Our nutritionist is a woman," Connie chimed in. "We also have a female vet and a female inspector. I have bonding days once a month," she laughs. "I sometimes also bake cookies for the semen salesman."

Jim says his experience over the years has shown that

when the state inspector shows up, it is always best to go down to the barn and visit with him or her. "You will get along with them a whole lot better if you take the time to get to know them," Jim says.

As the youngest member of the March dairy team, Travis thinks they could use some new equipment around the farm. "But there's not a lot you can do about it right now," he says.

For now, the March's are enjoying working together, making the most of their lovely Wisconsin dairy farm.



#### ON THE COVER:

Jim and Connie March stand in front of a few of their Holsteins on their Dodgeville, Wis. dairy. At left, a colorful summer banner floats in the breeze off of their front porch, which is the family's favorite gathering space at the end of the day. Above, a few of their 50 Holsteins lounge in a shady corner of the cow yard and help themselves to the feed.

## DAIRY ROYALTY IN THE CO-OP



### JOSIE KRIENER -- FT. ATKINSON, IOWA

Josie Kriener, 11, of Ft. Atkinson, Iowa is the 2010 Winneshiek County Little Miss Squirt. The daughter of Tom and Laurie Kriener, Josie, which is short for Josephine, is a sixth-grader at CFS Catholic School in Calmar, Iowa. According to her father, Josie has had a very busy summer. "I haven't seen much of her this whole month (June)," Tom said. Josie has been promoting dairy products at parades and nursing homes, as well as a couple of farm tours with second-graders through the Winneshiek County Schools. On the home front, Josie helps out where she can by feeding the calves, helping with hay making and picking rocks out of the fields. The rest of her time this summer has been taken up playing softball.

### TIMOTHY HILLERS

-- COLESBURG,  
IOWA



Timothy Hillers, 8, is the Alternate Clayton County Junior Herdsman. This third-grader at Clayton Ridge Elementary is the son of Jeff and Jessica Hillers from Colesburg, Iowa. Timothy helps his dad feed calves and put the milkers on the 80 Holsteins. He also enjoys feeding the cows. He loves to go turkey hunting with his dad and is proud to be able to make his own turkey call. His promotion activities this summer have included participating in several parades and serving ice cream in banks.

### HILLARY BURKEN

-- CLINTON, IOWA

Six-year-old Hillary Burken of Clinton, Iowa is the 2010 Little Miss Dairy Maid for Jackson/Clinton County. This is exciting for Hillary since her two older sisters, Hannah and Haley, both held this position also. Her parents are Marty and Lisa Burken. Hillary enjoys spending time on her dad's dairy, Blue Hyll Dairy, feeding calves and playing with the newborns. Hillary was busy in June with parades and the local "Lunch on the Dairy." This fall, she will be a first-grader at Eagle Heights Elementary School in Clinton.





## TAMARA WALTER -- FARMERSBURG, IOWA

Clayton County Alternate Dairy Princess Tamara Walter is the daughter of Swiss Valley Farms member Tim Walter of Farmersburg and Cindy Walter and the granddaughter of Marjorie Walter. Princess-related activities have kept her busy this past summer between the numerous parades and ice cream scooping promotions. On the dairy, Tamara helps with chores every afternoon, feeding the calves and milking the fresh cows.

This fall, she will be a junior at MFL-MarMac High School in Monona, Iowa where she participates in FFA and choir. Tamara also enjoys horseback riding, reading, 4-H and working with her three Jerseys. She is thinking about studying to be a registered nurse or a large animal vet.



## KATIE SCHUTTE -- WAVERLY, IOWA

The 2010 Bremer County Dairy Princess is Katie Schutte from Waverly, Iowa.

Katie was sponsored by her employers, Gerben and Julie Ten Hoeve, Swiss Valley members also from Waverly.

Katie grew up in Arizona, but has lived in Iowa for the past five years. Her brother, who works full-time at Ten Hoeve Dairy, got her a job there a few years back. She continues to work part-time at the 360-cow dairy, helping with the milking and parlor cleaning on the weekends. Through these experiences, she has gained a real appreciation for the dairy industry and truly enjoys promoting milk consumption. So far this summer, Katie has been in two parades and served ice cream at several banks. She has also participated in a couple of radio interviews as well as visited some schools. She currently works full-time in a day care facility. Her parents are Jim and Ellen Schutte, Waverly.

# LITTLE CHANGES GET BIG SCC RESULTS

by Nancy Feeney

**T**he sad truth about a high SCC count is there is no instant or overnight fix. Just like a person trying to take off the pounds, it requires changing the way you do a few things. And it takes time . . . good, old fashioned time. It is very easy to get impatient with the whole process, but the rewards are worth it.

Here is what some Swiss Valley Farms field representatives had to share about what's been working for their producers when it comes to lowering SCC counts.

Kara Koopmann, a Swiss Valley Farms field representative from Epworth, Iowa, said, "A few of my producers dug out their dirt free stalls and put in sand. This, combined with selling a few high cows, brought their counts down. Another producer went on DHIA and bought a quarter milker and started using a CMT paddle. This eventually brought his counts down."

Kara said another producer did a bulk tank culture. "Then he individually tested all his cows that were over 400,000 for Mycoplasma, a newer mastitis pathogen that is very hard to get rid of," she said. "He sold several of the cows that had Mycoplasma and this really helped him bring down his herd's SCC."

Cheryl Zablocki-Wagner is a Swiss Valley Farms field representative from Seymour, Wis. "I have a producer who, when he has an infection flare up in one quarter of a cow, does NOT treat the quarter, but he keeps that quarter out of the tank until the cow clears up. He has found that for certain types of masti-

tis, he can treat the cow systemically with Excenel (a non-milk withhold drug), and keep the milk from the bad quarter out of the tank. The cow will usually clear in a few days and then he puts the quarter back into the tank. Doing this seems to drop his SCC because he has a small herd."

Bob Zielsdorf, a Swiss Valley field rep out of Sparta, Wis., has specialized in troubleshooting milking equipment. "One of my producers installed a 3-inch stainless steel milk line in his parlor and flat barn, in place of his 2-inch line. This eventually brought his SCC down." Bob says another producer realized he wasn't getting enough vacuum out of his old pump, so he installed a larger vacuum pump and his SCC eventually dropped in half.

"Better vacuum control gives you a more stable vacuum on the teat ends. Also, if you put in a larger milk valve and milk nipples, you will milk out faster and cleaner and you will lower your SCC counts," Bob says.

Bob suggests something as simple as changing to a softer, less coarse paper towel or switching to soft clothes for wiping off the teats will cause less irritation for the cows and will help lower SCC. "Also, the cows will kick less!"

If you have a tip on how to lower a herd's SCC average, we would like to hear it. Please send it to [www.nancy.feeney@swissvalley.com](mailto:www.nancy.feeney@swissvalley.com). Or simply tell your Swiss Valley field representative about it. We might use your tip in a future Dairyman article.

## WELCOME NEW CO-OP MEMBERS

**BUSSAN, ADAM & KRISTINA**  
Bernard, Iowa

**FREUND, TRACY L.**  
Saint Cloud, Wis.

**HOPKINS, STEPHEN K.**  
Newton, Iowa

**KUTZ DAIRY LLC**  
Jefferson, Wis.

**KIENBAUM, JILL**  
Elkhorn, Wis.

**PAULSEN, MARK N.**  
Wisconsin Dells, Wis.

**SLEEPY HOLLOW FARM**  
Monticello, Wis.

**QUAM, WILLIAM**  
Dane, Wis.

**KANABLE, GREG & TINA**  
Spring Green, Wis.

**ROSEDALE GENETICS LTD.**  
Oxford, Wis.

**SCHWARTZLOW, DEWAYNE**  
Brodhead, Wis.

## Component Tests Via E-mail

To further assist our co-op members in getting their test results as quickly as possible, beginning Sept. 1, members now can elect to have their pickup component test results e-mailed to them each Monday through Saturday.

If you want to get your test results over the Internet, you will need to supply Swiss Valley Farms with a working e-mail address. To set this up, use the e-mail account you would like to have your tests sent to and send an e-mail to: [www.tim.genthe@swissvalley.com](mailto:www.tim.genthe@swissvalley.com). Include in this e-mail both your farm name AND farm number, then retype your e-mail address in the letter. Swiss Valley Farms will discontinue sending your test result with your hauler and you will receive them via this e-mail address.

If you have any questions, please contact Tim Genthe at 563-583-7669 or contact your Swiss Valley field representative.

## ACQUISITIONS

CONTINUED FROM PG. 2

retail counterpart in Faribault, Minn. The acquisition is part of a long-term plan to expand the focus on retail branded cheeses, including Swiss Valley's Mindoro brand.

In other exciting news for your cooperative, I would like to announce a joint venture at the Shullsburg, Wis. site between Swiss Valley Farms and Emmi-Roth Käse USA. The Shullsburg site has been owned by Swiss Valley Farms since 2005 and consists of a 24,000-square-foot cheese manufacturing plant, a 50,000-square-foot warehouse, and a waste-water treatment facility. The joint venture, which is named White Hill Cheese Co., LLC, will allow the two entities to increase production of Baby Swiss, No-Salt-Added Baby Swiss and other varieties. Utilization of this site will also allow for additional storage capacity of these cheeses.

Capital improvements at the site are underway and cheese production is expected to begin in February 2011. The new plant is expected to employ about 30 people.

\* \* \*

*About Faribault Dairy:* Faribault Dairy Co., Inc. was founded in 2001 to manufacture and market artisan-style cave-aged Blue cheeses. The company is best known for its Amablu brand, which has been the recipient of many national and international awards since its creation in 2002. The Cheese Cave, which serves as Faribault's retail store, has both a physical and online presence and carries over 40 premium cheese labels, as well as non-cheese items including dry goods, meats and spreads. Faribault Dairy Co., Inc. is now a subsidiary of Swiss Valley Farms.

To learn more, visit [www.faribaultdairy.com](http://www.faribaultdairy.com) and [www.cheesecave.net](http://www.cheesecave.net).

*About Emmi-Roth Käse USA:* Emmi-Roth Käse USA is a subsidiary of Emmi Group and strives to be the leading artisan cheese and premium fresh dairy provider. Emmi-Roth Käse USA offers a wide range of award-winning cheeses and specialty dairy products. The cheese assortment ranges from imported specialties from Switzerland and other European countries to artisan cheeses crafted with pride in the heart of America's Dairyland. Emmi-Roth Käse USA delivers the highest quality products with unique taste experiences primarily to US retail and foodservice customers. To learn more, visit [www.emmi-rothkase.com](http://www.emmi-rothkase.com)

## WEBSITE

CONTINUED FROM PG. 3

for the beverage and cultured products (individual product shots will be updated in the near future). "Cash for Caps," a very popular and yet difficult section to find on the old site, now has prominent placement on the task bar.

### What's behind Door #2?

The B2B section of the site is entirely new, featuring detailed pages on each of Swiss Valley's award-winning cheeses. Downloadable sell sheets, an interactive map of the company's cheese plants, an expansive listing of cheese awards and a calendar of upcoming industry events make this section an exciting and informative destination for industrial, foodservice and private label cheese customers.

### What's behind Door #3?

The Member Relations section of the site has been

extracted from its former position as a task-bar tab and expanded into its own separate site. Here, visitors can find a Log-In to the password-protected member-only site. The detailed information on Swiss Valley's premium programs, once featured on the old site, has now been privatized and is only accessible by logging in to the member-only site. Lastly, a "Become a Member" contact form has been developed to field web inquiries from prospective members interested in joining the cooperative.

Company facts, history, a generic "contact us" form and information about Swiss Valley's Management Team and Board of Directors can be found outside of the three doorways, housed under a separate section called "About." Take a moment to browse the site and give us your feedback! Visit [www.swissvalley.com](http://www.swissvalley.com) today!

# FIELD PERSONNEL & STATS

## Field Department & Procurement Division Directory

**Chris Hoeger** *VP, Procurement*  
Eldridge, IA 52748

**Office** 563.468.6628  
**Mobile** 563.340.7943

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

**Office** 563.468.6640  
**Mobile** 563.320.4815

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

**Office** 563.583.7669  
**Home** 608.744.3515

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

**Office** 608.366.1770  
**Home** 608.269.4850

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

**Office** 608.366.1770  
**Home** 608.781.0535

**Thomas Tegeler** *Field Supervisor*  
1320 1<sup>1/2</sup> St. SW • Dyersville, IA 52040

**Office** 563.583.7669  
**Home** 563.875.2059

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

**Home** 608.625.2045  
**Mobile** 608.386.6681

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

**Office** 815.938.2651  
**Fax** 815.938.9151

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

**Plant** 563.583.7669  
**Home** 563.876.3900

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

**Office** 319.352.5463  
**Home** 319.352.5015

**Ken Ley**  
225 S. Clifton • Livingston, WI 53554

**Plant** 608.348.3932  
**Home** 608.943.6240

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

**Office** 563.926.2363  
**Home** 563.926.2794

**Jim Murphy**  
430 Linden • West Union, IA 52175

**Office** 563.422.5789  
**Mobile** 563.380.0393

**Jim Schmitz**  
304 Dale Dr. • Montfort, WI 53569

**Office** 608.943.1172  
**Cell** 563.599.2400

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

**Office** 920.822.2933  
**Mobile** 563.663.1306

**Bob Zielsdorf**  
309 North St. • Sparta, WI 54656

**Office** 608.366.1770  
**Home** 608.269.5452

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

ALDINGER, ROGER	95,000
BAUS, RON & MARY	73,000
BENNETT, JOHN & CHARLENE	36,000
BIERSCHENK, CARY & JENNIFER	97,000
BREUCKMAN, CHAD	90,000
BROCKMEYER, PAUL	99,000
CAROLAN, KEVIN & DONNA	72,000
CHURCHILL, DAVID	76,000
D & J DAIRY INC	99,000
DEUTMEYER, ROBERT & BEFONG	98,000
DREIER, RANDY D.	69,000
ELMHORST, MICHAEL & EVANGELINE	99,000
FASSBENDER, PAUL	89,000
GALLUN, TRACY	98,000
GILBERTSON, LARRY	83,000
HENDEL FARMS	76,000
HODSON-DIRKSEN FARMS LLC	95,000
KAUFFMANN, JERRY & STEPHANIE	84,000
KAUFFMANN, RICHARD & LUANN	84,000
KETCHUM, ROBERT C & TERRI A	70,000
MARTIN, JOHN E.	91,000
MEIER, BRIAN	91,000
MEIER, MIKE & CHERYL	91,000
OAT HILL	87,000
PETERSON, PER K.	93,000
PFISTER, P. SHELDON	99,000
REGO, DAVID & LINDA	79,000
SCHMITZ, KENNETH & MARLUS	93,000
SCHROEDER, CRAIG A	82,000
SMITH, EUGENE & SHAWN	98,000
THOMPSON, LARRY & LIANE	88,000
VALLEY VIEW DAIRY INC	84,000
VOGEL, REBECCA	99,000

### Adulterated Milk Will Be Rejected

The 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 visibly 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).

Somatic Cell Range -- Percentage listed is based on number of **A** Farms

0-100,000.....	5%
100,001 - 200,000.....	22%
200,001 - 300,000.....	28%
300,001 - 400,000.....	20%
400,001 - 500,000.....	13%
500,001 and above.....	12%



# 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 9" by 11" 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



Post Office Box 4493  
Davenport, IA 52808

*Address Service Requested*

PRSR STD  
U.S. POSTAGE

**PAID**

Permit No. 141  
Davenport, IA

## SWISS VALLEY GALS MEETINGS SET FOR SEPT. 23 & 24



### “Simple Truths For a Simply Joyful Life”

An exciting speaker will be addressing the Swiss Valley Gals at two special fall meetings. **Gerarda Lahey-Keppler** from Epworth, Iowa will brighten our lives with her presentation “*Simple Truths for a Simply Joyful Life.*” Please turn to Pg. 6 for more details.

### Swiss Valley Gals 2010 Fall Meeting Schedule

**Thursday, Sept. 23** – Huckleberry’s Restaurant,

*Hwy 35/18, Prairie du Chien, Wis.*

**Friday, Sept. 24** – The Barn House,

*13527 Gun Club Rd., Epworth, Iowa*