

# Dairyman

JULY 2011



**We'll Miss  
You, Duffy!**



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Norma ‘Duffy’ Lyon, 1929-2011  
**WORLD WILL MISS  
 “BUTTER COW LADY”**

*by Don Boelens*

This cooperative, as well as the entire dairy industry, lost a great friend and supporter when Norma “Duffy” Lyon passed away on June 26th at the age of 81. Affectionately known by most people as “The Butter Cow Lady,” Duffy was more than that to Swiss Valley Farms members. She was a fervent supporter of this dairy co-op as well as the wife of long-time Swiss Valley Board member G. Joe Lyon from Toledo, Iowa.

For 25 years, Duffy could be seen sitting beside the rest of the Lyon Jerseys’ dairy members as they posed for their quality award photo at the winter district meetings. Duffy loved her big family (she and Joe had nine children) and the dairy. She was photographed many times sitting next to one of her Iowa State Fair butter cows, which was her national, as well as international, claim to fame. Duffy regularly attended Swiss Valley Gals meetings and promoted dairy throughout her entire married life. At this co-op’s 40th and 50th Anniversary parties, Duffy sculpted Swiss Valley logos out of Cheddar cheese for our massive cheese table displays. She had a unique talent that shone like a beacon on so many occasions.

Duffy’s passing was not only a sad day for her family and Swiss Valley Farms; it caught the attention of people across the nation and even the world. National Public Radio and the *Wall Street Journal* reported the news. There was a lengthy account in the *New York Times*, the *Miami Herald*, the *London Times* and *London Daily Mail*. The *Boston Herald* posted her obituary online along with a guest-book where condolences and comments could be shared with the Lyon family. The *Los*



CEO Don Boelens

*Angeles Times* gave her death the sort of treatment normally reserved for Hollywood celebrities or foreign dignitaries. There was even a tribute from President Barack Obama!

Pam Bolin, Chairman of the Swiss Valley Farms Board of Directors, knew Joe and Duffy Lyon for over 20 years. “Our thoughts and prayers are with the Lyon family at this time of great loss,” Pam says. “I knew Duffy was an amazing lady, but I’m not sure that many of us realized just how many lives she touched over the years as the Butter Cow Lady. The Swiss Valley family has lost a great member! Joe would often tell us that his claim to fame was ‘I am married to the Butter Cow Lady!’ I am honored that I knew Duffy as more than The Butter Cow Lady. She was a wonderful friend and will be greatly missed!”

“I can’t think of any one person who has accomplished more for their family, community and the agricultural industry than Duffy Lyon,” says Kevin Stiles, Sr. VP Marketing and Industry

(STORY CONTINUES ON PG. 15)

## DUFFY OVER THE YEARS -- A TIMELINE

**July 29, 1929** -- Norma Duffield Stong, known as Duffy, is born in Nashville, the daughter of Benton J. Stong, a newspaper reporter, and his wife, Elsa. Her grandmother, Bertha Clark, was a founder of the Knoxville Symphony Orchestra. Her uncle, Phil Stong, was author of the book "State Fair," which was the basis of the Rodgers and Hammerstein film musical of the same name. Norma spent her childhood between Knoxville, Tenn. and Keosauqua, Iowa where her paternal grandmother lived.

**1947** – Enrolls in Iowa State University to study animal science.

**1949** – Begins dating G. Joe Lyon and marries him the next year.

**1951** – Joe and Duffy graduate from Iowa State University and move to Toledo, Iowa and join his parents and brother Howard's family in the dairy operation.

**1960** – Duffy sculpts her first butter cow for the Iowa State Fair.

**1963** – Duffy appears on "To Tell the Truth" television game show.

**1984** – She appears on "Today" show, "The Tonight Show" and "Late Night With David Letterman" where she shows up with a small Cheddar-cheese version of her butter cow "to make it easier to carry."

**Also in 1984** -- Duffy expands her butter sculpture repertoire at the Iowa State Fair with a life-size sculpture of Garth Brooks. Over the years, she sculpts John Wayne, a diorama of "Peanuts" comic-strip characters, a Harley-Davidson motorcycle and a reproduction of "American Gothic" by Grant Wood.

**1997** – Duffy suffers a stroke, but recovers in time to sculpt a butter cow and a 6-foot likeness of Elvis Presley that fairgoers line up around the building to see.

**1998** – B. Green writes a book on Duffy's life, entitled "The Butter Cow Lady."

**In 1999**-- Duffy tackles her most ambitious project: Her own rendition of the biblical story of the Last Supper, featuring disciples around a table while Jesus stands at the head of the table with his arms stretched out, looking toward the heavens.

**2002** – Duffy is honored by the Iowa State Dairy Association at the Iowa State Fair by being presented the 2002 Ralph Keeling Dairy Leadership Award. Then Iowa Secretary of Agriculture Patty Judge notes, "Duffy is a tireless promoter and industry enthusiast. She is an Iowa State Fair icon as she has sculpted one of the Fair's biggest attractions for 43 years."

**2004** – Duffy and her husband G. Joe receive Iowa State Fair's Outstanding Lifetime Accomplishment Award.

**2006** – Duffy retires from sculpting the Butter Cow and creates a bronze sculpture of "Jersey Jewel" for the entrance to ISU's new milking facilities.



In 2000, Norma "Duffy" Lyon stands beside a plaque marking her 40th year of creating butter cows at the Iowa State Fair. Above, Duffy in the early '60's.

**ON THE COVER:**  
Duffy Lyon, center, photographed at the December 2010 district meetings, is surrounded by her Butter Cow creations.  
Bottom left, Duffy teaches sculptress Sarah Pratt how to get the mouth just right on the Iowa State Fair butter cow.

## A Presidential Tribute:

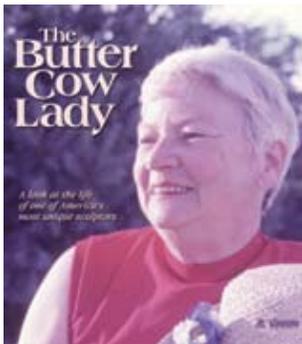
Hearing of her Duffy Lyon's passing, **President Barack Obama** issued this statement.

"I was sad to learn that Duffy Lyon passed away. She was a wonderful woman, who loved her family, her home of Iowa, and the many years she spent living and working on her family's dairy farm. After almost five decades carving cows out of butter for the state fair, her sculptures became not just an attraction, but a symbol of all the cherished traditions of the place she called home. Her support made a real difference during the campaign, and I'll always be grateful to her for standing with me. My thoughts are with Duffy's husband, Joe, and their children, grandchildren and great-grandchildren. And I'm glad to hear that come this August, the butter cow will rise again, with the tradition continuing in Duffy's fond memory," Obama said.



**2007** – Barack Obama seeks her endorsement while campaigning in Iowa for the Democratic presidential nomination. She produces a 60-second radio campaign commercial for him. "He knows our kids need opportunity here in Iowa so they don't have to leave home to follow their dreams," she says in the ad. "Even if that dream is 500 pounds of butter shaped like a cow."

**June 26, 2011** – Norma Duffield "Duffy" Stong Lyon passes away of an apparent stroke.



Top, right, surrounded by buckets of butter, Duffy works in a cooler to create the base of a sculpture in 2005. Below that, she stands beside the finished 2005 butter cow. Above left, in 1998, a book on Duffy Lyon was released. Go to [thebuttercowlady.com](http://thebuttercowlady.com) to acquire a copy. Above, middle, Duffy's Cheddar cheese sculptures adorned the co-op's 50th anniversary cheese sampling table in 2008. At right, Duffy and her husband Joe toast June Dairy Month at a 2004 Midwest Dairy Association event.

## Roundtable discussion:

# WOMEN IN DAIRYING

Women have been a driving force in the U.S. dairy industry for decades. Calf nurturing, milking chores, book work and running errands are just a few of the jobs primarily handled by women down through the years. Nowadays, the female co-op members find themselves wearing even more hats and developing new skills in order to deal with dairying in the 21st Century.

According to Roger Cryan, an economist at NMPE, the 2007 Census of Agriculture identifies 57,318 U.S.

farms as primarily dairy (and dairy cattle) farms. Of those, 3,363 (or 5.9%) had a female as principal operator.

In this roundtable discussion, three female Swiss Valley Farms members talk about their role in their family's dairy operation and how they feel about the industry. The roundtable participants are: Cherrie Engelken, Delta Acres Dairy, Earlville, Iowa; Joan Lisowe, D & J Dairy Inc., Chilton, Wis. and Mitzi Blanchard, Blanchard Family Dairy LLC, Charlotte, Iowa.

### *Please explain your dairy operation.*

**Lisowe:** Our dairy operation consists of 105 milking cows in a stanchion barn, with about 100 heifers. We have room for 82 cows in the stanchion barn and my husband

Duane and I milk the cows twice a day. We have mostly Holstein cows but with the persuasion of the children we now have some Brown Swiss, Jerseys and Milking Shorthorn cows along with several red and white Holsteins. Our cows go in the same

stalls every day and we each have our own side that we milk. We both milk differently and it works for us. Our herd average is 20,700. Our two sons help on the farm. Our oldest, Jason, helps when he can. He has a hoof trimming business, so he cannot be



**Cherrie Engelken**, earlville, iowa

“It **amazes me** how many **Parents** who come out to the farm with the kids **don’t have a clue** about **Farming.**”

--- Joan Lisowe



**Joan Lisowe**, chilton, wisconsin

here all the time. Our youngest son, Nick, is a senior at Chilton High and plans to go to Lakeshore Tech for the dairy program. He helps us with all the farm jobs. He owns some Brown Swiss cows and heifers. Our youngest daughter, Lindsay, attends UW River Falls for Dairy and helps out when she is home.

**Engelken:** My husband Thomas and I are currently milking 178 cows and our rolling herd average is 25,474. We currently milk in a

double-9 herringbone parlor. We have two full-time and two part-time employees. Our three daughters help with chores, also.

**Blanchard:** Blanchard Dairy LLC in Charlotte, Iowa milks 800 crossbred cows with a 26,900 lbs. rolling herd average. We have a 500-cow freestall and we milk three times a day in a double-12 parallel parlor. We have a flat-10 parlor and 140 freestall barn on the lower dairy. Our free stalls are sand bedded. Blanchard

Dairy is made up of myself and my sons B.J., 29; Ben, 28, and Brian, 25, as owners. Youngest son Brent, 20, works for us at this time, but will become an owner-partner eventually. We are a 3rd & 4th generation dairy that employs 14 full-time employees.

***Explain your role in your dairy operation.***

**Lisowe:** I help out with most of the dairy. I help milk the cows, take care of the baby calves, help with

feeding, always going to get parts or things needed for the farm. I also take care of the book keeping, and taxes, and keeping the guys fed. I also bale hay and like to run the combine. That is fun!

**Engelken:** I help milk cows morning and night, feed calves, do all the record keeping and bookwork.

**Blanchard:** I take care of the daily operation of cows, herd health, employee management and the financials. The boys take care of crops, manure management, feeding and also help with cow herd as needed.

### *How did you get interested in dairy?*

**Lisowe:** I grew up on a dairy farm with seven other sisters and two brothers, and we had to all do our share on the farm. I feel this gave me a great work ethic. I also fell in love with a dairy farmer, who loved what he was doing.

**Engelken:** I grew up on a dairy farm and then I married into it.

**Blanchard:** I was raised on this dairy and worked with my mom and dad. I went to college for "operating room technician" and worked in a factory for five years, but was never content unless I was on the dairy.

### *How has your interest in dairy changed over the years?*

**Lisowe:** I believe in the family farm, run by the family. I think these large farms do not have the quality family life we have and are trying to squeeze us out. We know it is hard to compete with the large farm. But our hope is to pass the farm on to the next generation.

**Engelken:** I don't know if it has changed much except that in a way if you were going to try and start out dairying now, you would need a lot of help from family because getting started from the ground up is almost impossible with the prices of everything.

**Blanchard:** With all the change in the dairy industry since my parents' time, I have had to adapt to the changes to keep pace. I've also had to become more business oriented. But more importantly, I've always had a genuine respect for the dairy cows and that will never change.

### *How has your role on your dairy farm changed over the years?*

**Lisowe:** At first, I worked for my father-in-law and we joined his corporation and he made the decisions. Then we spun out of his corporation and purchased the home farm and had to make the decisions, which was a big step. Now we are

looking to pass the farm on to the next generation and looking at the best way to do that for all involved. As far as work, I think that stays the same. I also think it is technology that has changed the most. What we did years ago on the farm doesn't work all the time now a days. There is a lot more information out there for us as farmers.

**Engelken:** Now that the kids are older, I am able to stay outside longer to help with chores.

**Blanchard:** As we have expanded our herd, I've gone from having all the responsibility to now passing on some responsibility to my boys and employees. I still do a lot of hands-on work because I love to do it, not because I have to.

### *What is the biggest challenge you personally face on your dairy farm?*

**Lisowe:** Spending quality time with my husband and family and time management, and getting time away from the farm.

**Engelken:** Trying to do the balancing act -- taking care of family needs along with the dairy needs.

**Blanchard:** Stepping back and letting my boys make decisions. I know that some of my best lessons were learned by the mistakes I made. I have to let them do the same. Also

**"I grew up on a Dairy farm and then I married into it."**

--- Cherrie Engelken

“Mom, we know the **Dairy is important**, but can you sometimes **just be a Mom?**”

--- Mitzi Blanchard's son



**Mitzi Blanchard,** charlotte, iowa

taking time off is difficult since I have a hard time relaxing. I will never forget one of my boys saying “Mom, we know the dairy is important, but can you sometimes just be a mom?”

***How do you see the dairy industry changing?***

**Lisowe:** Two things: there are not many family farms left run by one family and the high cost of land. I also feel we as dairy farmers need to educate the general public on the products we have to offer and change the way farmers are viewed in a negative aspect.

**Engelken:** The changes I see are that you are going to see more

corporate farms instead of the family farms.

**Blanchard:** I think consumer education is going to continue to be important. We as an industry need to get one step ahead of the groups that are reporting the negative information about the care of our animals and quality of our products.

***How does that affect your role in the dairy industry and on your dairy farm?***

**Lisowe:** I try to educate as many people as I can. We have kids from school come out to the farm and explain where milk comes from and try to teach them about how our

dairy works. It amazes me how many parents who come out to the farm with the kids don't have a clue about farming.

**Engelken:** I wonder if there will be more regulations to follow.

**Blanchard:** We, as dairy farmers, are the best people to get the word out. Blanchard Dairy keeps its doors open at all times for tours. Whether it's one person or a thousand, I take the time to show and tell the how and whys.

***Describe your “Best Day Ever” in the dairy.***

**Lisowe:** The day we purchased the farm from the father-in-law.

**Engelken:** I don't know if you have one specific best day. Instead you have many days when you are able to get field work done without major problems, and crops planted in time or when you receive an award for your farm.

**Blanchard:** I can't really say there is one day in particular. I strive to make every day my best day. Whether it's watching cows give birth, seeing the cows laying down chewing their cud, knowing they are content. Getting the milk check and knowing I can pay the bills. I enjoy my kids and grandkids being excited about dairy farming.

*Describe your "Worst Day Ever" in the dairy.*

**Lisowe:** The day the brothers and sisters sold the rest of the farm land to people we didn't know just for the money!

**Engelken:** The first thing that comes to mind is on July 24, 2008 when we received hail damage.

**Blanchard:** Does the "day" 2009 ring a bell?

*What extracurricular activities are you involved with?*

**Lisowe:** I was the leader of the Charlesburg Stars 4-H for several

years and a dairy and swine leader, which I enjoyed. I never got the opportunity to show cattle when I was young but all of my children have shown cattle and hogs at the county level and some state shows. My daughter also showed at World Dairy Expo. Being there with them is like doing it myself. I enjoyed going and watching all of them show their animals. I am also part of the Women in Farm Bureau.

**Engelken:** My two oldest girls are involved in 4-h and we show cattle at the fair.

**Blanchard:** I belong to the Clinton/Jackson County Dairy Association. Every spring, we have a Dairy Banquet and in June we have an annual "Lunch on the Dairy," which attracts thousands of people. I stay involved in our local community by supporting their activities.

*If you have a daughter, would you encourage her to go into dairying?*

**Lisowe:** Yes, I have three daughters and they are all involved in dairy or farming somehow. My oldest, Lisa, manages a horse farm in Delavan. My second daughter, Wendy, helps out on our farm when she can (she likes to climb the silo when we are

filling it), and helps out at her father-in-law's farm. My youngest daughter, Lindsay, loves the genetic side of dairy and owns Jerseys, Milking Shorthorns and Red Holsteins, and is going to school for dairy science. I think it is still a great opportunity if the girls want to get involved. I know our operation is not big enough for all of our children to get involved, only because of land prices. It is just impossible to purchase land at the prices they are today.

**Engelken:** I would encourage my daughters to do it because if that is their dream then they should go for it, even if you know what they might be facing. Sometimes they need to learn on their own.

**Blanchard:** I always wanted one of them! But now I have daughters-in-law and four granddaughters (and one grandson). Although they are very young, they already like to put on their boots and get dirty with grandma. Their lives are already so influenced by the dairy, I doubt it will take a lot of encouraging for them to become the next generation!

"I've always had a **genuine Respect** for the **Dairy cows** and that will never change."

--- Mitzi Blanchard

# SWISS VALLEY DAIRY ROYALTY

**Janet Oelfke**, Hamburg, Minn.

Janet Oelfke is the **2011 Sibley County Dairy Princess** from Hamburg, Minn. This August, she will compete for the title of Princess Kaye of the Milky Way at the Minnesota State Fair.

Janet works at the home dairy, Highview Farms, with parents Jim and Jody Oelfke, and her grandfather Howard Oelfke and siblings. Janet believes communication is the key to serving as a Dairy Princess and she has gained some of her dairy knowledge through her Quiz Bowl activities. Janet will be a freshman at North Dakota State studying public relations and advertising and hopes to continue to work in the agricultural field.



**Ashley Kohagen**, Shell Rock, Iowa

The **2011 Bremer County Dairy Princess** is Ashley Kohagen from Waverly, Iowa. Ashley was sponsored by her employers Gerben and Julie Ten Hoeve, Swiss Valley members also from Waverly. Ashley was raised on a 240-acre farm in Waverly where they raised corn, soybeans, hay and beef. She currently works at Ten Hoeve Dairy where she helps milk 350 cows. When Ashley isn't working on the farm, she participates in track and field, jazz band, Project Lead the Way Engineering, Waverly Municipal Band and FFA. In the fall, Ashley will be a senior at Waverly-Shell Rock High School and upon graduation plans to attend Iowa State University to major in agricultural engineering.



**Carlie Berg**, LaCrosse, Wisconsin

Carlie Berg was named the **2011 Fairest of the Fair at the LaCrosse County Fair**. The daughter of Swiss Valley members Jeff and Johanna Berg, LaCrosse, Wis., Carlie will be a Junior at the University of Wisconsin – River Falls, where she is majoring in Animal Science with a Veterinarian Technologist emphasis. Her favorite chores on the Berg farm are milking, feeding and taking care of the animals.



**Kami Schuler**, Platteville, Wisconsin

Kami Schuler, daughter of Duane and Laurie Schuler, was named the **2011 Wisconsin Guernsey Princess**. Schuler grew up on a register Guernsey farm in Platteville, Wisconsin. She has long been an active member of the Junior Guernsey Breeders' Association and has exhibited at various fairs and shows including World Dairy Expo. In the fall, Schuler will be a sophomore at University of Wisconsin-Richland.



## Delaware County Royalty



**Emily Peters,** Delhi, Iowa

The **2011 Delaware County Dairy Princess** is Emily Peters, daughter of Greg and Joan Peters of Delhi, Iowa. So far this summer, Emily has kept busy passing out dairy treats at parades and other dairy promotions. When Emily is not helping out on the family farm, she is busy participating in FFA, Spanish, large group speech, volleyball, basketball, track and field and 4-H. Emily will be a senior at Maquoketa Valley High School in the fall and upon graduation plans to attend Northeast Iowa Community College at Calmar, Iowa or Iowa State University.

**Julitta Weber,** Masonville, Iowa



The **2011 Alternate Delaware County Dairy Princess** is Julitta Weber of Masonville, Iowa. She is the granddaughter of Swiss Valley Member Ralph Weber. The summer has been full of fun promotional events for Julitta, such as several parades, serving ice cream and other wholesome dairy products at various June Dairy Month Activities. Julitta loves to help out on the farm with milking the cows. When she is not working on the farm, Julitta enjoys participating in large group speech, musicals, band, light shows, dance team, cheerleading, softball and volleyball. As a 2011 graduate of East Buchanan high school, she will be attending Mount Mercy University.

**Carter Gaul,**  
New Vienna, Iowa



The title of **2011 Delaware County Little Herdsman** went to Carter Gaul, 8, of New Vienna, Iowa. His parents are Swiss Valley members Keith and Amy Gaul. Carter was busy with all the June Dairy Month promotions, passing out dairy products at several parades. Carter loves to help his dad around the farm with dipping cows, driving the skid loader (when his dad lets him), and helping out with calf chores. He is a third-grader at Edgewood-Colesburg Elementary School.

### *Burkle Daughters Share Dairy Title*

The Dennis and Sherry Burkle family carry on the traditions of dairy farming and dairy royalty in their family. Dennis began milking with his father Leander. In 1995, Dennis and Sherry were married and joined the family operation. Eventually they purchased the whole farm and are currently milking 135 Holstein/Brown Swiss Crossbreds with about 100 replacement heifers.

They have three daughters, Mindy, 14, Cassie, 12, and Dannielle, 6. "The greatest benefit to being dairy farmers is being able to work as a family every day," Sherry said. They are proud that their kids have grown up learning the responsibility of working on a farm. The farm is also a wonderful place to play, too. "It is not uncommon to look out our picture window and see the kids with a heifer on the halter playing next to the swing set," Sherry said.

Dannielle was named **2011 Delaware County Little Miss Squirt**, making her the third Burkle daughter to carry that title. Dannielle loves to be outside with the animals. Some of her duties on the farm include helping feed calves, helping get the cows around and, of course, giving the baby kittens extra attention. Dannielle has stayed busy this summer with a school visit, passing out dairy treats and welcoming the June Dairy Month babies. In the fall, she will be a first grader at Maquoketa Valley Earlville Elementary.



**Dennis & Sherry Burkle Family,** Earlville, Iowa



**Abby Costello,** Cedar Rapids, Iowa

Abby Costello, daughter of Tim and Karen Costello of Cedar Rapids, Iowa, was named the **2011 Iowa Holstein Princess**. She is the niece of Swiss Valley Member Martin Costello, Long Grove, Iowa. Abby keeps her eight Holsteins in Uncle Marty's farm and her show heifers are kept on a farm in Coggon, Iowa. Abby's year will be a very busy one with activities such as Spring Holstein Show, various parades, shows, fairs, promotional events, Iowa State Fair and the 2012 State Holstein Convention. Abby is a 2011 graduate of Linn-Mar High School. In the fall, she will be a freshman at Capri Cosmetology School. She hopes to eventually attend NICC to study dairy science.



**Jodi Balk,** Cedar Rapids, Iowa

Jodi Balk of Waucoma, Iowa is the **2011 Chickasaw County Dairy Princess**. Jodi is the daughter of Swiss Valley members Leo and Mary Balk and the granddaughter of members Allen and Neoma Balk. She is a 2011 graduate of Turkey Valley High School and plans to attend Hawkeye Technical College in Waterloo, Iowa to study to be a veterinary assistant. On the home farm, Jodi enjoys milking and feeding calves as well as making hay.

**Scherry Schwert,** Gays Mills, Wis.

Scherry Schwert of Gays Mills, Wis. is the **2011 Crawford County Dairy Princess**. A junior at North Crawford High School in Soldiers Grove, she is the daughter of Swiss Valley members John and Lois Schwert. On the home farm, Scherry helps out by milking when she can, cleaning up the barn and feeding the calves. She has been extremely busy attending parades ("I have six left!") and Holstein Twilight Meetings in Crawford County. Scherry hopes to go to college and eventually study large animal vet science.



**Jaida Whitney,** Waverly, Iowa

Jaida Whitney, 10, of Waverly, Iowa is the co-**2011 Bremer County Jr. Dairy Miss** sponsored by Gerben and Julie Ten Hoeve of Ten Hoeve Dairy LLC. The daughter of Brian and Christina Whitney, Jaida moved to Waverly in the fall of 2009 from Colorado with her family. She quickly made friends with her neighbors -- the Ten Hoes. Jaida has always been an animal lover and spends a great deal of time helping over on the Ten Hoes's farm. In the fall, Jaida will be a 5th grader at West Cedar Elementary School in Waverly, Iowa. While serving as the Bremer County Jr. Dairy Miss, Jaida has participated in many June Dairy Month activities.

## Dubuque County Royalty



**Randy & Amy Cook Family,** Worthington, Iowa

Randy and Amy Cook of Worthington, Iowa had reasons to be proud at the Dubuque County Dairy Banquet. Their daughter, Maci, 6, was named the **Alternate Dubuque County Little Miss Dairymaid** and the Cook Family, along with son Ryan, 8, was named the **2011 Outstanding Dairy Farm Family for Dubuque** County. Randy started milking with his parents in 1993, right after he graduated from high school. He and Amy currently milk 140 Holsteins.

Amy says being nominated for this award was quite the process. There were forms to be filled out with lots of questions about their operation and dairying in general. Then several judges came out on the farm, along with some area bankers. It was a thrill to be selected. Maci was delighted to be named Alternate Dubuque County Little Miss Dairymaid. She is a first grader at Western Dubuque in Dyersville. Her favorite pastimes include riding the calves, feeding the calves, playing softball, horseback riding and swimming.



**Keeley Schmitt,** Epworth, Iowa

**2011 Dubuque County Little Miss Dairy Maid** is Keeley Schmitt, daughter of Tim and Kim Schmitt of Epworth, Iowa and granddaughter of Swiss Valley members Paul and Kay Schmitt, Durango, Iowa. Keeley was kept busy this summer with numerous parades and many other June Dairy Month activities. She loves to help her grandparents on the farm whenever she can. She helps feed chickens, kittens and baby calves and loves to play on hay bales. Keeley also loves to read and write in her journal. This fall, she will be in 3rd grade at Seton Catholic School in Peosta.

**Owen Koopmann,** Epworth, Iowa

Owen Koopmann, son of Swiss Valley Farm members Chad and Michelle Koopmann, Epworth, Iowa, was named the **2011 Dubuque County Prince Farming**. Owen loves helping on the family farm with tasks such as feeding the calves and cleaning out pens, getting the cows up and running the skid loader. His promotional activities this past summer included participating in several parades and serving ice cream at promotional events. Owen will be a third grader this fall at Seton Catholic School in Peosta.



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

ALDINGER, ROGER	91,000
ANTHONY BROTHERS	98,000
BAUS, RON & MARY	70,000
BEACHY, NORMAN	58,000
BENNETT, JOHN & CHARLENE	80,000
BERLAGE, JOHN	96,000
BIERSCHENK, CARY & JENNIFER	83,000
BILL & LYNN VANDERHAM DAIRY LLC	63,000
BREUCKMAN, CHAD	54,000
BRIMEYER, DANIEL & DEB	94,000
BRIMEYER, DEREK	94,000
BROCKMEYER, PAUL	75,000
CAROLAN, KEVIN & DONNA	57,000
DEAVER, MIKE	81,000
DEKLOTZ, MIKE	98,000
DEVORE, RICHARD & VANESSA	69,000
DREIER, RANDY D.	64,000
DUWE, LOREN	97,000
ELMHORST, MICHAEL & EVANGELINE	74,000
FASSBENDER, PAUL G.	73,000
GILBERTSON, LARRY	65,000
GOODMAN, MARK A.	82,000
GRAND CENTRAL JERSEYS LLC	87,000
HEATHERSTONE ENTERPRISES	96,000
HENDEL FARMS	52,000
HODSON-DIRKSEN FARMS LLC	87,000
JOHNSON, DUANE A.	84,000
JOHNSON, ROY A.	84,000
KAUFFMANN, JERRY & STEPHANIE	95,000
KAUFFMANN, RICHARD & LUANN	95,000
KETCHUM, ROBERT C & TERRI A	73,000
KLEIN, ERIC C.	99,000
KLEIN, MARK A.	99,000
KLUESNER, LEO J. & JULIE	95,000
KOOPMANN, BRENT	97,000
KOOPMANN, CHAD	97,000
KRESS, GERALD	85,000
LAUFENBERG, KOTY J.	66,000
LINDSAY, BRIAN	91,000
LUCAS, LAVERNE	87,000
MAIER, EUGENE H.	78,000
MAIER, JULIE K.	78,000
MARL LAKE FARMS LLC	77,000
MARTIN, JOHN E.	89,000
MARTIN, CHERYL & GLENN SCHMIDT	60,000
MEIER, BRIAN	87,000
MEIER, CHERYL	87,000
MEIER, MIKE	87,000
MILLER, MERLYN W.	94,000
MILLS, JAKE	59,000
NOLT, WESLEY	47,000
PAULSEN, MARK N.	87,000
PAYNE, DUSTIN J.	94,000
PETERSON, PER K.	50,000
PRIER, DONALD	66,000
SCHAEFER, JEFFREY G.	79,000
SCHAEFER, KURT	79,000

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

Farms	
0-100,000.....	9%
100,001 - 200,000.....	29%
200,001 - 300,000.....	30%
300,001 - 400,000.....	16%
400,001 - 500,000.....	9%
500,001 and above.....	7%



## Duffy \_\_\_\_\_ Continued from Pg. 2

Coordination at Midwest Dairy Association. "For over 50 years, she has tirelessly supported dairy promotion through her work with local and state dairy and agriculture boards, Jersey Cattle Club, 4-H and many other organizations."

In this issue, we have tried to pay tribute to our good friend Duffy Lyon. I can only echo what all her friends and fans have already said. She was a one-of-a-kind individual who endlessly promoted the dairy industry and the people who are a part of it. Duffy, we will miss you and your wonderful talents

### swiss valley farms **ANTIBIOTIC**

#### Antibiotic Policy

If a member suspects antibiotics in his or her bulk tank & calls a SWISS VALLEY FARMS field representative to report this before dumping the milk:

- **1st time** in a calendar year, the coop will pay 80% of the milk.
- **2nd & 3rd times** in a calendar year, the coop will pay 50% of the milk.
- **Over 3 times** in a calendar year, the coop will pay **zero**.

On the 1st offense, if a member has purchased a test kit and detects the positive antibiotic milk, SWISS VALLEY FARMS, CO. will reimburse that member \$75.00 toward the cost of the test kit.

All claims must be received by the corporate office for payment no later than 60 days after the milk was dumped.

The earliest dated claim turned in will be paid at 80% payment.

If antibiotics are found to be present in a farm truckload as a result of a screening test, the member will NOT be paid for that shipment of milk, and will be assessed as follows:

**Full cost of net load plus the cost of disposal.**

Net load = total pounds on the load minus the member's pounds.

## Future Milk Contracts Are Now Made Through Blimling Office

Future Milk Contracting is open to Swiss Valley Farms members only. As of April 1, all futures' contracts are made directly through Blimling and Associates. To contract milk, call the offices of Blimling and Associates at 1-800-945-8891 and give them your farm number to get the process started. Through Blimling, you will have access to live market pricing and your contracting window will be larger.

You may contract milk from:

- 8:30 a.m. to 3 p.m. Monday-Thursday CST and 8:30 to 1 p.m. Friday CST for the Class III-based program.
- 9:05 a.m. to 1 p.m. Monday-Friday CST for Total Price Contracts (this includes Producer Price Contracts) and Options-based contracts.

For more details on Forward Fixed Price Milk Contracting, Swiss Valley members can log on to the members-only section of [www.swissvalley.com](http://www.swissvalley.com).

### rapid milk TEST RESULTS

Members who would like to get their milk test results can call our toll free number:

**800.397.7669**

Our Dubuque Procurement office is staffed with real people (no recordings) on Monday through Friday 7:30 a.m. to 4:30 p.m. and on Saturday from 8:00 a.m. to 12:00 Noon.

SCHAEFER, SUSAN	79,000
SCHUMACHER, PAUL & JENNIFER	87,000
SCHUSTER, CHRIS	90,000
SCHUSTER, LEONARD	90,000
SCHUSTER, RONALD	90,000
SIEGLE, SANDRA SCHREMPP	88,000
SIEGLE, STEVEN D.	88,000
SPERSFLAGE, IRVIN	78,000
STAUFFER, TITUS	91,000
VALLEY VIEW DAIRY INC	84,000
VANDER WAL, BRUCE	80,000
WESTHOFF, NICHOLAS & JESSIE	90,000
YODER, LEIGHTON	58,000

### welcome

## NEW SWISS VALLEY FARMS MEMBERS

#### JOHN & SUSAN HRUBES

Platteville, Wis.

#### WINK FARMS

Walcott, Iowa

#### DALE B. ISAACSON

Sturtevant, Wis.

#### DEAN ZIERER

Bloomfield, Iowa

Your copy of

# Dairyman



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## This fall, Swiss Valley Gals will get a glimpse of the Caves

As the summer flies by, let's mark the calendar for the 2011 Swiss Valley Gals meetings.

This year's speaker is as entertaining as the meeting locations. Jeff Jirik, the co-op's V.P. of Blue Cheese Operations, will be there to take you on a virtual tour of the **Caves of Faribault**. Jeff's enthusiasm for Blue cheese and these historical caves is unlimited! Swiss Valley Gals will enjoy his informal and robust delivery entertaining and his knowledge of the cave history unlimited.

Both meeting locations offer opportunities for the Gals to explore these unusual properties. The **Barn House** was such a hit last year, everyone requested a repeat visit. The **Prairie** meeting will be held on the veranda of the **Villa Louis Historical Home** on the Mississippi waterfront. An old-fashioned luncheon will be served, befitting the location. Following the meeting at 2 p.m., the Gals are invited to stay for a tour of the mansion.

Watch your mail for more information on the 2011 Swiss Valley Gals meetings.

### ***2011 Swiss Valley Gals Calendar***

**Thursday, Sept. 22** – Prairie du Chien, Wis at the Villa Louis Historical House

**Friday, Sept. 23** – Epworth, Iowa at the Barn House