

# Dairyman

OCTOBER 2012



**BROWN SWISS  
IN A SEA OF ORANGE**



# Value-added functions Information You Need

by Don Boelens

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**Swiss Valley Farms  
Cooperative**  
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**Nancy Feeney**  
Editor/ Member Relations Mgr.

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

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**D**o you ever stop to think about what your cooperative offers you beyond a safe and secure market for your quality milk? Beyond the experienced field reps who can assist you in achieving your quality goals? Beyond producing award-winning cheeses that make you proud to be a member?

Maybe your co-op can also put you in touch with speakers who can give you up-to-date information on what kind of feeds to buy in a drought-ridden year. Or how to get more milk out of the cows you care for. Or how to set up personal-retirement funds that will help you in your golden years.

Arranging for a seminar like this is one way that Swiss Valley Farms can provide more value-added services to its members. Such a seminar has been set up for the benefit of Swiss Valley Farms members only and the information on the dates and locations is on the next page. Three speakers will be there to deliver information that should be of value to you and your dairy operation.

Dr. Mike Hutjens, a well-known University of Illinois Extension Dairy Specialist, will give you strategies for feeding dairy cows with today's high price feedstuffs. Dr. Hutjens will focus on what options are out there to try to combat these high feed prices.

Dr. Mark Armfelt, DVM and Technical Consultant with Elanco Animal Health, will give his input on how you can get an additional 20 pounds of milk out of each cow by 2020. This seems like a worthwhile goal for any dairy producer to put on his or her list.

Jeff Wangard, CRPC, President, Wangard Investment Management, affiliate of Wells Fargo Advisors, will give you input on how to put



**CEO Don Boelens**

yourself on a the right track toward achieving a financially secure retirement. That's information everyone can use!

Please give some thought to attending one of these seminars. It could be just what you're looking for.

Yet another value-added service that Swiss Valley offers to its members is its scholarship program that gives out eight college scholarships every year. The 2013 applications are now available on the Swiss Valley Farms website – swissvalley.com. Any current co-op member or son or daughter of a co-op member who will be attending college or a trade school full-time in the fall of 2013 is eligible to apply. There are two \$1,000 scholarships offered and six \$500 ones. The co-op's Board of Directors is proud to sponsor this scholarship program. They feel strongly that it is important to help the co-op members and their children achieve their goals for higher learning.

# SEMINARS FOCUS ON HOT DAIRY TOPICS

~ *EXCLUSIVE OPPORTUNITY FOR SWISS VALLEY CO-OP MEMBERS* ~

2012 has brought along some big challenges in the dairy industry. Come and learn from three experts as they deliver timely and critical information that will impact your dairy business now and in the future.

## Featured topics and speakers:

*Dr. Mike Hutjens, University of Illinois Extension Dairy Specialist --*

**“Strategies for feeding dairy cows with today’s high price feedstuffs.”** Dr. Hutjens will focus on what options are out there to try to combat these high feed prices. He’ll cover how to analyze your ration cost and the “must haves” in your cows’ ration despite the expensive feed. In addition, he will talk about feeding drought stressed crops. As always he’ll keep you on the edge of your seat with his engaging speaking ability.

*Dr. Mark Armfelt, DVM and Technical Consultant with Elanco Animal Health --*

**“20 by 20, Getting 20 additional pounds of milk by 2020.”** The idea for the 20 by 20 talk came from a conversation with a dairy producer who increased his RHA from 25,000 pounds two years ago to 30,000 pounds today. He wanted to know how he would get 20 more pounds of milk per cow by 2020. This presentation will examine how to accomplish this through cow comfort, feeding and movement. It will look at ways to reduce variation in production from cow to cow and ways to increase the production of every cow.

*Jeff Wangard, CRPC, President, Wangard Investment Management, affiliate of Wells Fargo Advisors --*

**“Are you on track toward a financially secure retirement?”** This seminar will discuss tips for retirement, including how to determine your most (and least) important retirement priorities, how to have a workable plan to help you reach your most important goals, how to monitor your plan’s success over time, and how to adjust your plan for changes in your life.

## Dates and Locations are:

**Thursday, Nov. 1, 2012**

Johnson’s Restaurant  
916 High St.  
Elkader, Iowa

**Meeting registration begins at 9:30 a.m.**

**Seminars begin at 10:00 a.m. and will conclude around 2:00 p.m.**

**Lunch will be served at noon.**

**Friday, Nov. 2, 2012**

Belmont Convention Center  
(Belmont Travel Center)  
102 West Mound View Ave.  
Belmont, Wis.

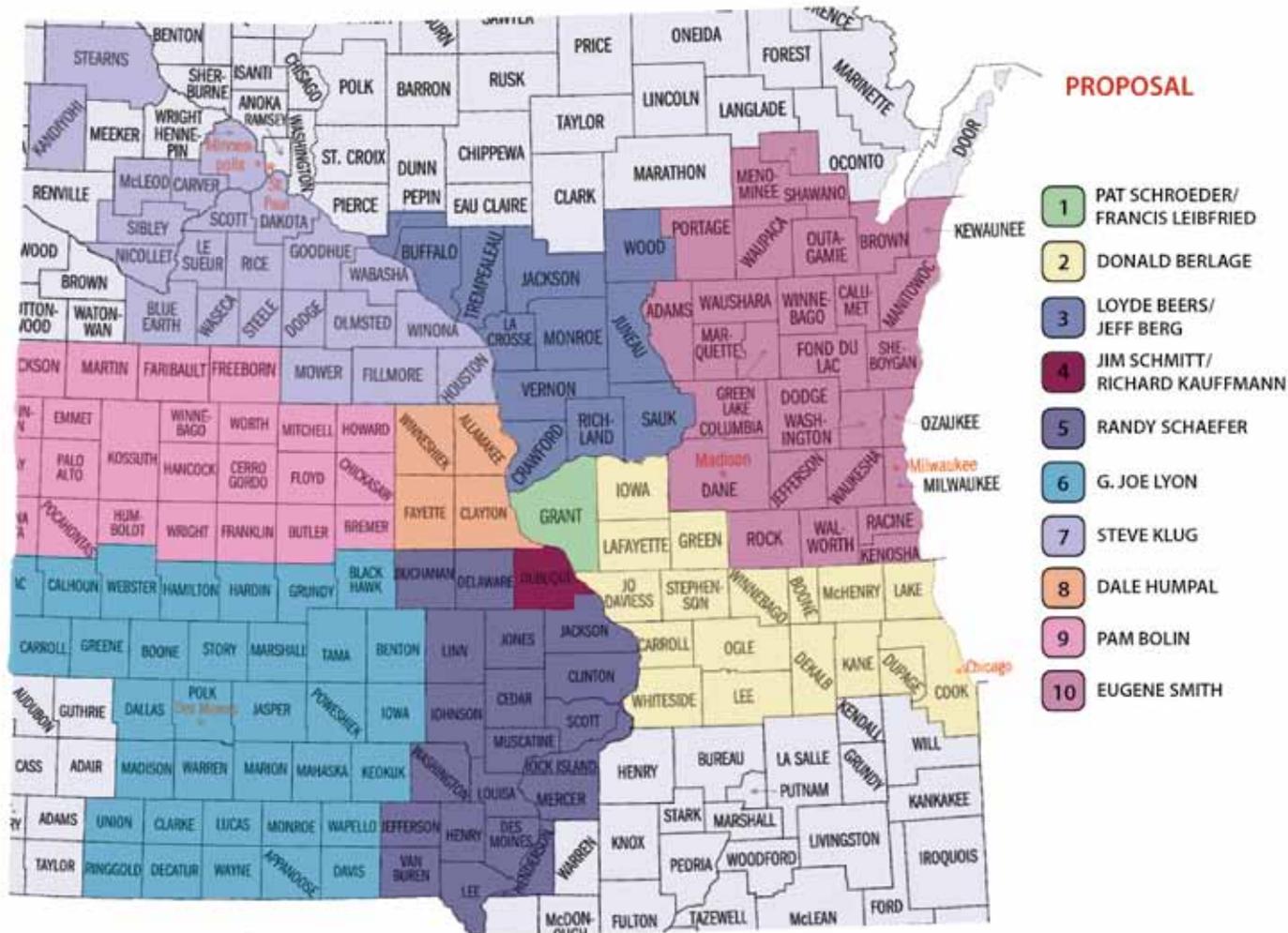
Please RSVP to Nancy Feeney at 563-468-6640 or [nancy.feeney@swissvalley.com](mailto:nancy.feeney@swissvalley.com) by Friday, October 26th to help us with meal planning.

Sponsored by:



Mark your calendars!

# DISTRICT MEETING LOCATIONS ARE SET



## Be sure you make a note of your District meeting date and location

After our long, hot summer and very pleasant fall, it is hard to think about December being that close. But before your December gets all booked up, flip your calendar over and mark down the correct date, time and location of your Swiss Valley Farms annual district meeting. The schedule is set and you can see it on the next page. Several meeting locations have changed from last year, so be sure to double check to make a note of this.

In February 2011, your Board of Directors approved major redistricting changes that can be seen on the map above. Be sure to consult this map if you are uncertain of

what your district number now is. You will want to attend your winter district meeting so that you may cast your vote for the second At-Large Director. There will be more information in the November **Dairyman** on the three candidates seeking this position.

Your co-op district meeting is where you have the opportunity to meet your co-op CEO Don Boelens and get up-to-date financial information on Swiss Valley Farms.

See you at your district meeting!

Plan now to attend your

# 2012 DISTRICT MEETINGS

TUES december 4	Noon <b>Dist. 5 – Randy Schaefer</b> Durant Community Center <i>Durant, IA</i>	
WED december 5	Noon <b>Dist. 6 – G. Joe Lyon</b> Reinig Center <i>Toledo, IA</i>	
THUR december 6	Noon <b>Dist. 3 – Loyde Beers &amp; Jeff Berg</b> Badger Crossing Pub & Eatery <i>Cashton, WI</i>	7:30 p.m. <b>Dist. 4 – Jim Schmitt &amp; Rick Kauffmann</b> Farley Memorial Hall <i>Farley, IA</i> 
FRI december 7	Noon <b>Dist. 2 – Donald Berlage</b> Wheel Inn Restaurant <i>Shullsburg, WI</i>	
<b>Attend your district meeting to vote for the second At-Large Director.</b>		
TUES december 11	Noon <b>Dist. 10 – Eugene Smith</b> Ponderosa Restaurant <i>Beaver Dam, WI</i>	 7:30 p.m. <b>Dist. 1 – Pat Schroeder &amp; Francis Leibfried</b> U of W Platteville, Ullsvik Velzy South <i>Platteville, WI</i> 
WED december 12	Noon <b>Dist. 9 – Pam Bolin</b> Waverly Civic Center <i>Waverly, IA</i>	
THUR december 13	Noon <b>Dist. 8 – Dale Humpal</b> Community Presbyterian Church <i>Postville, IA</i>	8:00 p.m. <b>Dist. 7 – Steve Klug</b> Branding Iron Restaurant <i>Preston, MN</i>

*Amazing Enthusiasm!*

## STATE FAIRS DELICIOUSLY SHOWCASE DAIRY

*by Sherry Newell, Midwest Dairy Assn.*

**I**t may be fall, but at Midwest Dairy Association, we're already thinking about next August. That's the kind of advance planning needed to pull off major efforts at State Fairs across the organization's 10-state territory. The checkoff plays a key role in State Fairs in most of those states, including Iowa, Illinois and Minnesota. Not only do dairy concessions bring in well over \$1.2 million, but perhaps more importantly, Midwest Dairy's efforts to tell dairy's story through state fair activities have the potential to reach more than 4.3 million consumers – those who walk through the fair gates each year.

"It's a good place to promote dairy products overall and learn about the dairy industry," says Don Berlage, a Swiss Valley Farms Board member from Elizabeth, Ill. and a Board member for Midwest Dairy's Illinois Division. The organization began its role as a vendor and Dairy Building superintendent at the Illinois State Fair in Springfield in 2004. A signature dairy item served is cream puffs, and more than 30,000 have been sold.

In Illinois, consumers are reached through dairy-themed games, displays and a rotating case for the butter sculpture, which creates an attraction for fair-goers and a source of media stories. Midwest Dairy also manages the dairy products contest at the Illinois State Fair, where Swiss Valley products consistently win top honors.

In Minnesota, the Dairy Goodness Bar and All-

You-Can-Drink Milk Stand managed by Midwest Dairy Association rank as the third-highest grossing concession on the grounds, serving over 9,200 milks a day and about 32,000 gallons of milk during the fair's 12-day run. But it's the daily sculpting of Minnesota's 12 finalists for Princess Kay of the Milky Way – the state dairy princess – that attracts the most media attention.

Midwest Dairy's concessions at the Iowa State Fair are also an important part of what's done to spotlight the industry each August in Des Moines. More than 7,000 gallons of ice cream were served in 2012, grossing more than \$200,000. Net revenue from Midwest Dairy's fair concessions stays within each respective state and is reinvested in operational improvements and other promotional activity.

"I think it's more powerful because it's the dairy farmers doing it," says Paul Stuewe, who serves on the Minnesota Division board and is a Swiss Valley member from Cologne, Minn. "It's the place to be for us; what we do there is top notch."

Like families who get heavily involved in their state fairs, those who implement the fair activities for Midwest Dairy breathe a sigh of relief at the end of a successful run – knowing next year's fairs are closer than we think.



Above, a large crowd waits for Governor Pat Quinn to appear at the Illinois State Fair Dairy Building. Right, at the Minnesota State Fair, people constantly file around the Butter Sculpture Booth to watch as each Princess Kaye finalist is immortalized in butter.



# DAIRY RESEARCH CENTER MARKS 25TH

The Midwest Dairy Foods Research Center reached a 25-year milestone in 2012, celebrating its first quarter-century at both its recent regional and national meetings. The Center, which utilizes dairy producer checkoff funds and partner contributions to conduct research at the University of Minnesota, South Dakota State University and Iowa State University, is among six research centers that operate under the umbrella of the Dairy Research Institute and the Innovation Center for U.S. Dairy.

“Throughout these 25 years, we’ve had one simple agenda — sell more milk,” said Dr. Vikram Mistry, South Dakota State University professor and the Center’s associate director. “Collectively, the research centers have strengthened the dairy industry,” he added. Mistry and Dr. Lloyd Metzger, the Center’s director and a dairy science professor at South Dakota State University, credited dairy producers with supporting research projects that help develop the consumer market.

Both Mistry and Metzger noted the graduates who have worked on the Center’s projects represent results that go beyond the research itself. “These students now work for food companies, dairy processors and universities,” Metzger said. He cited the demand for whey as an example of research success. “Twenty-five years ago, whey was a waste product from cheese processing,” he said. “Today it’s a very profitable dairy product. We didn’t do all of that

through our whey research, but we sure had a role.”

Long-time Swiss Valley Board member G. Joe Lyon, Toledo, Iowa, spoke at the national 25th anniversary celebration, held in Rosemont, Ill. Lyon was a charter member of the National Dairy Board and Chair of the Product Research Committee that established the Centers 25 years ago. He shared with the group his recollections of the committee’s vision when the Centers were established and his impressions of the advancement of the Centers over the last 25 years.

“My feeling is the Centers have been very successful in the research they have done and the students they have recruited into dairy food technology,” Lyon said. “They have been very beneficial to America’s dairy producers and the entire dairy industry and I feel they will be successful in their future endeavors.”

Dairy Management Inc. CEO Tom Gallagher acknowledged Joe’s contribution to the Centers’ success and led a standing ovation for Joe, recognizing his leadership on behalf of the dairy industry.

More than \$18 million in checkoff have been allocated to the Midwest Dairy Foods Research Center since its inception, through both Midwest Dairy Association regional funds and from the national level. Industry partner investment and other research grants also support the Center’s work.



Left, fair-goers by the thousands make their way to the Minnesota State Fair’s All-You-Can-Drink Milk Stand. Above, a display at the Iowa State Fair’s Boulevard of Breeds helped to show dairy farmers’ dedication to their animals, families and farms.

*ing Loca*

# SARAH DAUGHERTY FEED IDEAS



**Sarah Daugherty**

# COW OF THE YEAR AND PUMPKINS, TOO!

Fall is always a busy time of year at Cozy Nook Farm in Wauksha, Wis. It's when Tom and Joan Oberhaus and their son Charlie, 19, set up a fall market and sell the yield from their 25-acre pumpkin patch. It's also the time that around 1,200 children visit to "pick a pumpkin" out of the thousands on display and explore their dairy. The



family is also busy receiving visitors from the World Dairy Expo who want to go through their barns and see their prize-winning Brown Swiss cows.

In fact, the Oberhaus family is so busy in the fall, there is never time for them to attend the World Dairy Expo themselves. However, that will all change this year.

That is because a cow they bred and raised, Cozy Nook Pronto Twylight, was selected as the 2012 Wisconsin Cow of the Year by the Wisconsin Department of Agriculture, Trade and Consumer Protection. Twylight and the Oberhaus' will receive this proclamation during the International Show at the Expo. The pumpkins at Cozy Nook will have to get by on their own that day!

The Wisconsin Brown Swiss Association selected the 8-year-old Twylight as their 2012 breed representative. Her milk record is almost 40,000 pounds a year. DATCP Secretary Ben Brancel called Twylight "an outstanding representative of excellence in production and genetics."

While the Oberhaus' are proud of Twylight's great milk production record, they are truly excited about her proven ability to transfer her excellent genetics down through her off spring. Her first two daughters proved their worth by scoring "Excellent" at their first opportunity. Other Twylight daughters and granddaughters are proving to be equally prolific with their milk production and fertility.

The Oberhaus' 65-cow Brown Swiss herd has a rolling herd average of 26,000 pounds with 920 pounds of protein annually. Tom says their breeding program emphasizes milk production, along with longevity, reproduction and overall health. Twylight exemplifies and passes on all the best traits of this excellent breeding program.



ON THE COVER: Twylight poses with Tom and Joan Oberhaus in these photos taken by Kayla Jentz of DairyBusiness Communications.

Hundreds of pumpkins are artfully displayed in the Oberhaus front yard. The pumpkin photo was taken Olivia Koszarek, who has worked with Tom and Joan for nine years. Olivia says she loves taking photos on the farm.

# FIELD PERSONNEL & STATS

## Field Department & Procurement Division Directory

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

ALDINGER, ROGER	98,000
BAILEY, MICHAEL & JEAN	83,000
BAUS, RON & MARY	94,000
BENNETT, JOHN & CHARLENE	44,000
BIERSCHENK, CARY & JENNIFER	51,000
BILL & LYNN VANDERHAM DAIRY	74,000
BREUCKMAN, CHAD	99,000
BROCKMEYER, PAUL	66,000
BUSY BEE ACRES, LLC	90,000
CAROLAN, KEVIN & DONNA	65,000
DEAVER, MIKE	92,000
GALLUN, TRACY	89,000
GORHAM, FLORIEDA	83,000
GUDEX, TONY	70,000
HEATHERSTONE ENTERPRISES	81,000
HENDEL FARMS	57,000
HESSENIUS, CRAIG	91,000
HOFA PARK DAIRY FARM LLC	94,000
KETCHUM, ROBERT C & TERRI A	59,000
KIRSCHBAUM, ALAN	97,000
KURTH, DAVID G.	90,000
KURTH, GARY & ANNE	90,000
MARTIN, CHERYL	98,000
SCHMIDT GLEN	98,000
MEIER, BRIAN	68,000
MEIER, MIKE & CHERYL	68,000
MOHLMANN, LOUIS R.	90,000
NOLT, REUBEN & VERA	96,000
NOLT, WESLEY	63,000
PATTISON, LEE & SARA	94,000
PEARCE, RICHARD J.	81,000
PETERSON, PER K.	55,000
SCHAEFER, JEFFREY & SUE	39,000
SCHAEFER, KURT	39,000
SCHUMACHER, ALLAN	98,000
SCHUMACHER, JOYCE	98,000
SCHUMACHER, RICKY	98,000
SELKE, WALTER & WILLIAM	79,000
SIEGLE, SANDRA SCHREMPF	83,000
SIEGLE, STEVEN D.	83,000
STAUFFER, TITUS	93,000
STRIEF FARMS INC.	96,000
THOMPSON, LARRY & LIANE	95,000
VALLEY VIEW DAIRY INC.	96,000

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

Farms	
0 - 100,000.....	6%
100,001 - 200,000.....	25%
200,001 - 300,000.....	33%
300,001 - 400,000.....	23%
400,001 - 500,000.....	9%
500,001 and above.....	4%



welcome

## NEW SWISS VALLEY FARMS MEMBERS

**JACOB OELFKE**  
Hamburg, Minn.

### Get Your Milk Components in a Text

Swiss Valley members can now get a text message delivered to their cell phones containing their components from every tank of milk picked up on their dairy as soon as the lab sends the results to Swiss Valley, which is usually the next day. Lab results include components (butterfat, protein and other solids), SCC and MUN score. The text is identified by the sequence number the hauler puts on the sample when picking up the milk.

To get signed up for texting, send your cell phone number and cell phone provider to [tim.genthe@swissvalley.com](mailto:tim.genthe@swissvalley.com). Be sure to include your producer number.

### 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.

*swiss valley farms*

## ANTIBIOTIC POLICY

### 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. 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).

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# Dairyman



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Davenport, IA

## 2013 Swiss Valley Farms Scholarship Applications Now Available

Every year, Swiss Valley Farms is pleased to offer eight scholarships to its co-op members, representing a total value of \$5,000. Current Swiss Valley Farms members who wish to apply for these 2013 co-op scholarships can download an application at [www.swissvalley.com](http://www.swissvalley.com). Go to **Member -- Procurement -- Member Benefits**.

Or request one by sending an e-mail to:

***nancy.feeney@swissvalley.com***.

Scholarships are available for agriculture majors or students pursuing any degree. Application deadline is March 30, 2013. Students, don't miss out!

