

Dairyman

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BRINGING IN THE HARVEST



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

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- Owner/Members
- Workforce

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Still in dairy production

Platteville Plant Sold

by Don Boelens

You may recall in October of last year, Swiss Valley Farms moved its Baby Swiss wheels and loaves production to our Shullsburg, Wis. facility, which operates as a joint venture between us and Emmi Roth Käse, called White Hill Cheese Co. LLC. Since then, it has been our goal to sell the now empty Platteville, Wis. cheese facility.

I am pleased to report that this goal was achieved on Sept. 18, when we closed the sale of this facility to Tritent International Agriculture, Inc. Our understanding is the new owners will be making dairy products for shipment directly to Chinese markets.

Looking back over the years, the Platteville cheese making facility became a part of Swiss Valley Farms on Oct. 1, 1997, when we bought the plant, then called Old Wisconsin Cheese, from the Carl Buddig Co. The plant served us well over the years, producing award-winning Swiss cheeses, including a President's Trophy for Best Cheese Overall in the NMPF Cheese Competition in 1997 and 2001. This plant also added to the co-op's large market-share of fine Swiss cheeses.

What some of you may not know is that the plant began its life in the late 1800's, built first as a brewery. In 1871, the original brewery was destroyed by fire and the main part of the building was rebuilt in 1872 as a new brewery. The building was built of stone 56-foot square, two stories high and, I am told, had



CEO Don Boelens

every convenience required for the making of malt liquors.

It was in 1941 when Richard Walther purchased the brewery that it was converted into a dairy, where he made Cheddar and Colby. In 1962, Clarence and Henry Jenny purchased this cheese plant and made Cheddar, Muenster, Brick and Longhorn Colby. Two years later, they added the upper warehouse and began making Swiss cheese there. The plant eventually became known as Platteville Dairy, Inc. and made and marketed 100-pound blocks of Swiss cheese.

On September 1, 1984, the Carl Buddig Co. purchased the cheese plant and continued to make 100-pound blocks of Swiss cheese that were then cut and wrapped into 7-pound sandwich cuts, 14-pound High Cuts and No Salt added Swiss in 8-pound cuts. The plant was renamed Old Wisconsin Cheese, (STORY CONTINUES ON PG. 6)

Cheese Awards Across the Nation

by Lauren VanSpeybroeck

From the Midwest to the West Coast, Swiss Valley Farms and Caves of Faribault cheeses reign supreme. We are happy to announce that AmaGorg Gorgonzola and St. Pete's Select Blue Cheese, both cave-aged specialty cheeses from the Caves of Faribault, placed Gold & Silver respectively at the 2012 Los Angeles International Dairy Competition. This news was followed by word that Swiss Valley Farms Cream Cheese took 2nd Place in the Misc. Category at the 2012 NCCIA Cheese Making Contest. The contest is hosted by the North Central Cheese Industry Association, an organization committed to the success of the cheese-making profession in the Upper Midwest.

You may recall back in August, Swiss Valley Farms swept the Swiss category and took 2nd with Neufchatel at the 10th annual 2012 World Dairy Expo Dairy Products Contest. On October 2nd, these wins were recognized on stage during a trophy presentation and auction held in conjunction with the World Dairy Expo. Swiss Valley Farms Baby Swiss, which took 1st Place in the contest, was auctioned off, with a portion of the proceeds going to the Dr. Robert Bradley Scholarship and WDPA Scholarship Funds, which are awarded to two promising students pursuing careers in the dairy industry.

As always, we congratulate our cheese makers on their achievements and say thank you to our members for providing the quality milk that goes into making these award-winning products!



Gold and silver medals from the 2012 Los Angeles International Dairy Competition were presented to Caves of Faribault.



Rod Kregel, a long-time cheese maker at Swiss Valley's Luana, Iowa plant, accepts a First Place trophy during ceremonies at the World Dairy Expo Championship Dairy Product Contest Auction in Madison. In this event, hosted by the Wisconsin Dairy Products Association, Swiss Valley Farms swept the Swiss category in the Expo's annual contest and took Second with the Neufchatel. Presenting the award to Rod is Tony Anderson, Chairman of the World Dairy Expo Dairy Products Contest, who served at the Master of Ceremonies during the awards presentation. Tony is also a Senior Sales Consultant for Swiss Valley Farms.



Vote at Your District Meeting

AT-LARGE CANDIDATES SPEAK OUT

Meet your 2013 At-Large Candidates . . .

Each of our three At-Large Director candidates were given the same questions by the Swiss Valley Farms Board's Governance Committee. Below are their answers. You will be voting for one of these three candidates at your December district meeting.

1) Why do you want to serve on the SVF Board?

Blake: I would like the opportunity to serve on the Swiss Valley Farms Board because it is important to our family operation and all Swiss Valley Farms members that Swiss Valley remains a financially strong co-op.

Duitscher: The coop has gone through many changes the last few years. I think our management/Board has made the correct choices in the past with the selling of the Dubuque facility, acquiring Faribault, and the joint venture at Shullsburg. With all the expansions and startups, it can be difficult to turn a profit.

I graduated from South Dakota State in 1989 with a degree in Dairy Manufacturing. I worked for Hiland Dairy for 11 years and was the plant manager for 2 years at Wichita, Kansas before I came back to the farm in 2000. With this experience, I feel I would be an asset to the Swiss Valley Board.

Stauffacher: I would like to be involved in helping guide our co-op in making sound decisions so we stay competitive in today's marketplace while returning a solid return on our investment to co-op members.

2) Why are you a SVF member?

Blake: I am proud to be a Swiss Valley member because I believe in the farm cooperative system. As a co-op, we are able to produce and manufacture value added products from our milk. As a Swiss Valley member, I believe the co-op offers many programs that benefit our operation in many ways. My family and I have been a member of Swiss Valley since the beginning of the Mississippi Valley Milk Producers Association.

Duitscher: Initially it was because of the competitive pricing programs (especially the somatic cell bonus) Swiss Valley has. After being a member for a number of years, I respect very much the way the co-op is run. I like to work with people I can trust, and do business with a hand shake.

Stauffacher: My family has always believed in the co-op system in milk marketing. We joined Swiss Valley because of the quality programs that are offered and also because of the pride Swiss Valley has in their products and the quality of them.

3) What direction do you see the cooperative heading in the next 3 to 5 years?

Blake: I would like to see Swiss Valley Farms remain in a strong financial condition in the next 3-5 years. It is very important to its members that the patronage dividends are paid out in a timely matter. The Swiss Valley co-op needs to be prepared for the ever changing dairy industry. If the opportunity arises to expand our business, we need to have the financial resources that will allow us to grow our business to increase profits for the co-op.

Duitscher: We have had a lot of changes in our business structure in the last few years. This has made us a very financially sound company on the balance sheet, even though profit has been down the last couple of years. Just like when changes are made on the farm, short term profitability may suffer for long term gain. Swiss Valley is now at the stage where it needs to start making money again. We need to operate our current plants, get each one profitable before we eat through any more of the co-op's equity.

Stauffacher: I feel Swiss Valley will continue to keep developing our Swiss and Blue cheese product lines. I think we also need to stay abreast of new developments for products and analyze them to see if they would enhance our product portfolio. Also, we need to evaluate any potential new partnerships with companies like we did in our White Hill Cheese venture.

4) Where is the dairy industry in the Midwest going to be in the next 3 – 5 years?

Blake: I believe milk production in the Midwest in the next 3-5 years will hold steady or possibly increase. Unfortunately, I believe the number of dairy farmers will decrease but the remaining farms will get larger. Dairy farmers will have more government regulations to operate their dairy farm. Dairy farmers need to continue to have strong alliances with their local and federal legislator. Also we need to be proactive against environmentalists that are trying to harm the dairy industry.

Duitscher: I think the dairy industry will continue to prosper in the Midwest. When feed was cheap, the west had a major advantage of purchasing feed below the cost of raising it.

Now that feed is very expensive, it is good have a land base or next to where feed is grown.

Stauffacher: There has been substantial reinvestment in facilities in the Midwestern dairy industry by both processors and dairy farmers. This infrastructure will keep the Midwest at an advantage to the western dairy producers along with our advantages in feed and water availability.

5) How can Swiss Valley Farms better serve the membership?

Blake: I believe Swiss Valley Farms can better serve the membership by electing directors by mail in ballots. The reason behind this idea is there are times when a member is unable to attend their district meeting when electing a director. I would encourage all members to attend district meetings, if possible, to learn more about Swiss Valley Farms.

Duitscher: Being a very competitive market for our milk: 1st -- Swiss Valley needs to keep its balance sheet strong, 2nd -- we need to become profitable again. This way we can continue to invest in our infrastructure and be able to give patronage. 3rd -- continuing and expanding our alliances with other companies and coops (partnership at Shullsburg, long term supply agreement with Prairie Farms along with supplying other companies with milk).

Stauffacher: Continuing to look at our product mix and identifying what returns the best dividends to the co-op. We need to become profitable again to maintain our strong financial position so we can continue to take advantage of opportunities as they arise.

6) Why are you part of the dairy industry?

Blake: I'm part of the dairy industry because it is very rewarding to be able to produce a high quality food product for the consumer. Over the years I have found that it is very important to be involved in promoting our product and telling our story. In our operation, we do this by giving tours to school age children and adult groups. I also feel that it is very important to be involved in the policy making decisions for the dairy industry.

Duitscher: As I stated above I have a degree in Dairy Manufacturing and work in the processing side for 11 years. In 2000, my father and brother looked to do an expansion on the farm, and asked if I would come home to be involved in the dairy.

Stauffacher: I love being part of an industry that produces good tasting quality products that provide great nutritional values as well. I stay actively involved so that the dairy industry will continue to provide opportunities for future generations.



Keith Blake
Davenport, Iowa



**Dan
Duitscher**
Rolfe, Iowa



**Jay
Stauffacher**
Darlington, Wis.

AT-LARGE CANDIDATES *Continued from Pg. 5*

7) What contributions can you bring to the SVF Board of Directors?

Blake: As the dairy industry changes on a yearly basis, Swiss Valley members need to depend on the board of directors to make important decisions that will affect us, Swiss Valley members. If I'm elected to the board, my leadership skills, knowledge, and resources will make me a productive board member. I have served as president on our local county Farm Bureau board, Vice Chair for National Young Cooperator Advisory Council and several state committees, which have given me insight on how boards are run and how important it is to serve on a board such as Swiss Valley.

Duitscher: I have a strong background on the manufacturing side of the dairy business. I have been involved in plants that have run very well. I have also been involved with plants that have had challenges (quality, efficiency and/or

profitability) and was instrumental in implementing changes to improve the bottom line.

At times we have had the above challenges at our own farm. When it is your own money, if you do not make the correct decisions, it could mean your business may not make it. I feel we are at this point in Swiss Valley. If we as a co-op do not make the correct decisions and get profitable again, we could all lose the excellent market we have for our milk.

Stauffacher: I have been a director of the Wisconsin Milk Marketing Board for 12 years and I have served several officer positions including Board Chair for seven years. This experience has enabled me to see developing trends occurring with consumers, work with programs that processors use to distribute products and has greatly helped me understand the workings of today's dairy industry.

ON THE COVER:

A combine sends dust flying into the air where it is caught in the sun's rays. Custom combiner Randy Lamker brings in the corn on Distant Vu Farms in Monona, Iowa. Tammy Thompson captured this lovely fall moment on this Century Farm in this photo, which she submitted in the 2013 Swiss Valley Farms Calendar Contest.

She and her husband, Jasen, and his parents, Larry and Liane Thompson, dairy together milking 36 cows, a combination of registered Red and White Holsteins and grade Holsteins. They have a rolling herd average of 34,074 pounds with 1,162 pounds of fat and 1,023 pounds of protein. Their average somatic cell count is 82,000. This year, the Thompson's planted 162 acres of corn, 72 acres of beans and 25 acres of hay.

Tammy and Jasen's 4-year-old son Jasper helps his parents feed the cows their mineral supplements and protein. Tammy says their 4-month-old son Jorey currently supervises the evening milking.



The Platteville Swiss cheese plant in the '90's.

Platteville *Continued from Pg. 2*

which became the brand name of the Swiss cuts it shipped nationwide through the Carl Buddig distribution network.

After this long and noble history of producing quality cheeses, it was exciting for us to sell the plant to yet another company interested in producing dairy products in Wisconsin.

Plan now to attend your

2012 DISTRICT MEETINGS

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

Swiss Valley Gals meetings

EXPLORING SOME AG BIZ OPTIONS

Swiss Valley Gals received a guided tour of the National Brewery Museum following their meeting at the Potosi Brewery in Potosi, Wis. Bottom, left, Dianna Engelbrecht laughs as she explains her choices of the wine and cheese pairings before lunch at the Swiss Valley Gals meeting in Fredericksburg, Iowa. At right, the ladies gathered for lunch in the Farm House Bed and Breakfast' reception room, surrounded by quilts and farm memorabilia.



The attendees at both of the Swiss Valley Gals meetings this fall enjoyed touring the somewhat unusual locations and sampling the wine/beer and cheese pairings. Both locations, the Potosi Brewery in Wisconsin and the Farm House Bed and Breakfast and Winery in Fredericksburg, Iowa, offered glimpses into the world of ag tourism.

A brewmeister at the Potosi Brewery gave a detailed look at why he paired the Swiss Valley Farms cheeses with his six beers. Jay Stauffacher, Swiss Valley Farms member and Chair for the Wisconsin Milk Marketing Board, spoke

to the ladies about how the WMMB sets up partnerships with breweries and wineries to promote Wisconsin made cheese. A guided tour of the National Brewery Museum concluded the meeting.

Dianna and Loren Engelbrecht at their Farm House Bed and Breakfast and Winery presented their wine and cheese pairings and talked to the ladies about the problems and joys of turning their home and farm into a tourism endeavor. Dianna then took the group on a tour of her bed and breakfast.

Perfect Survey Scores for Co-op Members



Leslie and LaVonne Wundrow of Poplar Grove, Ill., received a perfect score on their recent survey. The couple currently milk 25 Brown Swiss, getting lots of help from their son, Matthew, 16. Brown Swiss seem to run in the Wundrow family. Leslie says he has been milking cows for at least 45 years. “My grandfather, Charles, started a Brown Swiss herd in 1905. My father, Leo, started his Brown Swiss herd in the late ‘50’s.”

Randy Ober and his wife Debbie were pleased to see the perfect survey score hanging in their milk house. It meant that the past three years of hard work spent getting the new farm in shape was paying off. The Obers and their three children moved to this Glencoe, Minn. farm intent on setting up a quality dairy farm. They currently milk 40 Holsteins. Their children, Dylan, 13 (below); Katelyn, 10, and Logan, 8, help out wherever they can. How did they get that perfect score? “We just keep working at it as a whole family,” Randy says. “It is a family project.”



Todd Gengenbach of Thomson, Ill. was pleased to receive a perfect survey score on his dairy inspection. Todd bought the herd of 30 Holsteins from Lynn Bower, who wanted to retire after being a Swiss Valley Farms member since 1968. Lynn is proud to say he has never sold milk to any other dairy. Todd says that Lynn still comes around to help him on the dairy.



Wes Hellevik, Swiss Valley Farms member from Faribault, Minn., was pleased to receive a perfect score on his first inspection. Wes has been milking 29 Jerseys for about half a year now. He gets help on the farm from his wife Kari and his parents. The couple have three children.





Prepare for Winter Calf Challenges

By Jennifer Bentley, ISU Extension & Outreach Dairy Field Specialist

Midwest dairy producers know there are many challenges in raising calves during the winter months. Let's prepare ourselves and our calves now so they don't skip a beat in health and growth!

First, let's take a look at how calves utilize energy at various temperatures. Newborn calves are born with minimal energy reserves and become cold-stressed at fairly moderate temperatures. Calves' thermoneutral zone (TNZ) is 50° to 68° F. This is when the amount of heat produced is in balance with the amount of heat lost. When temperatures are below the TNZ, calves start to expend internal energy reserves to maintain their core body temperature of 102° F. This limits the availability of energy for growth and immune function, resulting in calves that will not gain weight and are more susceptible to disease like pneumonia and scours. This temperature zone is also dependent on wind, humidity (optimal is 65-75%), hair coat (greater insulation if dry rather than wet and matted), sunlight, bedding, age and size of calves.

As a guideline, maintenance requirements increase 1% for each 1° F drop below the lower critical temperature

(LCT). By the time the temperature reaches zero, a calf should receive 50 percent more energy (calories) just for maintenance. As calves begin eating calf starter, rumen fermentation is created, producing body heat and reducing the LCT. As bodyweight and age increases, the LCT decreases.

Consider implementing these feeding options that support increased energy demand during the winter months:

1. Take a close look at your calf milk replacer. The primary sources of energy in milk replacer are fat and



Jennifer Bentley
ISU Extension



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. 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!



carbohydrates (lactose), both needed by the calf. Lactose provides immediate energy and fat helps to build an energy reserve for the calf.

2. Consider feeding pasteurized milk. It may provide higher energy milk from transition cows.

3. A fat supplement could be added to increase calorie content, limit 4 oz per day to allow for calf starter consumption.

4. Increase the amount of liquid milk replacer volume by 25-50%.

5. The amount of powder being mixed could be increased by 25-50% while still diluting in the same volume of water. (Not to exceed 20% solids)

6. Consider adding a third feeding of milk replacer to provide extra energy late in the evening. Research shows that calves fed three times a day have shown improved growth, better feed efficiency, consume more starter prior to weaning and have a greater chance of survival to lactation than calves fed twice daily.

7. Always offer water; warm water offered 2-3 times a day will support calf starter intake. The sooner calves start eating grain, the more benefit they will get in terms of generating heat and improving immune function.

Producers should work with their nutritionist and veterinarian on these options as they provide different amounts of nutrients to the diet and have unique considerations depending on management.

Winter housing can also make a difference in the success of calf health. A deep bed of long-stemmed straw allows calves to burrow in and preserve body heat. One way to determine proper bedding depth for cold weather is to look at the calf while it is lying down. If you can't see the calf's feet, then the bedding is deep enough. Watch this 5-minute video on calf nesting: <https://connect.extension.iastate.edu/calfnesting>

Proper ventilation, whether calves are housed in hutches or barns mechanically or naturally ventilated, is critical to calf health. Work with an agricultural engineer to determine proper air flow to evenly distribute fresh air throughout the barn.

Raising healthy, vigorous calves should be a goal all year round. However, increased attention in the winter months will help minimize calf stress and maximize daily growth. This will provide a greater opportunity of healthy replacements that are ready to come into the milking string on time!

NMPP Takes First Steps in Revitalizing the REAL® Seal with New Website



Dairy Product



As part of its efforts to revitalize one of the most recognized product symbols in the food industry, the National Milk Producers Federation (NMPP) announced that the REAL® Seal is undergoing a makeover. The first step in that process was taken Tuesday, with the launch of a revamped website:

www.realseal.com.

The previous website existed primarily as a resource for dairy product manufacturers and marketers interested in putting the REAL® Seal on their packaging. The new website will contain more content to educate consumers about why they should look for the REAL® Seal on the foods they buy, while also continuing to provide information for those companies using the REAL® Seal to enhance their product marketing.

“Research has found that 93 percent of consumers know of the REAL® Seal, and that many people find it useful in making buying decisions,” said Jerry Kozak, President and CEO of NMPP, the organization driving this effort.

Effective March 15, 2012, the management of the REAL® Seal program was transferred from the United Dairy Industry Association to NMPP. This change was the result of an agreement between the two organizations that the transfer was the best opportunity to place a renewed emphasis

on highlighting the importance and value of American-made dairy foods.

“Imitation products made from vegetables and nuts, but packaged like real dairy products and often using dairy names, have proliferated in the last few years,” said Kozak. “For example, frozen desserts made out of soybeans are packaged the same as real ice cream made from cows’ milk, with pictures that make it look like real ice cream. The only way a consumer would know the product isn’t ice cream is by reading the ingredients label.”

The same is true for other processed foods made with imitation dairy products, noted Kozak.

“Currently, frozen pizza is essentially the only processed food that uses the REAL® Seal. We intend to expand the products eligible to use the REAL® Seal beyond that category.”

To address expanded use of the REAL® Seal, the seal itself is in the process of being tailored to other applications. Terms like “Made With” real dairy, and “American Made,” along with specific dairy product names, will be stacked above and below the basic REAL® Seal.

“Our goal is to have a fully integrated program up and running early in 2013,” Kozak said. “We know dairy farmers are enthusiastic about the REAL® Seal, and we’re excited about the tremendous potential this has for expanding sales of REAL® dairy products made from U.S. dairy farmers’ milk.”

Beef Board Designs New Website to Combat Myths

FactsAboutBeef.com is a new website supported by the Beef Council Checkoff and aimed at being an online hub of issues response. Negative myths concerning beef consumption and sustainability seem to surface every day. Some of these myths concern the overuse of antibiotics in cattle. Another myth states that participating in Meatless Mondays is better for your health and the environment. Another myth centers on the idea that grass-fed beef is better for the environment than

grain-fed beef.

All of these myths are addressed on **FactsAboutBeef.com**. Dairy producers can get solid information to use when speaking to consumers or neighbors who have questions. Additionally, there is a Q&A about how beef is affected by the recent changes in the national school lunch and breakfast program. You can sign up on the site to receive e-mail alerts when new information is posted.

Field Rep Jim Murphy Retires

55-year career in dairy industry

by Nancy Feeney

You can't work 55 years in the dairy industry without someone noticing. Lots of someone's, in fact!

Jimmy Don Murphy, better known as Murph or Murph to the co-workers and Swiss Valley patrons, retired as a Swiss Valley Farms field rep as of October 1st with over a half a century of experience as well as experiences.

Murphy began his career in the dairy industry right after high school graduation in 1957 at Wadena Cheese and Butter, where his parents sold their canned milk. Five years later, he became manager at Ridgeway Cheese and Butter, where he did a little bit of everything at the plant from milk management, employee management and even lawn management. But the part he liked best at Ridgeway was going out on the farms and working with the dairy producer members.

Another 10 years down the road found Murphy working as a field representative at Meinerz Creamery in Fredericksburg, Iowa. He put down roots here, working with the dairy producers there for the next 29 years.

Meinerz Creamery eventually morphed into Beatrice, which decided in 2000 that it wanted to use Swiss Valley Farms as its one-source milk supply. That is when Murphy came to work for Swiss Valley.

Over the past 12 years, he made friends with the other Swiss Valley Farms field reps and supervisors in the co-op's Procurement Division. They were willing to share some stories on their old buddy Murph!

Field supervisor Tom Tegeler, Dyersville, Iowa, remembers, "One of our competitors in Murphy's area always sent out a third check to its members after everyone had their Swiss Valley settlement checks. Murphy always called this the 'beer' check."

"When he would go on a farm and couldn't find the boss, he would hand a dollar bill to the kids or hired help and ask them to go find him or her," says Ron Brenner, his field supervisor. "He said it always worked. Murphy emphasized that you need to be on the farms communicating with the producers on good or bad news. 'No surprises' was his motto."

"I do not know how many people realize that his nickname out with the farmers was 'Father Murphy'," Brenner added. "I am not sure how he got that nickname, but I did hear once it was because there was a big spread in age between his oldest son and his youngest daughter (22 years)." Murphy and his wife Illa, who passed away in 1998, raised four children: Jeremy, Thad, Lisa and Rana. The youngest daughter, Rana, was 13 years old when her mom died.

When I first met Murphy, it was just two years after Illa



**Retired Field Rep
Jim Murphy**

passed away and he was doing his best to be Mr. Mom to his teenage daughter. He told me he had to learn how to correctly wash the cheerleading outfits and cook nutritious meals every night. He said there was no end to the local ladies who were willing to give him advice on cooking, cleaning and other Mr. Mom-type questions.

"After my wife died, that was the most rewarding thing I did was to finish raising the kids," Murphy told me. "I had two kids in graduate school and Rana was in 8th grade." But Murphy never dropped the ball, even when life's new challenges confronted him. "But I was the poorest cook in town," he admits.

For a man who remembers hauling his family dairy's canned milk to the Wadena Cheese Plant, Murphy has seen every major evolution of the dairy industry in his day. From milking cows by hand, then in stanchions, in parlors and eventually using robotic milkers, Murphy never failed to adapt. However, there was one modern convenience that threw him for a loop -- learning to use his business laptop computer. But in true Murphy style, he even figured out a way to adapt to this. He got help.

Swiss Valley field rep Lynne Melchert, Hopkinton, Iowa, stepped up to the plate to be his tutor . . . for a price, of course! Lynne recalls that right after the laptops were issued to all field

(STORY CONTINUES ON PG. 15)

FIELD PERSONNEL & STATS

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Fax 608.366.1772

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

ALDINGER, ROGER	94,000
BAILEY, MICHAEL & JEAN	93,000
BAUS, RON & MARY	85,000
BENNETT, JOHN & CHARLENE	48,000
BIERSCHENK, CARY & JENNIFER	69,000
BILL & LYNN VANDERHAM DAIRY	81,000
BREUCKMAN, CHAD	87,000
BROCKMEYER, PAUL	80,000
BUSY BEE ACRES, LLC	87,000
CAROLAN, KEVIN & DONNA	80,000
DREIER, RANDY D.	94,000
DUTCHLAND DAIRY	99,000
FISCHER, TOM	94,000
FRICKSON, ANDREW M.	91,000
GORHAM, FLORIEDA	93,000
GRAND CENTRAL JERSEYS LLC	91,000
GUDEX, TONY	94,000
HALL, LARRY & ROXANNE	96,000
HEATHERSTONE ENTERPRISES	91,000
HENDEL FARMS	56,000
HESSENIUS, CRAIG	82,000
HOFA PARK DAIRY FARM LLC	85,000
JELSMA DAIRY LLC	89,000
JUNK, MELANIE M.	80,000
KAROW, DWAIN & ELLEN	67,000
KETCHUM, ROBERT C & TERRI A	55,000
LISOWE, NICHOLAS C.	51,000
MEIER, BRIAN	65,000
MEIER, MIKE & CHERYL	65,000
MILLER, MERYLYN W.	98,000
PATTISON, LEE & SARA	86,000
PETERSON, PER K.	62,000
PRIER, DONALD	96,000
SCHAEFER, JEFFREY & SUE	35,000
SCHAEFER, KURT	35,000
SELKE, WALTER & WILLIAM	77,000
SIEGLE, SANDRA SCHREMPF	98,000
SIEGLE, STEVEN D.	98,000
STAUFFER, TITUS	76,000
STOHR, ADELINE V.	94,000
STOHR, FRANK	94,000
VALLEY VIEW DAIRY INC.	89,000
WILKE, DON	91,000
WILKE, JERRY	91,000

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

Farms	
0 - 100,000.....	7%
100,001 - 200,000.....	32%
200,001 - 300,000.....	33%
300,001 - 400,000.....	19%
400,001 - 500,000.....	6%
500,001 and above.....	3%



welcome

NEW SWISS VALLEY FARMS MEMBERS

NICHOLAS C. LISOWE
Chilton, Wis.

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. 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.

Murphy Continued from Pg. 13

reps about 10 years ago, accompanied with special software and training, Murphy approached her. "Help! What do I do with this computer?" he said," Lynne recalls. "This became one sure way I found of receiving a steady supply of my favorite candy, Hot Tamales," she said. With Lynne's help, Murphy eventually made friends with his laptop, even though it remained a shaky relationship. Just days after he retired on Oct. 1, he cancelled the internet connection in his West Union home.

Throughout his career, Murphy had a knack for taking lemons and making lemonade. The first year he was at Beatrice, the City of Maynard wanted something done with the old, abandoned creamery there. So Beatrice charged Murphy with the task of getting it torn down and seeding over the lot. "So I proceeded to salvage some stuff inside the old plant and Beatrice was amazed that I was able to come up with a profit when the job was done."

Any field rep job comes with its share of "windshield time." "When I was at Beatrice, I put 40,000 to 50,000 miles a year on my truck," he says. "I would run my pickup for 200,000, then they would put me in a new one and away I would go."

Looking back over his long career, Murphy says it would not have been possible without the support of the milk haulers. "The effort these haulers put into picking up the milk on the farms in all kinds of weather and getting it to the processing plants is truly amazing," he says. "They are a very important part of the dairy industry and I take my hat off to them."

The one thing about working for Swiss Valley that he noticed as soon as he came on board 12 years ago was they give their field reps a lot of support. "I always appreciated that," he says.

Swiss Valley field rep Jim Schmitz has known Murphy since the late '60's and used to work with him in the Greeley, Iowa area. "I always enjoyed working with him. He had good punch lines," says Schmitz, who appreciates a good laugh.

Among his co-workers in Swiss Valley's Procurement Division, Murphy's cheerful and positive "can-do" attitude will be missed. "He always asked how you are doing and always showed concern," recalls field rep Cheryl Zablocki-Wagner, Seymour, Wis. "He's a good man with a heart of gold. I'll really miss him."

That sums it up pretty well, Cheryl.

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Dairyman



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