

# Dairyman

MAY 2012



**ROSEDALE GENETICS  
WOWS THE JUDGES**



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

563.468.6600 FAX 563.468.6616  
 www.swissvalley.com

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

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

- Customers & Consumers
- Owner/Members
- Workforce

**Swiss Valley Board Officers  
 Chair**

Pam Bolin.....Clarksville, IA

**Vice Chair**

Randy Schaefer.....Blue Grass, IA

**Assistant Secretary**

Francis Leibfried.....Cuba City, WI

**Assistant Treasurer**

James Schmitt.....Sherrill, IA

**Swiss Valley Directors**

Loyde M. Beers.....Eastman, WI

Jeff Berg.....LaCrosse, WI

Dale Humpal.....Ridgeway, IA

Richard Kauffmann.....Farley, IA

Steve Klug.....Spring Grove, MN

G. Joe Lyon.....Toledo, IA

Patrick Schroeder.....Lancaster, WI

Eugene Smith.....Clinton, WI

Donald Berlage.....Elizabeth, IL

# Members will have a choice **rBST POLICY CHANGE**

*by Don Boelens*

**A**fter months of research and study, in 2008/2009 the Swiss Valley Farms Board and Management Team saw the need to offer only rBST-free milk in order to meet customer demands. So we converted the cooperative to an all rBST-free milk supplier. This was a difficult decision for the Board to make and it was accompanied with many growing pains and challenges as well as a few rewards.

Now, four years later, the demands of the market place have modified. While some of our customers have stood firm on the no-rBST policies and have been willing to pay a premium for this milk that is not true with all. During this past year, it has been more and more difficult to extract a healthy premium for this product from the market place. Likewise, some of our customers no longer require rBST-free milk at all.

Our Procurement Division has studied possible ways to separately collect these two types of milk. It became obvious that any plan that achieves this comes with a huge price tag with no way for the co-op to recoup this expense from the market place. It is clear to the Board that it is unfair to make all the co-op members bear the brunt of this expense so that a few members can use rBST again.

The good news is that after months of analysis, a new milk pick up and payment system has been developed that will enable any co-op member who wants to use rBST to do so with no cost sharing necessary



**CEO Don Boelens**

among the other co-op members. Co-op members who choose to remain rBST-free will not be subsidizing the extra costs involved with segregating and transporting the milk.

I must say that your Board of Directors and Management Team are excited to once again offer freedom of choice to Swiss Valley Farms members on this issue. At the same time, this new program will give every co-op member a better understanding of what it really costs to pick up milk on the farm and deliver it to its proper destination. Please see the letter, dated May 1, 2012, for the full details of the program.

This new milk program will allow us to pay a strong rBST-free premium in the markets that require it. In recent months, that premium has sagged due to not being able to extract a premium out of the market place.

## Innovation Center for Dairy

# LET'S GET THE POSITIVE DAIRY MESSAGES OUT THERE

by Don Boelens

**M**any Swiss Valley Farms members have a long history of spreading the good news about dairy farming all year long, and especially during June Dairy Month. Now, the Innovation Center for U.S. Dairy is jumpstarting a huge industry-wide effort to talk to dairy consumers, dairy customers and local communities about the benefits of dairy products and the great things the American Dairy Industry is doing. Their goal is to get America's dairy co-ops and producers involved, too.

As the centerpiece of this campaign, the Innovation Center will sponsor in June a high-profile leadership event in Washington

**rBST** \_\_\_\_\_ CONTINUES FROM PG. 2

Furthermore, this program will enable Swiss Valley Farms to continue to pay all members a competitive milk price for their quality milk. The Board has maintained that goal for years and will continue to do this going forward with this program change. Swiss Valley Farms still has to be competitive to maintain its strong membership base.

Since this new program began May 1, your Swiss Valley Farms field reps will be coming around to explain what changes you will be seeing when you are paid in June for your May milk. Once you see an analysis of the program, I am confident you will see the value of it to your bottom line as well as your co-op's.

D.C., co-hosted by the *Washington Post & Slate*. While the summit will not focus solely on dairy, it will be the dairy industry's important first foray into the national dialogue around the future of food and the overarching domestic topic of food security. As part of this, you will see full page ads in the *Post*, as well as sponsored content on *Slate.com* promoting dairy's efforts and benefits on these topics

In addition to the leadership summit, this June, you'll see increased activity and messaging from our company and many others across the industry talking about dairy's benefits in the areas of health and wellness, affordability and the environment. We know people love dairy's health benefits, but we also know that dairy's steps to be sustainable are increasingly important to consumers as well. And we'd like you to join in the conversation! I would like to encourage Swiss Valley Farms members to ramp up their dairy promotion efforts during this June Dairy Month.

Here are a few suggestions:

\* Promote dairy on your personal social networking sites (Facebook, Twitter, blogs.) Many of you already do this daily and I appreciate that. I have even heard telephone answering machine messages that encourage the caller to enjoy a cool glass of milk and eat some cheese to salute June Dairy Month.

\* Write a letter to the editor of your local paper about June Dairy Month and what dairy does for the

nutritional health as well as financial health of the community. You could also mention that dairy producers have always been great stewards of the land, preserving it for their family and future generations. Dairy producers have been recycling their farm's natural resources, such as water and manure, for decades.

\* Host a farm tour within your local community.

\* Ask your local grocery store if you could set up a dairy product tasting table during a key shopping time. Let the shoppers know you are a local dairy producer who cares about producing healthy, nutritional food for their family. Make copies of your favorite dairy recipes to share.

When you do these things, tell us about it. Send in any photos you took, any newspaper clippings or social network links and let us help you share your ideas with other members. You can send this information to Member Relations Manager Nancy Feeney via email at: [nancy.feeney@swissvalley.com](mailto:nancy.feeney@swissvalley.com) or by mail to: Swiss Valley Farms Attn: Nancy Feeney, P.O. Box 4493, Davenport, IA 52808

Go to the next page for a few key dairy messages you could use during any of your promotions.

I'm sure you can think of many ways to get the message out about the benefits of dairy. It's just like the Midwest Dairy Association says, "Every conversation counts." Let's join the Innovation Center in keeping the positive dairy conversations going!

# Celebrate Dairy Month by sharing the facts!

**D**o any of the following dairy statements resonate with you and your dairy operation? You may want to adapt a few of these messages to your personal situation and use them to promote dairy all year long.

◆ “Did you know that milk is the No. 1 source of calcium for Americans and cheese is the No. 2 source? The milk from our farm goes into manufacturing premium specialty cheeses for Swiss Valley Farms and the Caves of Faribault.”

◆ “About 98% of all dairy farms are family-owned.” (Add in how many generations your family has been farming.) “Swiss Valley Farms is a farmer-owned cooperative.”

◆ “Milk doesn’t just stay on the farms. Where milk goes, jobs follow. As a Swiss Valley Farms member, I am a vital part of the job chain that starts at the farm and

moves to processing, distribution and retail.”

◆ “Dairy farm families are environmental leaders, doing their part by reducing, reusing and recycling. As a Swiss Valley Farms member, I do my part by (share an example of ways you do this on your own farm.)”

◆ “As a Swiss Valley Farms member, caring for my land, the air and the water is very important to me because my dairy is also my home. These best practices contribute to the well-being of future generations.”

◆ “As a Swiss Valley Farms dairy producer, I always do what’s best for my cows and their comfort.” (If you participate in the F.A.R.M program, you can note this.)

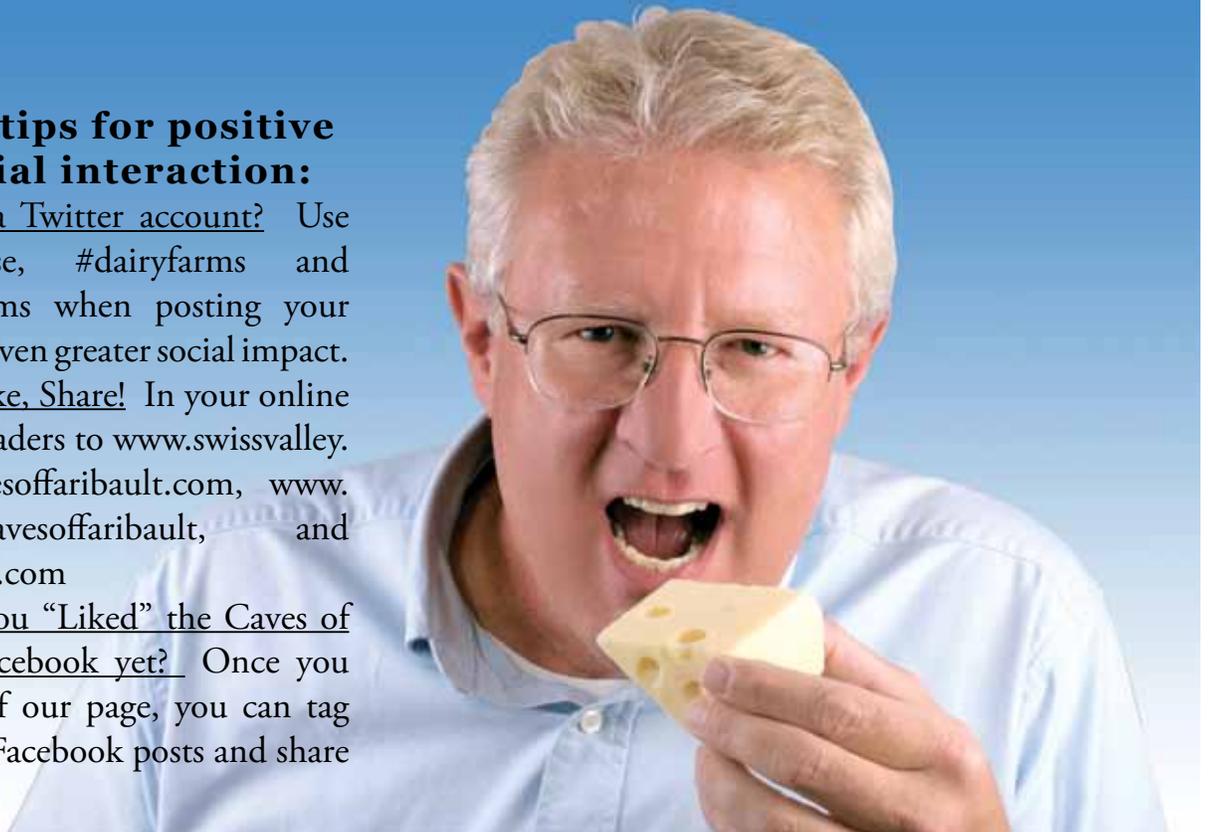
◆ “Swiss Valley’s slogan is “farmer-owned with pride.” This testaments to the immeasurable pride dairy farmers like me have for the dairy products we provide and the communities we serve.”

## Helpful tips for positive dairy social interaction:

◆ Have a Twitter account? Use #milk, #cheese, #dairyfarms and #SwissValleyFarms when posting your messages for an even greater social impact.

◆ Link, Like, Share! In your online postings, link readers to [www.swissvalley.com](http://www.swissvalley.com), [www.cavesoffaribault.com](http://www.cavesoffaribault.com), [www.facebook.com/cavesoffaribault](http://www.facebook.com/cavesoffaribault), and [www.cheesecave.com](http://www.cheesecave.com)

◆ Have you “Liked” the Caves of Faribault on Facebook yet? Once you become a fan of our page, you can tag us in your own Facebook posts and share content we post.



Voting at district meetings

## AT-LARGE CANDIDATES



**Keith Blake**  
*Davenport, Iowa*

**Wife** – Colette

**Daughter** – Caroline, 18

A graduate of Hawkeye Institute of Technology with a two-year degree in Farm Management.

Keith has been dairying for 30 years in the family corporation - KrisDel Farms - with brothers Roger and Randy.

They milk 180 Holsteins and farm on 750 acres.

Keith serves as a Swiss Valley Farms District Representative.



**Dan Duitscher**  
*Rolfe, Iowa*

**Wife** – Nancy

**Sons** - Derek, 16, Payton, 14

Milking 930 cows -- Holsteins and crossbred (Holstein/Jersey/Norwegian Red).

BS in Dairy Science Manufacturing - South Dakota State University – 1989, Minor in Economics. Joined brother and father at Dutchland Dairy in 2000.

Working on the farm is: Dean (father and a retired vet), Dave (brother, also a vet), mother Melvne does the books, Dave's wife Jolene handles payroll, Nancy helps with books.

Dan serves as a Swiss Valley Farms District Representative.



**Jay Stauffacher**  
*Darlington, Wis.*

**Sons:** Aaron, 20, Eric, 18

Jay operates Highway Dairy Farms LLC with his sister Jean.

They have a 620-cow herd and operate 2,500 acres.

Jay graduated from University of Wisconsin - Platteville with a double major in Finance and Marketing in 1989 and then joined his family's dairy operation. He has been on the Wisconsin Milk Marketing Board for 12 years with the last seven as Board Chair.

Jay serves as a Swiss Valley Farms District Representative.

**N**ominations for the second At-Large Director position were taken at the March Swiss Valley Farms District Rep meeting. On this page are photos and brief overviews of the co-op members who were nominated. This summer, the Board will submit questions to these candidates and their answers will be published in the November issue of the **Dairyman**. Co-op members will cast their votes for this At-Large Director position at their 2012 district meeting in December. Results of the election will be tabulated at the next Board meeting after the last district meeting is held and then announced to the membership.

*Mark & Nicky Rueth*

## **ROSEDALE GENETICS IS POPULAR STOP**

*by Nancy Feeney*

When Lavender Ruby Redrose-Red was named the 2011 Wisconsin Cow of the Year, a representative from the Red & White Dairy Cattle Association called her “the total package.” This “total package” moniker could well describe everything about Rosedale Genetics, Ltd. where Redrose was bred and reared.

Owned and operated by Swiss Valley Farms members Mark and Nicky Rueth, Rosedale Genetics, Ltd. in Oxford, Wis. could easily be a poster child for Wisconsin’s Dairyland. Over the past decade, this operation has grown into one of the premiere Holstein breeders in the industry.

As I see it, two events occurred that were critical to the formation of Rosedale Genetics.

First, in 1990 while working as a cow fitter at Indianhead Holsteins in Baron, Wis., Mark bought a cow named Stookey Elm Park Blackrose at a sale in Fond du Lac. “I was doing some work for Indianhead and had no farm, so I took Blackrose there,” Mark said. “The following year, Indianhead bought part of her.” A large, growthy heifer, Blackrose was twice named an All-American Cow and evolved into a legend in the Holstein industry. Besides being a huge star for Indianhead Holsteins, Blackrose



became the cornerstone for Rosedale Genetics, Ltd.

Second, in the winter of 2001, Mark first crossed paths with Nicky Reape at a dairy show in Fort Worth, Tex. where they were both working as cow fitters for different dairies. Nicky hails from northern New York and Mark from Jefferson, Wis. where they grew up on small dairy farms. Both were cow fitters with top skills and excellent reputations. Both had been on the road for several years plying their trade. Mark and Nicky soon discovered they were a well-suited pair and decided it was time to get off the road and start their own dairy together. They agreed

that Wisconsin was the place to be for a registered cow breeder, so they moved to Deerfield, Wis. in the fall of 2001 and started farming. They bought their Oxford, Wis. dairy in May of 2005 and began remodeled it to suit their needs.

The rest, as they say, is history. Rosedale Genetics is now one of the key stops on every Holstein breeder's list. The herd consists of 80 Holsteins and Red and White Holsteins. A neat-as-a-pin white stanchion barn holds 66 cows. Their out lots are roomy and clean with white

(STORY CONTINUES ON NEXT PAGE)



#### ON THE COVER:

Friendly cows line up beside Mark and Nicky Rueth on their Oxford, Wis. dairy called Rosedale Genetics, Ltd.

**On opposite page:** A striking farm sign greets visitors when they pull into the front yard of the dairy.

**At left:** A room is dedicated to the hundreds of trophies won by these cows over the years. A floor-to-ceiling trophy case displays their many World Dairy Expo awards.

**Above:** Nicky is surrounded in the cow lot by her beautiful Holsteins.

# “We believe in our breeding.”

--- Nicky Rueth



Mark and Nicky Rueth sit in front of the back wall of their trophy room.

fencing all around. Their cows graze on 36 acres of lush, green pastures. The clean, well-groomed cows are friendly and familiar with welcoming visitors.

“Lots of people come through here.” Nicky says. She noted their Oxford location is ideal as the nearby Wisconsin Dells bring in families on vacation and the parents want to come out and look at cows. The World Dairy Expo is another huge draw as well with visitors showing up a couple of weeks before and after the event. She says they usually have a TAG sale around Expo time. “Once people know where you are, they keep on coming.” Breeders often just show up on their door step unannounced and want to look around. They are always welcome.

Dairy enthusiasts come to Rosedale Genetics to see award-winning cows like Redrose. There is certainly no shortage of well breed stock to see. Over the years, Mark and Nicky have produced an incredible list of winning

Holsteins and they have an entire room dedicated to the hundreds of trophies and ribbons won by their cows. The room is overflowing with show ring memorabilia won by this impressive herd.

To name a few -- Paradise was Expo Grand Champion in 2002. Redrose was Supreme at Expo in 2005, making her the first and only Red and White Holstein to be Supreme at the Expo. Ideal was Supreme in 2006 and Redrose won again in 2007. Redrose’s black and white daughter was 3rd in Best Bred and Owned and as a junior 2-year-old at Expo and ended up High Honorable Mention All American.

“It’s always huge to have an elite cow,” Nicky says. “But it is a big bonus to have off spring do well. This creates huge interest in that family. We believe in our breeding.” All of their cows are self-raised in this closed herd. The cows have low somatic cell counts and good components to go along with their superior genetics.”

Selling embryos is a big part of their business plan. Mark entered the embryo business in the mid-90’s, and this continues to be a growth area for Rosedale Genetics. In 2009, former Wisconsin Governor Jim Doyle commended Rosedale Genetics in his annual Export Achievement Awards, which recognize Wisconsin firms that have achieved extraordinary results in international sales or have contributed to Wisconsin’s increased ability to compete in a global market. “Demand for Rosedale’s



top-shelf genetics has resulted in the sale of over 100 embryos to 12 different countries a year," the governor said. "The farm regularly hosts trainees from Japan, Australia, New Zealand and the Netherlands."

A great deal of their embryo sales are to Japan. Mark said one Japanese dairy regularly sends workers to Rosedale for a year of training. "The Japanese love their genetics," he said. Mark and Nicky take these trainees to as many dairy events as they can and show them other elite herds. "We expose them to a lot of dairy events in Wisconsin," Nicky said.

In the midst of a trophy room filled with row after row of impressive mementoes from state and national shows are a few items dedicated to the human equation in the herd -- Mark and Nicky.

Mark won the Arthur Klussendorf Memorial Award at the 2008 World Dairy Expo. This award goes to someone who is good at showing cattle, has good sportsmanship and showmanship, cow caretaking skills and is good at displaying cattle in the barn. In 2010 Expo, Nicky won the Klussendorf-MacKenzie Award, for her display of a strong work ethic, her total dedication to cattle care and her high level of accomplishments.

It seems this combination of cow skills, showmanship and dairy know-how found in Mark and Nicky Rueth is what completes the "total package" to be found in the barns and fields of Rosedale Genetics, Ltd.

## Need a new shirt or cap for spring?

### Check out the Swiss Valley Farms on-line clothing store.



**Go** to [swissvalley.com](http://swissvalley.com)  
**Click** on "Member"  
and "Merchandise"



**Explore** the wide variety of co-op branded apparel items.



**Find** your favorites . . .  
**Find** your size . . .  
**Shop** away!



*Public TV documentary*

## FILM SHOOT AT HILL-TON DAIRY

*by Nancy Feeney*

The Hamilton's must have some pull with the weatherman! After high winds pummeled their farm on Sunday and Monday, Tuesday dawned with sunshine, a blue sky and no wind at all. It was a perfect day for a film crew to show up and go to work. And that is exactly what happened on April 17th.

Holstein Association USA had selected Hill-Ton Dairy, the John and Evie Hamilton farm in Cuba City, Wis., to be the featured dairy in a short film being produced for Wisconsin Public Television. The purpose of the public television documentary is to focus on the future of dairying in Wisconsin and the role of the Holstein cow in that future as well as opportunities in dairying for young people, like John and Evie's 16-year-old son, Charlie.

Lindsey Worden, communications manager for Holstein Association USA, said when they were approached by Wisconsin Public Television for a suggestion of where to send the film crew, Hill-Ton Holsteins was top of mind.

The Hamilton's started milking with John's parents,

William and Marsha, almost 20 years ago. Marsha has since passed away and William is retired now, but still helps out when he can. The family milks 65 registered Holsteins outside of Cuba City. They have had a long and productive relationship with the Holstein Association USA. John and Evie received the Progressive Breeder of Registry Award from Holstein USA for the past 18 years and were honored with the Herd of Excellence Award by the national association in 2008. Evie, John and Charlie have bred or developed over 40 Excellent cows and 16 Gold Medal Dams. Charlie is active in 4-H, FFA and the Grant County Junior Holstein Association. He seems to have set his sights on a career in dairying with Holsteins.

Like Lindsey, John Meyer, CEO of Holsteins Association USA, was also on hand for the filming. Both he and Lindsey were interviewed during the day regarding the role of the Holstein breed in today's dairy industry and its future.

The two-person film crew arrived at 8:30 a.m. and filmed as the Hamilton's wrapped up the morning milking. After that, production director and interviewer John Holden and his cameraman Kevin Cook followed their film schedule right down the line, from barn to field to farm sign with Lindsey and Meyer alongside them all the way.

Not only did the weather cooperate, the cows did, too! Cows and calves seemed to know where they fit into the script as they were pulled from the barn and lead about the yard to fill in the background or foreground of various scenes and interviews.

Evie said that preparing for the big day was a lot of work and just thinking about it was a bit nerve wracking. "I wasn't really sure what we had gotten ourselves into," she said.

But as a witness to the day's activities, I can say that the results of their preparation will all be up there on the screen for the world to see. Realizing that not all members of the Holstein Association will have access to Wisconsin Public Television programming, Lindsey says she will see that the film is posted on-line for non-Wisconsin dairy fans to see.



Cameraman Kevin Cook kept the film rolling as the Hamilton's went about their daily chores or slowed down to be interviewed by John Holden. Below, John Meyer, CEO of Holstein Association USA, goes over a list of herd statistics with Charlie Hamilton while the cameraman focuses in for a tight shot. At the end of the filming, the Hamilton family gathered for a photo. Evie, William and John flank a seated Charlie.



# U.S. MILK SAFETY STANDS FIRM

*by Kent Lehs, Midwest Dairy Assn.*

The announcement of a BSE case in a California dairy cow in mid-April generated extensive coverage with more than 1,000 mainstream news stories and more than 45,000 mentions of “mad cow” and related topics on Twitter within a few days. USDA has been active on Twitter and in other social channels reinforcing the safety of the U.S. food supply and other credible voices have amplified the messages. Overall, the public appears to be accepting the message that the infected cow did NOT present a risk to the food supply or human health and that the mechanisms in place for protecting our food supply are effective. Furthermore, the safety of milk has not been called into question. For those reasons, the dairy checkoff remains committed to maintaining a response role to avoid heightening the connection to dairy.

One point of confusion is the definition of “atypical BSE.” The term simply means that the cow did not contract the disease from contaminated feed, and that its exact cause is unknown. “Typical” BSE, on the other hand, is transmitted to animals through feed that contains byproducts from other, infected cattle. We are keeping a close eye on the messaging of special interest groups that question the integrity of animal feed, and will counter misinformation in that realm if necessary.

For additional information about the situation and frequently asked questions, visit: [www.usda.gov/bse](http://www.usda.gov/bse).

Here are some important thoughts on the subject which could be shared with those you speak to:

- We are pleased that USDA’s system of safeguards has kept the U.S. food supply safe. The affected animal at no time presented a risk to the food supply or human health. It’s also important to reiterate that the U.S. dairy supply remains safe, because milk and milk products do not contain or transmit BSE.

- The World Health Organization (WHO), United Nations’ Food and Agriculture Organization (FAO), Food and Drug Administration (FDA) and other major health organizations have affirmed and reaffirmed that milk and milk products do not contain or transmit bovine spongiform encephalopathy (BSE, known as “mad cow disease”).

- Dairy farmers work with state and federal officials to maintain and monitor the health and well being of dairy cows.

- The U.S. Department of Agriculture (USDA) is always monitoring for BSE to make sure it is detected, and therefore, contained, as soon as possible.

- Dairy farmers are vigilant about what they feed cows and strictly follow the protective measures put in place to prevent the spread of BSE in the U.S.

- Throughout the initial and subsequent BSE investigations in the U.S. since December 2003, the safety of milk and dairy products has never been called into question.

## February milk output up 4.6% in United States

Milk production in the US during the month of February 2012 increased by 4.6% driven by strong dairy prices, according to United States Department of Agriculture (USDA). USDA reported that milk production in the 23 major states totaled 15.2 billion pounds, which represented an increase of 8.3% compared to February 2011. However, this figure was adjusted to 4.6% after factoring in last month's additional leap-

year day. Production per cow averaged 1,782 pounds in February, 117 pounds higher than the same month a year ago. February's milk output marks the 25th month in a row that milk production has grown on a year-over-year basis. California's milk output in February rose by 10.9%, Arizona's production increased by 11.9%, Colorado's climbed 12.2%, New Mexico's went up by 8.7%, Utah's 12.4% and Washington's 9%.

## MEMBERS ACHIEVE PERFECT SURVEY SCORES

### Cary and Jennifer Bierschenk

Cary and Jennifer Bierschenk of Van Horne, Iowa received a perfect score on their Cedar Rapids area survey. They milk a herd of 110 cows, mainly Holsteins, with a few Brown Swiss and a few Jerseys and one Milking Shorthorn. "The wife saw that cow and had to have it," Cary says.

This is their first perfect survey score. How did they get it? "We pay a lot of attention to all the details every week. We try to not get behind on cleaning. I have some really good people working here who are good at keeping it all clean," Cary says. "Also, when the inspector tells you to fix something, go fix it right away. If you put it off, you'll forget it."

The Bierschenk's have quite a few young workers on their dairy, in addition to their children, Ally and Zach. The young adults work a variety of part-time shifts. Cary says it is amazing they can keep it all straight.

Pictured from left to right in the front row are: Tom Kite, Joey Zweigart, Cary & Jennifer Bierschenk, Ally Bierschenk & Lynette Davis. Back row, left to right: Dale Kite, Zach Bierschenk & Scott Rathje.



### Jan and Dorine Boelen

Bear Creek Dairy LP of Brooklyn, Iowa received a perfect score on their recent survey. Jan Boelen and his wife Dorine milk 800 Holsteins three times a day with the help of nine employees.

Jan says he started this dairy in 2009 with 250 cows. This is Bear Creek's first perfect survey score.

### A Big "Thanks" After the Fire

Herme & Peggy Maier of Lazy M dairy, Stitzer, Wis. wanted to thank all the people who helped them get back on their feet after their December 12th fire. At 4 a.m., a fire erupted in their milking parlor and milk house. The Maier's moved their herd of 350 Holsteins to three other dairies while repairs were underway this winter.

Life didn't get back to normal until the cows came home to the newly built facilities on Feb. 1. In March, Lazy M hosted a "Thank you!" party for everyone who helped them move cattle, tend and milk the cows and rebuild their operation. Herme and his wife Peggy were particularly proud of a cake their local bakery made that was made to mimic their Swiss Valley farm sign.



# FIELD PERSONNEL & STATS

## Field Department & Procurement Division Directory

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

Office 563.468.6628  
Mobile 563.340.7943

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

Office 563.468.6640  
Mobile 563.320.4815

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

Office 563.583.7669  
Home 608.744.3515

**Jesse Chandlee** *Raw Milk Sales*  
136 East 6th St. • Coal Valley, IL 61240

Office 563.468.6668  
Mobile 563.663.1445

**Ron Brenner** *Field Supervisor*  
1817 Loomis St. • LaCrosse, WI 54603

Mobile 563.663.1573  
Office 608.781.5324

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

Office 563.583.7669  
Home 563.875.2059

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

Home 608.625.2045  
Mobile 608.386.6681

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

Office 815.938.2651  
Fax 815.938.9151

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

Plant 563.583.7669  
Home 563.876.3900

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

Office 319.352.5463  
Home 319.352.5015

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

Cell 608.732.8361  
Home 608.943.6240

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

Office 563.926.2363  
Home 563.926.2794

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

Office 563.422.5789  
Mobile 563.380.0393

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

Office 608.943.1172  
Cell 563.599.2400

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

Office 920.822.2933  
Mobile 563.663.1306

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

Mobile 563.599.2399  
Home 608.269.5452  
Fax 608.366.1772

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

ADAMS, DOUGLAS R.	77,000
ADAMS, LORRIE	77,000
ADAMS, PAUL J.	77,000
ALDINGER, ROGER	91,000
BARTH, DEANNA	78,000
BAUS, RON & MARY	83,000
BEACHY, NORMAN	52,000
BENNETT, JOHN & CHARLENE	46,000
BIERSCHENK, CARY & JENNIFER	57,000
BILL & LYNN VANDERHAM DAIRY	71,000
BREUCKMAN, CHAD	74,000
BRIMEYER, DANIEL & DEB	72,000
BRIMEYER, DEREK	72,000
BRIMEYER, JIM & MARY KAY	98,000
BROCKMEYER, PAUL	93,000
BRUNKEN, BENJAMIN E.	81,000
BUSY BEE ACRES, LLC	88,000
CAROLAN, KEVIN & DONNA	74,000
CHAPMAN, STEVEN & CHERYL	89,000
DREIER, RANDY D.	67,000
ENDRES, JOHN P.	65,000
ENDRES, JOSEPH E.	65,000
FASSBENDER, PAUL G.	56,000
FREMSTAD, JAMES H.	79,000
FRICKSON, ANDREW M.	69,000
GILBERTSON, LARRY	89,000
GOODMAN, MARK A.	85,000
HALL, LARRY & ROXANNE	89,000
HENDEL FARMS	54,000
HODSON-DIRKSEN FARMS LLC	79,000
HOFA PARK DAIRY FARM LLC	94,000
JELSMA DAIRY LLC	91,000
KETCHUM, ROBERT C & TERRI A	55,000
KOHOUT, KENNETH & ANITA	84,000
KOOPMANN, BRENT & CHAD	94,000
LAZY M FARM LLC	74,000
LINDSAY, BRIAN	90,000
LUDWIG, KRIS & SHARON	95,000
MACHIN, LLOYD	89,000
MAIER, EUGENE & JULIE	71,000
MARL LAKE FARMS LLC	98,000
MEIER, BRIAN	65,000

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

Farms	
0 - 100,000.....	9 %
100,001 - 200,000.....	35%
200,001 - 300,000.....	28%
300,001 - 400,000.....	15%
400,001 - 500,000.....	7%
500,001 and above.....	6%



## 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.

---

MEIER, MIKE & CHERYL	65,000
NOLT, WESLEY	88,000
NUNES, DARYL & PAM	71,000
NUNNIKHOVEN, LYLE	82,000
OPPRIECHT, RILLA F.	53,000
PAULSEN, MARK N.	87,000
PETERSON, PER K.	51,000
PINE RIDGE DAIRY LLC	89,000
ROSEDALE GENETICS LTD	75,000
SCHAEFER, JEFFREY G.	78,000
SCHAEFER, KURT	78,000
SCHAEFER, SUSAN	78,000
SCHUSTER, CHRIS	85,000
SCHUSTER, LEONARD	85,000
SCHUSTER, RONALD	85,000
SELKE, WALTER & WILLIAM	71,000
SEXTON FARMS	88,000
SIEGLE, SANDRA SCHREMPF	96,000
SIEGLE, STEVEN D.	96,000
TROYER, MERLIN	91,000
VALLEY VIEW DAIRY INC.	72,000
WILKE, DON	99,000
WILKE, JERRY	99,000
YODER, LEIGHTON	92,000
ZIERER, DEAN	90,000

*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).

Your copy of

# Dairyman



Post Office Box 4493  
Davenport, IA 52808

*Address Service Requested*

PRSR STD  
U.S. POSTAGE

**PAID**

Permit No. 141  
Davenport, IA

## Keep the 2013 Swiss Valley Calendar in Mind!

It's not too early to start taking photos for the **2013 Swiss Valley Farms Member Calendar**. Remember, a good calendar needs photos from all the seasons and spring is a grand time to take photos on the farm.

Get your cameras out and be on the lookout for photos that capture the essence of life on the farm. Keep in mind that photo quality and sharp focus are major considerations. A picture must be enlarged to 11" by 9" in order to fit on a calendar page, so large file digital photos are the best.

The deadline for submitting a photo is months off (September 30).

But start taking photos NOW! More information on how to submit your photos will be printed in future issues of the **Dairyman**.

