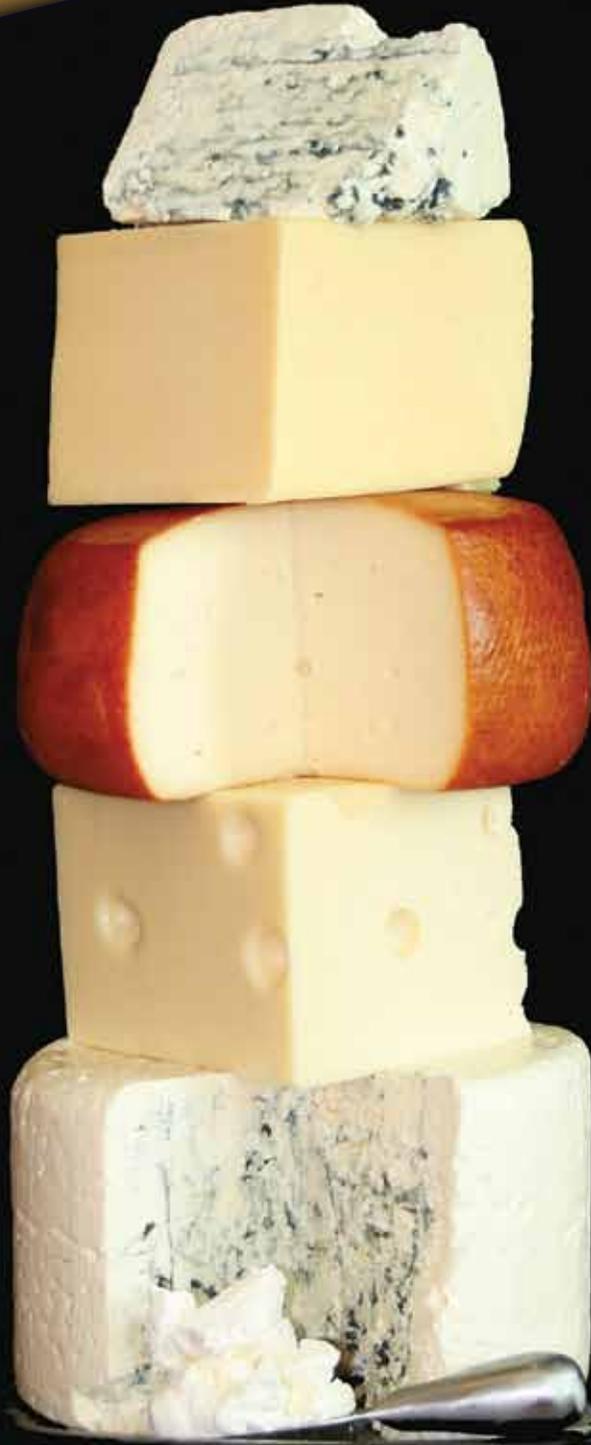


Dairyman

JUNE 2013



*AT SWISS
VALLEY
FARMS,
IT'S ALL
ABOUT THE
CHEESE!*





Where's the Cheese?

by Don Boelens

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Swiss Valley Farms
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As June Dairy Month rolls along, I am happy to proclaim that at Swiss Valley Farms, it's 'full steam ahead' with our cheese production. For this co-op, it is all about the cheese!

Our cheese production has increased and our quality has never been better. We are expanding into the production of new types of cheeses and our sales, both domestic and abroad, are on the rise. In fact, this year Swiss Valley will set a record in cheese exports!

It seemed a fitting tribute for June Dairy Month and to our co-op members who provide the excellent milk to these facilities to itemize what cheeses Swiss Valley Farms makes at which co-op facilities.

Luana:

This plant is back on track making well over 80% A and B 100-lb. blocks of Swiss. We are winning back old customers and picking up new ones.

We can't make enough of our sweet whey powder to fill all the demand for it, both in the U.S. and abroad. Our cream cheese and Neufchatel (a low-fat cream cheese) is made here. These cheeses have a strong following among U.S. food manufacturers. This year, our cream cheese exports have gone through the roof! Our Asian customers are particularly fond of it.

New at Luana is the production of 100-lb. blocks of Gouda, which is prime cheese indeed! Our Mexican customers, in particular, are very fond of it and exports there are going well.

St. Olaf:

St. Olaf, our small cheese-cutting operation located 13 miles south of Luana, is probably most famous for being the home of a real Swiss Valley crowd pleaser -- Smoked Swiss and



CEO Don Boelens

Baby Swiss. Here, 5 lb. wheels of Baby Swiss from White Hill Cheese in Shullsburg and cuts of natural Swiss from Luana are placed on shelves in a large smoke-curer. We don't dip our cheese in artificial liquid smoke like most companies. Instead, the cheese is sent through a natural smoking process, giving it a sharp hickory smoke flavor and orange rind color.

Mindoro:

This is where we make premium wheels of Danish-style Blue and Gorgonzola cheeses. Demand for this specialty cheese just continues to climb. Molded into 6-lb. wheels, this flavorful cheese is shipped to customers from coast to coast and as well as exported.

Faribault:

When the co-op purchased the Caves of Faribault in Minnesota almost three years ago, we increased our footprint in the national Blue cheese market. Here, Blue cheese wheels are produced using artisanal cheese making methods and then put into these famous sandstone caves where conditions are ideal for the curing and aging of this

Why, We're the Cheese!

cheese. Also, Wisconsin-made Cheddar and Gouda are put into these caves to age and acquire that value-added finish. These cheeses are sold to customers across America.

Blue cheese labels produced here are: AmaBlu®, AmaGorg® and St. Pete's Select®. Gouda's are Jeff's Select and St. Mary's®. Seasonal Blue cheeses include: Verdant® (using grass-fed milk) and Blues and Brews™, which is Blue cheese infused with local craft beers. Fini™ cave-finished Cheddar is also available.

Rochester Cheese:

Rochester Cheese is a wholly owned subsidiary of Swiss Valley Farms and continues to be a major profit center for this co-op. At the Spring Valley plant, they blend cheeses purchased elsewhere and turn them into a wide variety of custom-formulated products that are designed, manufactured and packaged for the specific needs of our customers. Varieties include cold-blended Club, process and enzyme-modified cheeses. Many of the products that are eventually made from these ingredients, such as soups and cheese crackers, can be seen every day on your local grocery store shelves.

Construction is now underway to convert part of the Rochester Cheese warehouse and offices in Rochester, Minn.

into a production site for Club and pasteurized process cheeses. Spring Valley will remain in an active capacity as a warehousing and production site.

Shullsburg:

Located in southwest Wisconsin, the Shullsburg cheese plant is the home of White Hill Cheese, Co. LLC, a joint venture between Swiss Valley Farms and Emmi-Roth Käse. Swiss Valley owns the facilities and supplies the milk in this venture. Emmi-Roth Käse runs White Hill Cheese, where they manufacture Baby Swiss, No-Salt Added Swiss and other Swiss varieties. The co-op bought this 24,000-square foot facility in 2005. Included in our property is a 50,000-square foot warehouse, which allows the co-op increased storage capacity for our many cheeses.

I'll be saluting June Dairy Month many times by enjoying some of these great Swiss Valley Farms cheeses.

Will you join me?

Faribault, Minn.

Blue Cheese
Gorgonzola
Aging of Gouda & Cheddar

Rochester, Minn.

Warehouse *
**Soon to be production site*

Spring Valley, Minn.

Club Cheese
Pasteurized Process Cheese
Enzyme-modified Cheese

Luana, Iowa

Swiss
Gouda Block
Cream Cheese/Neufchatel
Whey

St. Olaf, Iowa

Cut & Wrap
Natural Smoking

Mindoro, Wis.

Blue Cheese
Gorgonzola

Shullsburg, Wis. (joint venture with Emmi-Roth Käse)

Baby Swiss
Other Swiss varieties

Co-op members can purchase these cheeses by calling:

1. The Luana, Iowa plant cheese store at 563-539-7201.
2. Swiss Valley's Procurement Office at the Prairie Farms bottling plant in Dubuque. Phone 563-583-7669.
3. The Cheese Cave store in downtown Faribault at 318 Central Ave. N. Phone (507) 334-3988.
4. Or shop on-line at: www.cheesecave.com.

Davenport, Iowa

Corporate Headquarters

'Mr. Fuss Budget' Kept SCC Counts Low

by Nancy Feeney

There is something noble about striving for perfection every day at your job. It is satisfying when that perfection is measured week after week, month after month. Sheldon P. (Paul) Pfister's measurement could be seen monthly in the Swiss Valley **Dairyman** in the skinny column of names of co-op members who achieve under 100,000 somatic cell count averages. There was a 34,000 SCC in April, a 28,000 in March and a 25,000 in February. The count hovered around 82,000 over the winter.

These stellar numbers represent a dairying career filled with pride, hard work and persistence. Along with the love of his wife Mavis and his children and grandchildren, Paul possessed all of this in his 34-year dairying career.

This career began in 1979 with 18 cows purchased with his profit-sharing money from 10 years as a welder in Milwaukee. Paul and Mavis started farming on his father's place just outside of Wisconsin Dells. They were on their way. "We learned a lot from experience and the farm courses Paul took at Madison Area Technical College in Portage,"

Mavis says. "There was also a long list of people who helped us along the way."

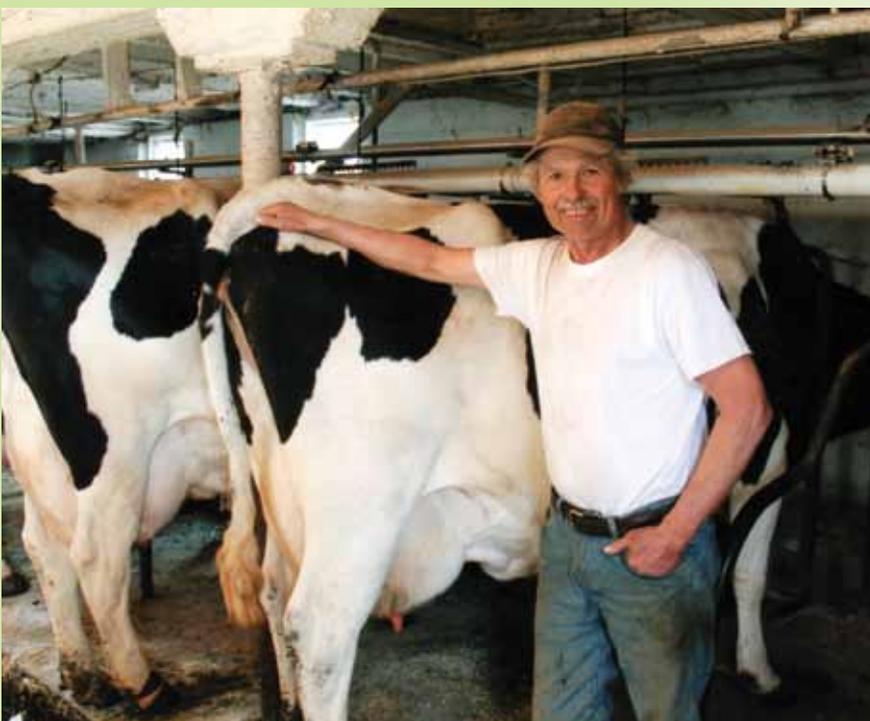
In five years, they built their herd up to 33 cows and bought their own place a quarter of a mile down the road. Mavis will never forget moving day. "We walked those cows right down the road. Neighbors lined the road to watch and help us direct them into their new barn. It was quite a sight!"

They soon realized they had a major stray voltage problem on the new farm when their SCC counts began to soar, doubling with every milk pickup. This was followed by months of struggling with the problem, getting help from multiple outside sources and seeing over half of their herd decimated.

"We would have the vet here two or three times a day," Paul says. "We had to i.v. the cows to keep them alive." Months later, the problem eventually improved with the installation of an electronic grounding system and Paul and Mavis built the herd back up to 33 cows, mainly with home-grown replacements, and they got their SCC down.

Maintaining such a low somatic cell count for years on end obviously came with great discipline. Mavis called Paul

(ARTICLE CONTINUES ON NEXT PAGE)



Paul Pfister took pride in his milking routine and in keeping his cows clean. The payoff was happy cows and an extremely low somatic cell count.

Grandsons Henry, Jacob and Oliver Pfister spent many a fun day on Grandpa and Grandma's farm.

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"Mr. Fuss Budget" when it came to his milking routine. "You don't want to milk with him!"

He had his own routine and firmly believed in not over-milking the cows. He milked in a stanchion and had learned to listen to his milking equipment. "There was a little whizzing noise that comes when the volume of milk goes down. I just took off the inflations right then." He also only stripped one squirt from each teat. "Mavis liked to squirt three times. You get less mastitis my way. I used to give her hell all the time about that," Paul says. "She got used to it."

Paul was a big fan of sand bedding. "Cows lay down on freshly bedded sand. We bedded them every six days or so this past winter."

Paul believes cleanliness is the name of the game if you want a low SCC. "The cleaner the cows, the better things go."

"I never housed cows in a tie stall facility. Cows need to be in the free stall barn." He says he kept the cows inside at night and let them out in the pasture during the day. "Keeping them inside a free stall at night kept them clean."

"Paul was always the driving force behind the farm and the dairy cows," Mavis says. "The rest of us pitched in, but always under his watchful eye. And he never missed a thing, from milkers left on too long, cows calving, cows in heat or even a spot of hay a cow missed."

"His days were always full of farm chores, like cleaning and straightening up the sand in his free stall barn several times a day, grinding feed, cleaning up and feeding his young stock, planting and harvesting his corn, beans, oats and hay."

Paul and Mavis raised their three sons on the dairy -- Curtis, Jeremy, Jonathan. All of them helped out with chores while they were home but they all work off the farm now. Mavis says they have spent many happy hours babysitting their grandchildren on the farm.

Paul's dairying career came to a halt this spring when health issues caused him and Mavis to abruptly change the focus of their lives. A herd sale quickly followed, but not before their daughter-in-law Erica took photos of Paul with his cows. Some of these photos are included here.

"We are so grateful for the 34 years we had as dairy farmers," Mavis says. "We enjoyed the lifestyle and the cattle and all the people that came into our lives. We had a wonderful place to raise our sons."

Swiss Valley Farms will miss Paul and Mavis, too, and we wish them all the best. Get well, Paul!

Let's Salute . . .

2013 CO-OP SCHOLARSHIP WINNERS

Every year, Swiss Valley Farms gives out eight scholarships to its members' children who are attending colleges and technical schools. Five of these scholarships are for students pursuing agriculture-related degrees with the rest going to students seeking degrees in other fields.

Judging this year's scholarship entries was Paula

Meabon from Wattsburg, Penn. Paula is a dairy producer and a strong dairy advocate who enjoys helping young people. She spent six years on the National Dairy Board where she served as treasurer, vice chair and chairman. Paula was recently seated on the Board of the Center for Dairy Excellence Foundation of Erie County, Penn.



Aaron Berg, lacrosse, wis.

Here are the winners of this year's Swiss Valley Farms College Scholarships:

Aaron Berg, LaCrosse, Wis.

is the recipient of a \$1,000 Swiss Valley Farms scholarship for an agriculture major. Aaron is the son of Swiss Valley Farms members Jeff and Johanna Berg and a 2013 graduate of Luther High School in Onalaska, Wis. This fall, he will begin studies at the University of Wisconsin — Madison in the Farm and Industry Short Course. Aaron is a member of the Junior Holstein Association and is involved in dairy judging and showing cattle at county and state fairs. He says it was his parents, and most of all his dad, who got him involved in agriculture. "Dad was born and raised on a dairy farm just like me. I want to be just like him." He has set a goal to expand his family's farm and become one of the top producers in LaCrosse County.

*"That's what **motivates me**, knowing that as a **dairy farmer**, I am **providing food to many people.**"*

~~~ Aaron Berg



**Mariah Schmitt**  
fort atkinson, iowa

#### **Mariah Schmitt, Fort Atkinson, Iowa**

is the recipient of a \$1,000 Swiss Valley Farms scholarship for an agriculture major. Mariah is the daughter of Swiss Valley Farms members Carl and Terry Schmitt and a 2013 graduate of Turkey Valley High School in Jackson Junction, Iowa. This fall, she will attend Iowa State University where she will begin her studies in Dairy Science and Public Service and Agriculture Administration. Mariah is very active on her family's farm. She also is the 2013 Winneshiek County Dairy Princess, as well as being active in FFA and 4-H. "I am very passionate about the marketing aspect of agriculture as well as the dairy industry. I would like to find a job where I can improve the dairy industry by making it more efficient, profitable and stronger for future generations."

### Taylor Runkle, Kent, Ill.

is the recipient of a \$500 scholarship from Swiss Valley Farms for agriculture studies. Taylor is the daughter of Swiss Valley Farms member David Runkle and a 2013 graduate of Pearl City High School. Taylor has been involved in 4-H since 2002 and was an FFA member in high school. She has helped her dad milk cows and feed calves and heifers for years. In the fall, she will attend the University of Wisconsin in Platteville where she plans to major in Agronomy Horticulture. Taylor says when someone asks why she wants to go into the agronomy field, she simply replies, "I picked this field because I can't see myself in any other field besides a corn field."



**Taylor Runkle,** kent, ill.



**Nicole Engelken,** earville, iowa

### Nicole Engelken, Earlville, Iowa

is the recipient of a \$500 scholarship from Swiss Valley Farms for agriculture studies. Nicole is the daughter of Swiss Valley Farms members Tom and Cherrie Engelken and a 2013 graduate of Maquoketa Valley High School in Delhi. In the fall, she will attend Iowa State University to study Dairy Science and Pre-Vet. While in high school, Nicole was an active FFA member and president during her senior year. In 4-H, she participated in dairy quiz bowl and dairy judging teams. She was as the 2012 Delaware County Dairy Princess. In February, she was chosen the 2013 Iowa Holstein Princess. During all of this dairy promotion work, Nicole has continued to work hard on her parent's dairy where she is the head calf feeder and records keeper as well as a regular milker. "The love that I have for the Dairy Industry has encouraged me to pursue my career of becoming a mixed animal vet specializing in dairy."

JUNE 2013



**Nicole Vlasak**  
elroy, wis.

### Nicole Vlasak, Elroy, Wis.

is the recipient of a \$500 scholarship from Swiss Valley Farms for agriculture studies. Nicole is the daughter of Swiss Valley Farms members Steven and Sherry Vlasak and a 2010 graduate of Royall High School in Elroy. She was an active FFA member and was the 2010 Elroy Fairest of the Fair. In the fall, Nicole will be a senior at the University of Wisconsin in Platteville where she is majoring in Animal Science with a dairy emphasis. "For me, it is so very exciting to be able to pursue doing something that I love with great passion. Being able to work with cows and focus on herd health to produce quality milk for consumers is very important to me."

page 7

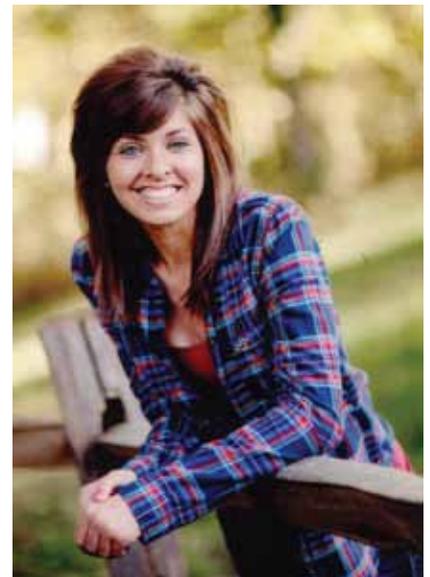


**Aaron Stauffacher**  
darlington, wis.

**Aaron Stauffacher, Darlington, Wis.**

is the recipient of a \$500 Swiss Valley scholarship for a non-agriculture major. Aaron is the son of Swiss Valley Farms member Jay Stauffacher and a 2010 graduate of Darlington High School. He currently attends the University of Wisconsin in Stevens Point and is pursuing degrees in Economics and Political Science. Aaron is an eight-year participant in 4-H. He attended the Professional Dairy Producers of Wisconsin Youth Leadership Derby for four years. Active in Boy Scouts, he achieved the Life Scout rank in 2007. "I have always helped my dad on the farm, but had more of an impact about the time we joined the co-op in 2007 after a fire in our parlor. I was the go-to guy when it came to working cattle, milking and other cow care responsibilities when we moved into our new barn."

**Becca Brimeyer**  
sherrill, iowa



**Becca Brimeyer**  
Sherrill, Iowa

is the recipient of a \$500 Swiss Valley scholarship for a non-agriculture major. Becca is the daughter of Swiss Valley Farms members Richard and Judy Brimeyer and a 2013 graduate of Hempstead High School. This fall, she will attend Wartburg College in Decorah to pursue a degree in Business Administration and Management. A member of the Riverside Achievers 4-H Club, Becca has shown dairy and beef cattle at the Dubuque County Fair for nine years. She was president of her 4-H chapter during her senior year. "Working on the family farm has motivated me to enter the business field, but has also sparked many interests. It has taught me good work ethic along with how to multi-task and work independently. I plan to work hard every day so I can work my way up the ladder and hold a management position."



**Jacob Landis,** sterling, ill.

**Jacob Landis, Sterling, Ill.**

is the recipient of a \$500 Swiss Valley scholarship for a non-agriculture major. Jacob is the son of Keith and Lois Landis and a 2011 graduate of Sterling High School. He attends Eastern Mennonite University in Harrisonburg, VA where he is pursuing a degree in Bible and Ministry with a minor in Environmental Sustainability. From 2004 to 2011, Jacob participated in 4-H and was a Junior Leader during his junior year of high school. "I have worked on our farm ever since I could walk. I started feeding calves, and then eventually moved up to milking cows and driving tractors." Over the years, Jacob has helped out on several other farms in his neighborhood. After graduating from college, he sees himself farming at home and hopefully having a leadership role at his home church.

# Farmers Shifting Their Gears

by Roger T. Williams  
UW-Madison/Extension professor emeritus

Many farmers want to cut back on their farming operation as they get older. They don't want to walk away from the farm or retire completely, but they do want to "shift gears", to scale-back their involvement in farming so they have more time to enjoy life and cash in on the fruits of their labor.

Scaling back often involves transitioning the farm to younger farmers—their own children or others who are willing to assume the farming responsibilities. A key issue is readiness: their own readiness to step back from the day-to-day responsibilities of farming and readiness of younger farmers to take on these responsibilities. Getting these two "planets" to align at the same point in time can be a tricky thing. It requires sound planning and good communication.

**Planning:** Scaling-back and transitioning your farm to the next generation is a complex process. It involves careful planning related to the following seven issues: 1) Financial viability of the farm (Is there sufficient income for both parties?); 2) Financial arrangement (How will the transition be financed?); 3) Legal arrangement (What legal arrangement will be used?); 4) Management/labor decisions (Who will be making decisions and providing labor as the transition evolves?); 5) Personal/business relationship (Do you want a close, personal relationship or more of a business relationship as the transition proceeds?); 6) Identity as a farmer (What will you do with your life as you let go of your farming identity?); and 7) Relationship with your spouse (Your relationship with your spouse will change; how can you make it better?). It's important to give some thought to each of these issues, then involve the younger family/families in this planning. This is where good communication becomes critical.

## Communication:

Trust is the most important factor in



Roger Williams

(ARTICLE CONTINUES ON PG. 15)

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# Perfect survey scores all over!



**Kunkel Farms Partnership** of Cuba City, Wis. received a perfect score on their recent Grant County survey. Tom Kunkel, right, stands next to his employees. From left, they are: Dan Busch, who handles the feed, and milkers Jose Perez and Camilo Mendes. The crew milks 200 cows three times a day in a double-8 parallel parlor. Their SCC averages around 110,000. Tom says they are trying hard to get it under 100,00, but just can't make it. Tom started milking with his father Norman 30 years ago. Norman still helps out in the operation.



**Dutchland Dairy** in Rolfe, Iowa recently achieved a perfect survey score. Dutchland consists of brothers Dan and Dave Duitscher farming with their father Dean. The Duitscher family milks over 900 Holsteins and crossbreds (Holstein/Jersey/Norwegian Red) on their 1,000- acre farm. Dan and Dean posed for a photo in the milking parlor with several of their employees. From left to right, they are: Lynn Plantz, Kelley Boeckholt, Dan, Dean and Enrique Negrete.



**Tukker Dairies** of Rolfe, Iowa just received a perfect survey score. Owners Johan and Jolanda Koezen have a herd of 400 Holsteins & crossbreds (Holsteins & Fleckvieh) along with another 50 head of dry cows. The couple have two children, son Mark, 13; and daughter Manon, 11, who help them out a little in the dairy. They have been dairying in Rolfe for six years. Here, Johan and Jolanda stand with their employees in the milking parlor. They are, from left to right, Ramon Vega, Johan and Jolanda, Moises Aragon and Lucia Mendez.



**Robert and Joyce Hillers** farm with their son Jeffrey and his wife Jessica. Together, this family milks 80 Holsteins on their dairy in Colesburg, Iowa. The Hillers were delighted to receive a perfect score during the Dubuque survey. Grandchildren Tim and Rebecca enjoy helping out in the dairy after school. Jessica says that keeping things clean and organized every day is important when it comes to getting a perfect score. The Hillers also had a perfect score two years ago.



**Richard and Judy Brimeyer** of Sherrill, Iowa, received a perfect score on their recent Dubuque survey. They milk 150 Holsteins with their son Matthew, 27, and also get help from their daughter Becca, a high school senior. In this photo, they are from left: Becca, Matthew, Judy and Richard.



**Blanchard Dairy LLC** in Charlotte, Iowa recently received a perfect survey score. Mitzi Blanchard and her sons run the 800-cow dairy, milking three times a day in a double-12 parallel parlor. Mitzi is proud that they are the 3rd and 4th generations working on the dairy along with 14 full-time employees. Pictured here are Mitzi standing with her sons: B.J., Ben, Brian and Brent.



**Melanie Junk** of Epworth, Iowa received a perfect score on the Dubuque survey, making it her first perfect on a state survey. Melanie says she was raised on a dairy and has had her own dairy for five years. She milks 75 Holsteins and Red and Whites with the help of a high school hired hand and her 4-year-old son Keaton. Her husband Jeremy works off the farm. How do you get a perfect survey score? "Our barn needs to be clean enough that a 4-year-old can eat, sleep and play in it!"



**Dennis Koltes** and his son Kevin farm together and milk 110 Holsteins in Sherrill, Iowa. They recently received a perfect score on the Dubuque survey. How do you achieve a perfect score? “Do a little cleaning every day,” Dennis says. Dennis’ mother, Shirley, and his wife, Bonnie, also contribute to their dairy-loving lifestyle.



**Kris-Del Farms** in Davenport, Iowa received a perfect survey score in the Dubuque survey. This family operation was started by Kris and Delores Blake, who later on farmed with their sons, Roger, Keith and Randy. Keith and Roger run the dairy operation where they milk 190 cows. “We’ve received plenty of 99’s in the past, but never a 100,” says Keith Blake. The brothers stand with their employees in this survey photo. From left to right, they are: Steve Moen, Roger, April George and Keith.



**Paul and Bill Schmitt** of Durango, Iowa received a perfect score on the Dubuque survey. These brothers have been farming together all their lives, starting out with their father, Clement Schmitt. They currently milk 38 Holsteins. Bill says, “We try to keep things clean all the time. You’ve got to keep up on it or it gets ahead of you.”



**Kauffmann Dairy** in Farley, Iowa also received a perfect score in the Dubuque survey. Rick and his wife Luann dairy with their son Jerry and his wife Stephanie. The family milks 180 Holsteins on the 320-acre farm. Here, the Kauffmann’s pose with the farm’s newest additions, grandchildren Elizabeth, 2, and Emalee, two months.

# Included in Top 100 Minnesota Herds

Four Swiss Valley Farms co-op families from Minnesota were recently honored to be included among the top 100 dairies with the lowest SCC in 2012 in that state.

“All the candidates were at or below 97,000 this year! Amazing!” says Elaine Santi, Dairy Inspection Supervisor

for the Minnesota Department of Ag - Dairy & Food Inspection Division.

The four dairies are: Roger Aldinger, Winona; Hendel Farms, Caledonia; Robert Ketchum, Utica and William Selke, Dakota.

Congratulations!



Robert and Terri Ketchum of Utica, Minn. milk 120 Holsteins. The Ketchum's somatic cell is consistently below 100,000, usually in the 60,000 range. They have been national quality award winners three times in the past. Here, Robert stands with his employee Holly Kurth.



William and Sue Selke of Dakota, Minn. milk 230 Holsteins and average 78,000 a year on their somatic cell. The Selkes were quick to praise their milking crew, which consists of daughter Rachel Selke, along with Josh Hongerholt, Joe Hongerholt, Jason Hackbarth, pictured here. The Selke Farm has received 23 years of quality awards from Swiss Valley.



Brothers Matt and Karl Hendel of Hendel Farms operate their 330-cow dairy in Caledonia. Hendel Farms has collected Swiss Valley milk quality awards for 27 years and their somatic cell averages in the 60,000's. They have 10 employees. Here, Matt is pictured at with his wife, Pam and daughters Hannah, Lauren and Sydney, in front.



Roger and Teresa Aldinger dairy with their family in Winona, Minn. They milk 66 Holsteins and their somatic cell runs from 68,000 to 89,000. They are 19-year Swiss Valley milk quality award winners. The couple gets lots of help from their daughters: Adrianna and Hannah. Roger's father, Allan, helps with feeding and field work. Roger says he also has two high school boys working part-time.

swiss valley farms

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

|                                 |        |
|---------------------------------|--------|
| ALDINGER, ROGER                 | 89,000 |
| BAILEY, MICHAEL & JEAN          | 85,000 |
| BAUS, RON & MARY                | 74,000 |
| BEACHY, NORMAN                  | 58,000 |
| BENNETT, JOHN & CHARLENE        | 65,000 |
| BILL & LYNN VANDERHAM DAIRY     | 74,000 |
| BREUCKMAN, CHAD                 | 73,000 |
| BRIMEYER, DANIEL & DEB          | 74,000 |
| BRIMEYER, DEREK                 | 74,000 |
| BROCKMEYER, PAUL                | 81,000 |
| BUSY BEE ACRES, LLC             | 89,000 |
| CAROLAN, KEVIN & DONNA          | 95,000 |
| DIESING, PATRICIA A.            | 95,000 |
| DIESING, RANDALL                | 95,000 |
| ELMHORST, MICHAEL & EVANGELINE  | 85,000 |
| FASSBENDER, PAUL G.             | 95,000 |
| FISCHELS, JEFF J.               | 96,000 |
| FISCHER, TOM                    | 91,000 |
| FRICKSON, ANDREW M.             | 71,000 |
| GORHAM, FLORIEDA                | 85,000 |
| GRAND CENTRAL JERSEYS LLC       | 76,000 |
| GUDEX, TONY                     | 39,000 |
| HEATHERSTONE ENTERPRISES        | 88,000 |
| HENDEL FARMS                    | 59,000 |
| HESSENIUS, CRAIG                | 89,000 |
| HIGHWAY DAIRY FARMS LLC         | 95,000 |
| HODSON-DIRKSEN FARMS LLC        | 99,000 |
| KETCHUM, ROBERT C & TERRI A     | 81,000 |
| KLUESNER, LEO J & JULIE         | 68,000 |
| KOHOUT, KENNETH J. & ANITA K.   | 66,000 |
| LASKA, RICHARD & CAROL          | 89,000 |
| MARDORF, CLIFFORD               | 98,000 |
| MARDORF, LESLIE LEE             | 98,000 |
| MEIER, BRIAN                    | 56,000 |
| MEIER, MIKE & CHERYL            | 56,000 |
| MILLER, MERLYN W.               | 98,000 |
| PEARCE, RICHARD J.              | 86,000 |
| PFISTER, P. SHELDON             | 34,000 |
| PRIER, DONALD                   | 58,000 |
| SCHAEFER, JEFFREY & SUE         | 53,000 |
| SCHAEFER, KURT                  | 53,000 |
| SCHMITT, JAMES & LORIE          | 86,000 |
| SCHMITT, ALAN DBA RAND-AL FARMS | 91,000 |

welcome

## NEW SWISS VALLEY FARMS MEMBERS

**TRIPLE B DAIRY**  
Benton, Wis.

**WAYNE D. SWIGGUM**  
Cashton, Wis.

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

|                        |     |
|------------------------|-----|
| Farms                  |     |
| 0 - 100,000.....       | 8%  |
| 100,001 - 200,000..... | 36% |
| 200,001 - 300,000..... | 27% |
| 300,001 - 400,000..... | 19% |
| 400,001 - 500,000..... | 7%  |
| 500,001 and above..... | 3%  |

# Text 'em To Me *Shifting Gears* \_\_\_\_\_ *Cont. from Pg. 9*

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 our producer number and your cell phone number and cell phone provider to [tim.genthe@swissvalley.com](mailto:tim.genthe@swissvalley.com).

## Classified Ad:

Have something you want to sell? Are you trying to locate a particular item?

Classified ads in the Dairyman are free to Swiss Valley Farms members. Just e-mail your ad to: [nancy.feeney@swissvalley.com](mailto:nancy.feeney@swissvalley.com). Or mail it to: Swiss Valley Farms, Nancy Feeney, P.O. Box 4493, Davenport, Iowa 52808. Deadline is the 20th of the month. Be sure to include your member number.

|                             |        |
|-----------------------------|--------|
| SCHUMACHER, PAUL & JENNIFER | 78,000 |
| SELKE, WALTER               | 54,000 |
| SELKE, WILLIAM              | 54,000 |
| STAUFFER, TITUS             | 76,000 |
| TRANEL, DAN J.              | 83,000 |
| TROYER, MERLIN              | 69,000 |
| VALLEY VIEW DAIRY INC.      | 94,000 |
| WIKMAN, JOHN & JUDY         | 84,000 |
| YODER, LEIGHTON             | 93,000 |

good communication and trust involves four critical elements: 1) Respect (Respecting the intelligence, talents, contributions and schedules of each person in the transition); 2) Responsibility (Each person takes their “fair share” of responsibility for the farm operation and transition); 3) Active listening (Actively listening to the thoughts of others and the feelings behind the thoughts); and 4) Honest sharing (Sharing your hopes, wishes, goals and expectations in caring vs. hurtful ways).

It's important that the older farmers convene an initial meeting to talk about the transition. And it can be helpful if they begin the meeting by acknowledging the difficulty of talking about the issue...this helps to set everyone at ease! Then, it's important to honestly share your hopes, goals and expectations, to attentively listen to concerns of others, and to do problem-solving to find win-win solutions for everyone involved. Once issues have been thoroughly discussed, it's important to write up an agreement that meets the needs of both parties.

If you are interested in scaling-back your farming operation, you can E-mail me ([rtwillia@wisc.edu](mailto:rtwillia@wisc.edu)) and I will send two papers I've written on the topic:

- *Farmers Shifting Gears: Readiness, Planning and Communication*
- *Farmers Shifting Gears: What is your Legacy?*

## 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.

Your copy of

# Dairyman



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Davenport, IA

## JUNE DAIRY MONTH SALUTE BENEFITS “FEEDING AMERICA”

Midwest Dairy Association’s **June Dairy Month** effort will center on promoting views of their *“Feedin’ a Nation”* video introduced last month. For each view of the video, Midwest Dairy will contribute \$1 to Feeding America, up to \$20,000 as an investment in their partnership with this organization.

To see this fun video, go to:

<http://www.youtube.com/watch?v=Ss2XGxblNZY>

