

Dairyman

NOVEMBER 2014



Great Results Meant Big Smiles
at NMPF Dairy Summit



Sign Up Now For MPP!

by Don Boelens

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 Cooperative**

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If I could give one piece of advice to our co-op members, it would be this -- don't let the past year's record high milk prices lull you into thinking you don't need to sign up for the Margin Protection Program. It surely means you need it all the more.

Every dairy producer knows from experience that what goes up must come down and milk prices are no exception. Predictions for next year's prices are already looking pretty grim.

Now is the time to enroll in this Farm Bill safety net called the Margin Protection Program, which was designed by NMPF employees and board members to help America's dairy farmers survive a stretch of low milk prices. Secretary of Ag Tom Vilsack announced at the NMPF annual dairy summit that the Department of Agriculture extended the MPP sign up date to Friday, December 5th, to ensure that dairy producers have time after the Thanksgiving weekend to sign up for the new dairy safety net. NMPF had asked USDA to consider an extension, because November 28, the previous deadline, is "Black Friday."

Please don't wait until the last minute to make your decision. Put some planning and thought into your choices. Think of the MPP as another form of necessary insurance for your dairy operation. Do you think twice about insuring your free



CEO Don Boelens

stall barn from a fire or tornado? What about your tractors or your milking equipment? Through this new Farm Bill program, you are being offered a way to insure that your profit margin isn't destroyed by forces beyond your control. It is up to you to review all the options and decide on what level of insurance you want to contract for.

Need help calculating what coverage levels would be best for your operation? There's an MPP calculator at: www.futurefordairy.com. Developed by NMPF, this calculator allows you to enter your own milk production and commodity price data to gauge the program's likely impact on your operation. Also on this site is a video presentation that walks producers through the basics of the

(ARTICLE CONTINUES ON PG. 5)

NMPF Provided Big Wins & Timely Info

It is always a great day at the National Milk Producer Federation's annual Dairy Summit when Swiss Valley Farms cheeses place well in the cheese competition. Swiss Valley Farms and Caves of Faribault took home eight awards, including a sweep of the Swiss category (for the third consecutive year in a row!) Ten cooperatives from across the country submitted over 100 cheeses in this year's contest. Congratulations to the Swiss Valley cheese plants and to our co-op members who provide the quality milk that goes into making these award-winning products.

In the Swiss category, Swiss Valley Farms dominated with a 1st Place entry of Baby Swiss (99.50), a 2nd Place entry of Maasdam (99.30) and a 3rd Place entry of Swiss (99.20), all from Luana.

Also from Luana, Smoked Maasdam took 1st Place (99.20) in the Unique or Flavored category, and coming in 3rd was Gouda Plus (98.80). Last but not least, Luana's Cream Cheese placed 2nd (98.50) in the Open Class.

Caves of Faribault received two awards in the Hard & Mold Ripened category - AmaGorg Gorgonzola took home 2nd Place (99.40) and St. Pete's Select Blue Cheese came in 3rd Place (99.20).

Swiss Valley Young Cooperators participated in the national program. Chris and Emily Frieders from Janesville, Wis. and Brock and Nelda Bailey from Tomah, Wis. listened to several speakers

on topics affecting them in the dairy industry. Dr. David Kohl, professor emeritus from Virginia Tech, spoke on what the YC'ers would need to be a part of the future of dairy farming. (See Pg. 5 for more insights from Dr. Kohl's presentation.)

Swiss Valley Farms member Carrie Mess, Johnson Creek, Wis., made a presentation on her life as 'Dairy Carrie' and her popular dairy advocacy blog. She encouraged the YC'ers to become dairy 'advocates' and speak up for dairy either online or in person in their communities. "We need to educate people about farming. The one-on-one conversation is where change happens."

Swiss Valley Farms Board chairman Pam Bolin, Clarksville, Iowa, along with Board members Patrick Schroeder, Lancaster, Wis., and Donald Berlage, Elizabeth, Ill., represented the co-op at these meetings. Schroeder and Berlage attended the NMPF Board meeting that was held before the summit's opening.

Along with the YC'ers, these Board members heard an address by Secretary of Agriculture Tom Vilsack where Vilsack officially announced the extension of the MPP sign up deadline to Dec. 5.

ON THE COVER: The decorated cheese tables at the Dairy Summit are always a thrill to see. **On this page:** NMPF CEO Jim Mulhern, left, and NMPF Chairman Randy Mooney, right, joined Swiss Valley Farms attendees at the co-op's table. From left to right: Mulhern, Swiss Valley CEO Don Boelens, District 2 director Donald Berlage, Elizabeth, Ill.; Swiss Valley Board Chairman Pam Bolin from District 9, Clarksville, Iowa; Patrick Schroeder, District 1 director from Lancaster, Wis. and Mooney.





At NMPF Dairy Summit

YC'ers Participate in Diversified Program



The NMPF Young Cooperator Program started a day before the Dairy Summit was called to order and featured a variety of dairy industry-related speakers. **Above:** YC'ers Brock and Nelda Bailey pulled out their i-Pad to call up the web and participate in DMI rep Don Schindler's workshop on how to use (or not use) Twitter.



At right: Dairy Carrie, a popular dairy blogger, gave YC'ers insights into how to speak one-on-one with consumers about what dairy farming is really like.

Below: A YC outing included a night at the Austin Dude Ranch, which featured dancing and armadillo races. Swiss Valley YC'ers Chris and Emily Frieders are seen here getting set up with armadillos so they can compete against each other in a race.

Bottom: The YC'ers gathered around the Swiss Valley Farms cheese table with Procurement V.P. Chris Hoeger. From left they are: Chris and Emily Frieders, Janesville, Wis., Hoeger, Nelda and Brock Bailey, Tomah, Wis.



Dr. Kohl Takes a Look at Future Dairy Trends

Here are some excerpts from Dr. David Kohl's talk to the Young Cooperators at the Dairy Summit held in Grapevine, Texas in late October. Dr. Kohl is professor emeritus from Virginia Tech and a leading dairy economist. He is a retired professor of agricultural finance and small business management and entrepreneurship in the Department of Agricultural and Applied Economics.

“By 2050, we will need 70% more food and will produce it using 70% less energy than we do now.”

“You must get better (more efficient) before you get bigger.”

“You will need more ‘people skills’ in your operation.”

“Young people, women and minorities are the ‘new energy’ in agriculture.”

“High prices kill high prices every time.”

“Innovation is the key to success.”

“The best crop we will ever raise is our children and grandchildren. We must teach them our values.”

“If you want to know how the economy is going, talk to the shoe shiners and overland truckers. If they are doing well, the economy is doing well.”

“Roughly 85% of Americans are two generations from the farm.”



Dr. David Kohl

Dr. Kohl's secrets for success.

“Surround yourself with the right people.”

“Be a lifelong learner.”

“Get good people skills.”

“Maintain your work ethic.”

“Most importantly, you've got to know your financial numbers and cost of production.”

MPP Sign Up

Cont. from Pg. 2

new program. If you don't have a computer, ask your Swiss Valley Farms field rep to bring it up on their laptop and go through it with you. This information is critical to making this important decision.

Jaime Castaneda, Senior VP, Strategic Initiatives & Trade Policy for NMPF, told annual dairy meeting attendees to recall the devastatingly low milk prices of 2009. That's a great way to look at it. This new program offers you the chance to lock in margin protection now so you won't be forced to eat up your operation's equity to survive another tough year like that. Examine all the levels of coverage and make an informed decision so your dairy will continue to thrive until milk prices improve. America can't stand to lose any more dairy producers. We need you all to feed the nation and the world.

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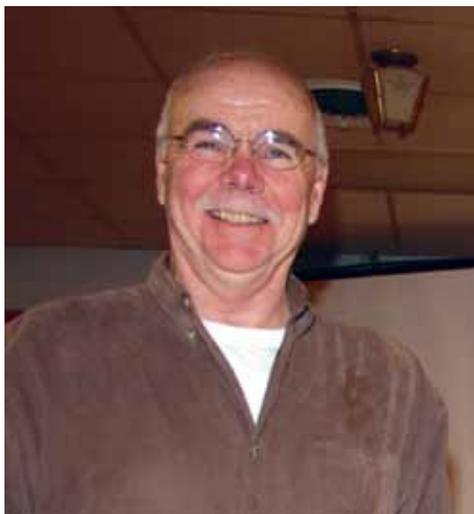
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Meet Your Swiss Valley Field Staff: **Bob Zielsdorf Is A Fix It Guy!**

Bob Zielsdorf brought a valuable skill with him when he became a Swiss Valley Farms field representative 15 years ago. Having spent the previous 23 years installing milking equipment, diagnosing equipment problems and related milk quality issues was now second nature to him.

Besides tending to the needs of his own group of co-op members in western Wisconsin, southeast Minnesota and northeast Iowa, Bob occasionally travels to other Swiss Valley Farms areas helping members diagnose and fix their equipment and quality problems. What an asset this is to Swiss Valley Farms producers!

Bob lives in Sparta with his wife Leona. His daughter Sarah lives nearby. He also has five step-daughters -- Tammy, Traci, Tiff, Tara, Kim -- and 16 grandchildren. Besides his large



Bob Zielsdorf

family, the other love in his life is his woodworking hobby and over the years he has created many beautiful pieces of furniture. He also enjoys doing home repair projects, much to Leona's delight.

Ask Bob what his most difficult day as a field rep has been and he'll tell you "2009 -- the whole year -- because of the very low milk prices." That was certainly a bad day that never ended for dairy producers everywhere. "When there are low milk prices or a bad problem on the farm," Bob says, "You must be very careful of what you say and how you act."

Bob sees his cell phone as the most useful tool while on the job. "There are less farms nowadays and there is farther to travel between the farms," he says. "You are on the road visiting farms all day and if you didn't have a cell phone, you probably would have calls to do when you got home, too." Now, many of these problems can be solved by making a few quick calls between farm visits during the day.

Another great time saver for Bob and co-op members, too, is how Swiss Valley effectively uses the Internet to get producers' data to them so much faster -- usually within 24 hours. Because of this, quality problems are spotted so much faster and co-op members can quickly take action to solve them.

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Plan now to attend your 2014 DISTRICT MEETINGS

TUES december 2	Noon Dist. 5 – Randy Schaefer Durant Community Center <i>Durant, IA</i>	
WED december 3	Note Time Change Noon Dist. 7– Steve Klug Good Times Restaurant <i>Caledonia, MN</i>	District Director Election
THUR december 4	Noon Dist. 8 – Dale Humpal Community Presbyterian Church <i>Postville, IA</i>	District Director Election 7:30 p.m. Dist. 1– Pat Schroeder The Silent Woman <i>Fennimore, WI</i>
FRI december 5	Noon Dist. 2 – Donald Berlage Wheel Inn Restaurant <i>Shullsburg, WI</i>	District Director Election
MON december 8	Noon Dist. 9 – Pam Bolin Sleep Inn Hotel <i>Charles City, IA</i>	Note Location Change
TUES december 9	Noon Dist. 10 – Tom Oberhaus Plattdeutscher Hall <i>Watertown, WI</i>	7:30 p.m. Dist. 4 – Rick Kauffmann Farley Memorial Hall <i>Farley, IA</i>
WED december 10	Noon Dist. 3 – Loyde Beers VFW Hall <i>Viroqua, WI</i>	Note: These Meeting Dates Have Changed
THUR december 11	Noon Dist. 6 – Eric Lyon Reinig Center <i>Toledo, IA</i>	

Perfect Scores Throughout the Co-op



Blasberg Alan & Doug

Al and Doug Blasberg, Tripoli, Iowa received a perfect score on a recent survey inspection. Doug and an employee milk around 85 Holsteins in a tie stall barn. Al helps out when needed. Doug is the third generation to milk on this farm. The Blasberg's pay attention to details and keep the barn and milk house clean every day.



Erik Ingvalson

Don Ingvalson and his son Erik of Caledonia, Minn. recently received a perfect survey score. The pair are 14-year milk quality award winners.



Bryce & Verla VanVark

Bryce and Verla VanVark of Pella, Iowa, were excited to see a perfect score on their survey sheet. The couple milk 29 Jerseys and have been dairying on this farm for 34 years. Their son Jon helps with other farm chores, such as hauling manure, baling hay and feeding calves. The VanVark's give a lot of credit for their perfect score to their Swiss Valley field rep Roger Lenius. "Roger really works hard to help us," Verla says. "When we have a problem, Roger doesn't give up until it is solved."

Lynn Bower & Todd Gengenbach

Todd Gengenbach of Thomson, Ill. was delighted to receive a perfect survey score. Todd milks 30 Holsteins in a herd he bought a few years ago from Lynn Bower, who wanted to retire after being a Swiss Valley Farms member since 1968. It also delights Todd that his good friend Lynn still comes around to help him in the dairy.





Alice Sprick

Alice Sprick and her son Joe of Lake City, Minn., were pleased to see a perfect survey score. “Sometimes, you just get lucky,” Alice joked. She and Joe milk a herd of 65 cows, which are mainly Holsteins with a few Jerseys and Brown Swiss “just for color and attitude.” Alice says she started milking cows as a young girl when her brothers went into the service -- two brothers served in WWII and two served in Korea.



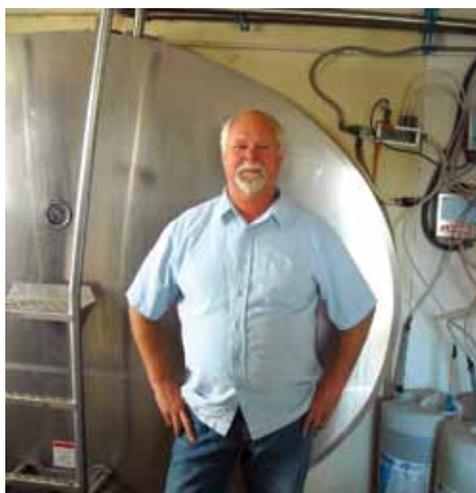
Travis Reps

Travis and Alyssa Reps of Utica, Minn. received a perfect survey score. Field rep Bob Zielsdorf tracked Travis down in the field to take his photo. Travis says that he does the milking and Alyssa takes care of the cleaning. This sounds like a winning formula for this dairying couple.



Robert Horst

Robert Horst and his wife Patricia of Grand Central Jerseys in Bristow, Iowa, recently saw a perfect score on their survey form. They currently milk 150 registered Jerseys.



**Hendel Farms
Karl Stockman**

Hendel Farms of Caledonia, Minn. recently received a perfect survey score. A partnership between brothers Matt and Karl Hendel, the brothers selected their cow manager, Karl “Chief” Stockman, to represent their 350-cow dairy in their survey photo. As cow manager, Chief takes care of the milk house and parlor.

Perfect Survey Score

Three Generations Working Together



Lorraine Runkle, right, stands with her son David and his daughter Whitney on their dairy in Kent, Ill.

It was a thrill for this three-generation dairy operation to receive a perfect score on its last survey.

Lorraine Runkle and her son David of Kent, Ill., milk 30 cows, mainly black and white Holsteins, with a few red and whites mixed in. Oh, there is also a herd of 40 Nubian goats that are quite at home on this Illinois farm, setting up a loud chorus of hearty bleating whenever guests arrive.

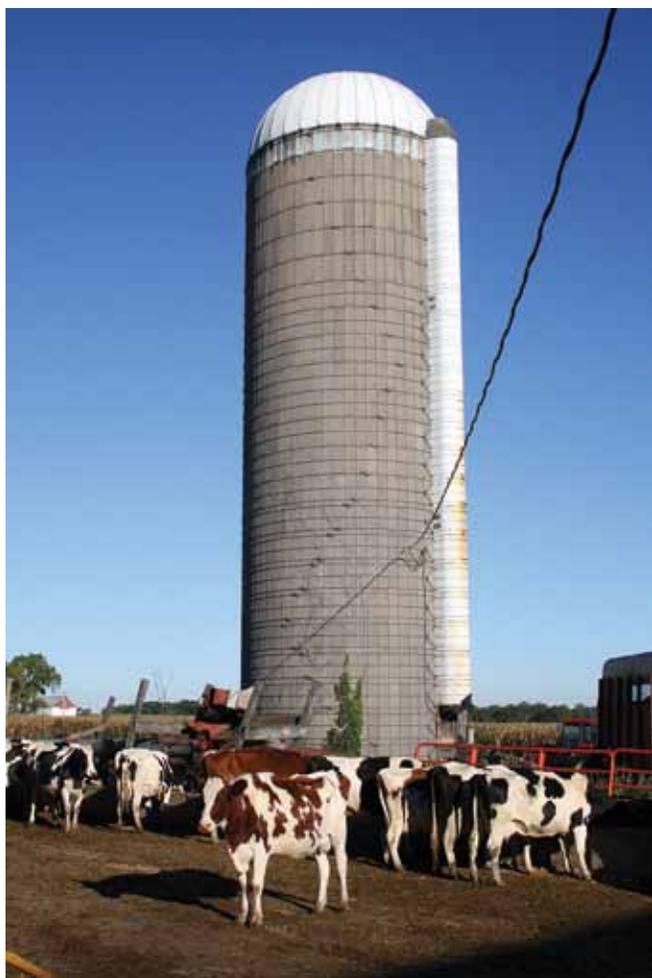
David's teenage daughters, Whitney and Taylor, have enjoyed working with both the cows and the goats over the years. Taylor, 19, now attends college, but still helps out with calf chores when she has the time. Whitney, a senior at Pearl City High School, helps with the milking and feeding of the cows and goats. She plans to attend the University of Wisconsin at Platteville to study ag business

management.

Lorraine's dairying career began at 16 when she milked cows on the home farm with her father, Lester Flack. She bought this 72-acre Illinois farm in 1984 and started out with a 30-cow Holstein herd. The Nubian goats, which are milked by hand, were a 4-H project that just evolved over the years into a source of fresh milk for the newborn calves. There's no need to buy powdered calf replacer here!

Lorraine, who is also a registered nurse, has worked in hospitals and nursing homes for 40 years and currently works at a local nursing home on third shift. This leaves plenty of daylight hours for her to be working in the dairy.

Like mother, like son. David Runkle started milking cows with Lorraine when he was 18. He says he has stuck



The Runkle's milk black and white and red and white Holsteins on their 72-acre dairy. They also raise a herd of Nubian goats.

At right: Whitney visits a group of goats that are enjoying the afternoon sun.

with dairying over the years because he just enjoys doing it. He also enjoys his weekend hobby as part of a tractor pulling team, competitively driving 'Earl's Dream' as a member of the Badger State Tractor Pullers.





Walking Through the Expo Barns

by Nancy Feeney

Without a doubt, one of the first things a World Dairy Expo visitor wanted to see upon arriving this year were the two new \$24.9 million state-of-the-art New Holland Pavilions. With 290,000 square feet of space, these pavilions were built over the footprint of 12 older barns. Dairy Expo fans had followed the construction project over the spring and summer. It was finally time to take a walk through what was being called ‘the premium livestock facility in the country.’

When I took my stroll through the new barns, I was amazed. While I was there, the Brown Swiss show was in full swing. There seemed to be movement everywhere. And what a beautiful space for dairy producers and their animals to be moving about in! How easily everyone seemed to move, too. A large center aisle kept the traffic flowing around the stalls.

Every convenience for man and beast was packed into those barns. Plenty of wash racks, more comfortable bedding areas for cows and handlers, privacy tents, kitchen areas, tables, chairs and bar stools in comfy sitting areas. Flat-screen TV’s mounted along the center aisle. Each building has a comfortable front lobby area complete with food stands, modern restrooms and showers. Country music played throughout the barns over the sound system.

Best of all, a state-of-the-art ventilation system keeps the air fresh. Honestly, I have stayed in hotels that didn’t smell nearly as well. It was overall an awesome place to be.

While I was there, I walked into the compound set up by Lazy M Dairy of Stitzer, Wis. Peggy (Herme) Meier was there with her children, Michael Meier and Laura Richter. Besides some very contented-looking Holsteins bedded down nearby, the Lazy M clan was proud of some handsome awards they had won in the Expo Show ring. The awards were lined up along a convenient counter in their area. Among the many awards, the one they were the most excited about receiving was the Kitchell Sayre Sportsmanship Award. As Laura explained it to me, it was the award that the other competitors voted on for the breeders they liked the best in the show ring. Congratulations to the Meier’s!



Above: Michael Meier and his sister Laura Richter of Stitzer, Wis., stand with their mother Peggy Meier behind the many awards they won at this year’s Expo. There was plenty of room in their barn area for the both the cows and the dairy producers to be comfortable during the show.

At right: The Brown Swiss cows from Red Brae Dairy of Muscoda, Wis. seemed to be well settled into their new Expo home-away-from-home. Red Brae is owned by the Armbruster Brothers’ -- Steve, Eric and David.



Applications Are Online

SWISS VALLEY SCHOLARSHIPS AVAILABLE

Swiss Valley Farms is proud to offer scholarships to its co-op members and their children. The scholarship program was begun by the Board of Directors in 1993. At that time, two \$500 scholarships were offered to full-time students studying in an agriculture-oriented occupational field.

Over the past two decades, the Board has expanded the program to keep up with the needs of its members. Recognizing that not every member of a farm family will want or even be able to return to work on the farm, in 2000 the Board added a \$500 scholarship for a student majoring in non-agriculture-related fields. Since then, more scholarships have been added. In 2005, two \$1,000 scholarships were added to the ag major group. Then two more \$500 scholarships were added to the any major

category in order to assist even more co-op members. Today, a total of eight scholarships are available to co-op members.

To guarantee impartiality when scholarships are judged, the co-op seeks out dairy industry-related professionals from the east or west coast areas. These are people who are familiar with the dairy industry and agriculture, but are most likely not acquainted with any of our co-op members.

The 2015 Swiss Valley Farms Scholarship application can be downloaded online at: swissvalley.com under "member" then "Procurement" then "member benefits."

Good luck, students! We are proud of you all!

Where Can I Buy Swiss Valley Farms Cheeses?

The Holidays are fast approaching! Family and friends will be visiting! Here's how to get some of that excellent Swiss Valley Farms cheese on your dinner table.

1. The Luana, Iowa cheese plant operates a cheese store in the front of the office. A wide variety of cheeses are available, including the newest members of the Swiss Valley cheese family -- naturally smoked Swiss and Baby Swiss. You can also purchase award-winning Baby Swiss wheels, Swiss chunks, cream cheese, cheese curds and other cheeses from Caves of Faribault, Mindoro Blue cheese wedges, and smoked Gouda and regular Gouda. Phone 563-539-7201.

2. A variety of Swiss Valley Farms packaged cheeses are available at the co-op's Procurement Office at the Prairie Farms bottling plant in Dubuque. Phone 563-583-7669 and ask for Ronna.

3. Swiss Valley cheeses may be purchased at the Cheese Cave store in downtown Faribault, Minn. at 318 Central Ave. N. This is the official store of Caves of Faribault and you can find everything that is produced and aged at the Caves as well as other Swiss Valley Farms cheeses. Phone (507) 334-3988.

4. If these shopping locations are not convenient for you, you can order Swiss Valley Farms and Caves of Faribault cheeses on-line at www.cheesecave.com. Have it shipped directly to your door.

For your convenience, purchases at the Dubuque and Luana cheese stores can be charged to your milk check.

Milk haulers who use these two receiving stations may pick up cheese for their patrons and deliver it to their farms.

swiss valley farms

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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.

BAILEY, MICHAEL & JEAN	98,000
BENNETT, JOHN & CHARLENE	44,000
CAROLAN, KEVIN & DONNA	93,000
DEAVER, MIKE	48,000
DEVORE, RICHARD & VANESSA	60,000
FRICKSON, ANDREW M.	64,000
GORHAM, FLORIEDA	98,000
HENDEL FARMS	64,000
JELSMA DAIRY LLC	94,000
KETCHUM, ROBERT C & TERRI A	83,000
KOOPMANN, BRENT	90,000
KOOPMANN, CHAD	90,000
NUNNIKHOVEN, LYLE	94,000
PEARCE, RICHARD J.	84,000
PRIER, DONALD	76,000
SELKE, WALTER	87,000
SELKE, WILLIAM	87,000
SPERFSLAGE, IRVIN	94,000
VALLEY VIEW DAIRY INC	97,000
VLASAK, STEVEN & SHERRY	73,000

Welcome

NEW SWISS VALLEY FARMS MEMBERS

ROBERT BEFORT
Mazeppa, MN

EMILY FRIEDERS
Janesville, WI

KIM J. GONZALES
Elkhorn, WI

FREDERICK & MARETH KIPP
North Prairie, WI

**MATTHEW & TIMOTHY
ORNES**
Wilton, WI

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

Farms

0-100,000.....	4%
100,001 - 200,000.....	28%
200,001 - 300,000.....	34%
300,001 - 400,000.....	19%
400,001 - 500,000.....	8%
500,001 and above.....	7%



Future Milk Contracts Are Made Through the 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 swissvalley.com.

Swiss Valley YC'ers and Facebook users --

This is a great time to join Swiss Valley Farms **YC Facebook** page. Get connected with your fellow Swiss Valley YC'ers. To get on board, send an e-mail to nancy.feeney@swissvalley.com. Your invitation to join will soon be on its way!

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www.dairygrossmargin.com

Have Your Lab Counts Texted to You

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 producer number and your cell phone number and cell phone provider to **tim.genthe@swissvalley.com**.

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.

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FARMS COOP

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District Meetings Will Be Here Before You Know It!

***Go to Pg. 7 to find the
DATE, TIME and LOCATION
of your meeting.***

***We look forward to seeing you and your family there.
Come hear what Swiss Valley Farms has done
in the past year!***