

# Dairyman

SEPTEMBER 2014



National Guernsey Queen  
Begins Her Reign



# Let Dairy's Light Shine

by Don Boelens

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**Swiss Valley Farms  
 Cooperative**

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

- Customers & Consumers
- Owner/Members
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**A**s a Midwest dairy producer, you know you are doing the right things on your dairy every day, 365 days a year. You and your employees practice good animal husbandry, keeping your cows healthy so they, in turn, will produce quality milk. Healthy, comfortable cows provide their own reward.

At Swiss Valley Farms, we have been noticing more and more over the past few years that our customers want to know this, too. Buyers and consumers want to purchase food specifically from dairy producers who treat their cows in a humane manner every day. Our Swiss Valley sales team members consistently receive inquiries along these lines.

The good news is there is a sure fire way you can relay this message to consumers and get the credit you deserve for the excellent job you do on your dairy every day. Simply participate in the national F.A.R.M. program.

As Jamie Jonker, Vice President of Scientific and Regulatory Affairs at NMPF, explains it, "Consumers want to purchase food from sources they know will take care of animals, and operate in a way that is consistent with their own values and expectations."

"Dairy farmers are passionate about the care they provide to their animals and have an excellent track record of responsible management practices," Jonker says. "The



**CEO Don Boelens**

F.A.R.M. program quantifies that passion and allows them to speak with one voice as they market nationally and internationally."

The F.A.R.M. program provides a means for dairy producers to put their passion for their animals and their responsible management practices down on paper in a way that shows the world what a good job is being done on their dairies.

"This program helps us reach out to customers, consumers and the entire marketing chain," says Veterinarian Betsy Flores, NMPF Senior Director of Animal Health and Welfare and F.A.R.M. program manager. "It sends a strong message that Swiss Valley members work hard caring for their animals and producing quality milk."

Joining the F.A.R.M. program

(ARTICLE CONTINUES ON PG. 10)

# A 'Grand' Time at Illinois State Fair

The dairy products judges at the Illinois State Fair love Swiss Valley farms cheeses! This year was no exception with the co-op's entries bringing home a slew of blue ribbons and two Grand Champion awards to further ice the cake.

The co-op has been a consistent winner here ever since Marla Behrends, the Illinois representative of Midwest Dairy Association, encouraged Swiss Valley cheese makers to submit entries to this annual dairy products competition in support of their Illinois milk producer members.

This year, two Grand Champions emerged. Cream cheese and Maasdam, both made at our Luana cheese plant, were placed among the four champions

selected.

Swiss Valley Farms Cream Cheese has been a favorite at the Illinois State Fair for years, taking home Grand Champion titles in 2010 and 2011 and Blue ribbons in 2012 and 2013. This was a first award for the Maasdam, which is a Swiss-style cheese that the plant recently began crafting.

Blue ribbons were won by Swiss Valley Farms Gouda and Neufchatel, also made in Luana, and Jeffs' Select

(ARTICLE CONTINUES ON PG. 10)

Two noted cheese judges from Missouri applied their skills at the Illinois State Fair cheese competition. Judges Dr. Robert Marshall, Professor Emeritus of Food Science at the University of Missouri in Columbia, and Mike Comotto of Dairy Concepts in Carthage, Missouri worked for ten hours over two days tasting and analyzing every dairy product imaginable.

**Bottom left:** Dr. Marshall takes a bite of Swiss Valley Farms cream cheese from Luana.

**Top left:** Comotto pulls a plug out of a wheel of Jeffs' Select from the Caves of Faribault so he and Dr. Marshall can have a taste.

**Middle:** Dr. Marshall reaches for the box of Swiss Valley Farms cream cheese.

**At left:** Marla Behrends, the Midwest Dairy Association Illinois representative, is in charge of the Dairy Building at the Illinois State Fair. Here, Marla checks over some scores with dairy enthusiast Mary Mohr, who has been helping her keep track of the judges' results for several years.



## Capturing the flavor of cheese judging



## National Guernsey Queen

# Robin Kime Travels Promoting Her Breed

**T**o be surrounded by Guernsey cows and Guernsey cow lovers . . . that's what Robin Kime enjoys. She will be getting her fill of that over the next year as she travels across the country serving as the 2014 National Guernsey Queen. This dairy enthusiast from Waucoma, Iowa is already off to a running start.

Competing as the 2013 Iowa Guernsey Princess, Robin was proclaimed queen during the National Guernsey convention held this past June in LaCrosse, Wis. Days later, she flew to California to participate in the Western National Guernsey Show in Sacramento. There Robin had a blast meeting scores of Guernsey breeders and checking out the West Coast cows.

During her one-year reign as queen, Robin will

serve as an ambassador for the Guernsey breed making appearances all over the United States on behalf of the American Guernsey Association (AGA), speaking with visitors at AGA trade show booths and assisting at national shows. Already this fall, trips are scheduled to the World Dairy Expo in Madison, Wis., and national Guernsey shows in Harrisburg, Penn. and Louisville, Ken. While all of this is going on, Robin will be attending liberal arts classes as a sophomore at Kirkwood Community College in Cedar Rapids and continuing to help out on the home farm.

What roads did Robin travel to lead her to this current national breed position? Her life so far has been filled with dairy cows and, in particular, Guernseys. Robin's



*“We take **CARE** of our **COWS** and, in turn, the **COWS** take **CARE** of us.” -- Robin Kime*

parents, Swiss Valley Farms members Dan and Annette Kime, both hail from dairy backgrounds. Dan grew up milking Guernseys in Maynard, Iowa. Annette grew up on a dairy farm in Sumner, Iowa where her family milked Holsteins. She was also the Fayette County Dairy Princess in 1986. After their marriage, Dan worked on a dairy farm in Wells, Minn. and Annette worked at Armour Food Company.

In 2002, Dan and Annette packed up their three young children and moved to this Waucoma farm and were organic milkers for two years with a herd of Holsteins and Jerseys. Then they returned to conventional milking.

Robin received her first Guernsey heifer in 2004 when she started 4-H and it was love at first sight. She's been showing Guernseys ever since. Eventually, the Kime's herd shifted away from Holsteins and Jerseys and moved towards registered Guernseys. Younger sister Reagan, 11, loves the brown and white cows, too, while her brother Justin, 17, has a few Brown Swiss cows he likes to show.

From fourth grade until her 2013 graduation from Turkey Valley High School, Robin was an avid 4-H'er. "It was so great that I had the opportunity to participate in 4-H," Robin says. "I wouldn't be the person I am today without all the opportunities I had there. Beyond dairy, I learned communication and speaking skills, too." In fact, her speaking skills and poise in front of a crowd, combined with her knowledge of dairying and the Guernsey breed, were instrumental in her selection as national queen.

Robin says in the Kime home, 4-H was a family

effort. "I appreciated all the support my parents gave me while I participated in 4-H."

After graduating from Kirkwood Community College, Robin plans to study English Education and Communications at the University of Northern Iowa. "I plan to finish school in five years and hope to find a job close to home. I want to do communications for a dairy magazine," she says. "But I also want to still be involved in the family farm. Hopefully someday I will own my own farm and raise heifers for my folks." Right now, she helps with the nutritional care of the Kime heifers and gets involved in breeding decisions and their flush program.

While serving as the Iowa Guernsey Princess her senior year in high school, Robin says her most rewarding experience was going to multiple second-grade classes. "I went to ten second-grade classes and three kindergarten classes. I visited with them about the Guernsey breed and why dairy products are good for them. These visits were a good introduction to dairying before their spring farm tours," she says.

"Altogether I spoke to 400 children," she says. "Then these children go home and give this information to their parents and even some additional people." Robin says she hopes to make visits like this again this year with the new Iowa Guernsey princess. "We can do a tag team and reach even more schools." She says she received positive feedback from the schools she visited and the students asked lots of good questions.

"I told these kids we take care of our cows and, in turn, the cows take care of us."



**ON THE COVER:** Waucoma, Iowa member Robin Kime proudly shows off her beautiful Guernsey's on this month's cover and on the opposite page. Over the summer, Robin was selected the 2014 National Guernsey Queen. Her family was on hand at the national convention to see Robin receive her crown. Grandma DiAnna Arthur is on the left and parents Dan and Annette Kime are at right. Younger siblings Justin and Raegan stand beside Robin.

# Adaway Dairy Shows Off ‘The Way We Live’



Members of the Adams family of Waucoma, Iowa, were honored at the Iowa State Fair for their dairy lifestyle and farming enthusiasm. Accepting the award, called “The Way We Live” award, were Scott and Jeanie Adams and two of their children, Katie and Joey.

During the recent Iowa State Fair, a Swiss Valley Farms member family was honored by receiving one of the six “The Way We Live” awards. The Scott and Jeanie Adams family of Waucoma, Iowa were the proud recipients.

“The Way We Live” award recognizes Iowa families for their hard work and love of farming. The families each exemplify dedication to animal agriculture and strong farm values. Each entrant was asked to submit a short essay describing how the occupation of farming and living on a farm has shaped their lives. Six families were chosen out of 38 entries from a variety of commodities and areas.

On hand to receive the award were Scott and Jeanie, daughter Katie and son Joey. Son Nathan and his wife

Annie stayed home to tend the farm.

The Adams Family Farm has been operating in Waucoma since the early 1900s. Scott’s grandfather William started the dairy in the 1900’s and Scott’s father Jack took over the dairy in the late 1940’s after he returned from serving in World War II. Scott farmed with his father until he and his wife Jeanie took over the operation full-time in 1989.

In 2009, they began Adaway Dairy LLC with their oldest son, Nathan. Nathan currently lives on Adams Century Farms, which was the first dairy to have a DeLaval robotic milking system in the state of Iowa. Nathan handles the dairy management with his wife, Annie, and

## Excerpts from the “The Way We Live” Award nomination essay for Adaway Dairy, Waucoma, IA

*“A few years ago while attending the World Dairy Expo, the Adams’ got a firsthand demonstration of a robotic milking system. In 2008, knowing his children wanted to help farm, he took a serious look at installing a system. In 2009, DeLaval drew up plans and Adaway Dairy became the first dairy in Iowa to install a robotic milking system. These days work is centered on robotic milking and the new challenges it presents, including computer technology, inspections, testing, and monitoring. However, the basic farming chores continue; such as keeping barns clean, machinery upkeep, cultivating and picking crops, moving cattle, feeding calves, and a favorite, picking rock... only in Northeast Iowa do we fully understand this!”*

*“Some years can be tougher than others. In 2009, Jeanie survived a barn accident leaving her in the Mayo Clinic hospital for a week and several months recuperating at home. The Adams family continued to count their blessings as daughter*

*Jackie successfully battled cancer in 2011 while completing her college degree. Jackie and her mom epitomize the expression, ‘When the going gets tough, the tough get going!’*

*“With efficient use of the land, productive management of the various livestock, and the indispensable foundation of this wonderful family, Adaway Dairy carries on the tradition of the family dairy farm. Scott and Jeanie also say that one of the most enjoyable parts of their lives is the pleasure of watching the little toes of their two grandchildren run circles around their kitchen table making tractor noises as they run; or maybe watching the sun set on the front porch with the smell of fresh cut hay in the air; or the ability to be your own boss and enjoy all of the ups and downs that nature sends your way. It’s a unique way of life weaved around an exceptional family that produces this ultimate expression of a still vibrant Iowa icon- the family farm.”*



Scott Adams, middle, chats with Iowa State Fair officials after the award ceremony while Jeanie, Katie and Joey look on.

two children. Scott and Jeanie’s oldest daughters, Nicole and Jackie, often return to the farm to help out, and their younger children, Katie and Joey, plan on running the family farm one day. Katie, a former Iowa State Dairy

Princess, graduated from Iowa State University (ISU) in 2013 with a degree in dairy science, and her brother, Joey, currently attends ISU and is also studying dairy science.

## Meet Your Swiss Valley Field Staff:

# Ron Brenner Brings Experience to the Job

What has 27 years of experience in the dairy industry taught Swiss Valley Farms field supervisor Ron Brenner?

“I have learned that it takes three things to provide a good market for a dairy producer’s milk,” he says. “Good service by the field rep, good service by the hauler and a co-op that changes with the times.” He firmly believes that Swiss Valley Farms provides all of these things.

A LaCrosse, Wis. resident, Ron works in the northernmost portion of the cooperative. He supervises four people: Cheryl Zablocki-Wagner, who covers the eastern side of Wisconsin; Bob Zielsdorf, who covers western Wisconsin along with eastern Minnesota and northern Iowa; Randy Heisel, who covers south western Wisconsin and central Wisconsin and Roger Lenius, who covers central and north eastern Iowa.

Ron was born and raised on a dairy and hog farm, so agriculture is in his blood.

“Like most farm boys, I was

active in 4-H, FFA and JDA (Junior Dairy Association) as a kid, so I showed cattle at fairs and judged cattle at all levels. I had advisors and coaches along with 4-H leaders that taught me at an early age about dairy and cows.”

“I started with Swiss Valley Farms in 1988. In 1992, I went to work for Tri-State Cooperative and rejoined Swiss Valley five years later when the two co-ops merged,” he says.

Ron takes pride in staying abreast on new things that will affect dairy producers. That could be anything from regulation changes, new technologies that become available or getting feedback from producers on changes they would like to see. Just like everyone, he has witnessed the explosion of new and useful technologies in the ag sector, such as computers, smart phones and robotic milkers.

“I saw the phase years ago where robots were introduced and then



faded away because they did not work well,” Ron says. “Now they have come back and are here to stay with the improvements they made to them.”

One very useful piece of

(ARTICLE CONTINUES ON PG. 10)

Field supervisor Ron Brenner and his wife Jackie flank their family -- Alexa, 17, & Joe, 11. Brent, 25, holds his daughter, Hadley.



Deadline is Sept. 30<sup>th</sup>

# GET IN THE CALENDAR PHOTO CONTEST



**Cash prizes will be awarded for the top three photos.**

Have you taken any photos yet for the 2015 Swiss Valley Farms Member Calendar? There is still time to capture that perfect moment before the Sept. 30<sup>th</sup> deadline.

Photo quality and sharp focus are major considerations. A picture may need to be enlarged to 11" by 9" in order to fit on a calendar page. Large file digital photos are the best. E-mail digital files that are 1.5 MB or larger. If you don't have a digital camera, make a 5" by 7" print of your photo and submit that. Only submit photos that you personally have taken. Photos taken by non-member, professional photographers cannot be used.

Fill out the form below and include it with your submission. If you are e-mailing the photo, include all of

this information in your e-mail at the time of submitting the photo. Then please mail a signed copy of this form to Nancy Feeney at the address below.

### Important Information:

- All submitted photos become the property of Swiss Valley Farms Cooperative.
- The entry form on this page will serve as a permission slip to use the photo in printed materials and/or for advertising purposes. All entries must provide all of the requested information in order to qualify.
- No images will be returned.
- By signing the official entry form, you understand that the images will not be returned and each photo submitted comes with full and exclusive rights for Swiss Valley Farms Cooperative to print the photo, without credit, in Swiss Valley Farms literature, without further obligation to the photographer or those people who have their person or items in the photo.
- Please submit Landscape/Horizontal photos only, so they will fit on a horizontal calendar page.
- Submit your entries by Sept. 30, 2014 to:

**Swiss Valley Farms Cooperative  
Calendar Photo Contest  
P.O. Box 4493  
Davenport, Iowa 52808**

OR  
E-mail digital files to: nancy.feeney@swissvalley.com



**Name of person who took the Photo:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-mail address:** \_\_\_\_\_

**Farm Name or Producer #:** \_\_\_\_\_

**Names of people in the photo:** \_\_\_\_\_

**Where was the photo taken:** \_\_\_\_\_

**Who is your Swiss Valley Field Rep?** \_\_\_\_\_

**Signature of Contributor:** \_\_\_\_\_



## Dairy's Light \_\_\_\_\_ Cont. from Pg. 2

begins by contacting a person you know well . . . your Swiss Valley Farms field rep. All of the co-op's field reps have been trained to conduct a F.A.R.M. evaluation on your dairy.

American agriculture and food production are often topics of negative social media discussions. The people who are driving these conversations are usually far removed from agriculture. Due to today's changing landscape in American agriculture, there are far less people growing up on farms or who even know someone who owns a farm and produces food for a hungry world.

The F.A.R.M. program is a solid, proactive way to counteract any negative opinions that may surface about animal care and comfort on America's family farms. I hope you will strongly consider participating in this program.

## Grand Time \_\_\_\_\_ Continued Pg. 3

Blue ribbons at last year's contest. Havarti cheese, made in Luana, took home a Red ribbon this year.

Cheese judges for this competition were Dr. Robert Marshall, Professor Emeritus of Food Science at the University of Missouri in Columbia, and Mike Comotto, of Dairy Concepts in Carthage, Missouri.

Both men raved about Swiss Valley's Cream Cheese, commenting on its smooth, creamy texture and the clean, creamy flavor, giving the cheese a perfect score of 95

The judges declared that the co-op's Maasdam excelled because of its nutty, low acid, Swiss flavor, shiny, uniform eyes and fine body and texture. Later on at the fair's Commodities Auction of Champions, the loaf of Swiss Valley's Cream Cheese was sold for \$400 and the loaf of Maasdam brought in \$475.

## Ron Brenner \_\_\_\_\_ Cont. from Pg. 8

technology now used by a majority of Swiss Valley members is getting their test results texted to them on their phones. "This is really a great tool," Ron says. "When you can get your results back quicker, it is a real advantage in making better management decisions."

Ron is proud of Swiss Valley Farms for continuing to work on and improve its production facilities so that the co-op can make better or even different products. "Swiss Valley continues to keep up with the changing times and move the cooperative into new profit-making ventures, such as exports."

"Years ago when Gordy Toyne was named Co-CEO of Swiss Valley Farms, he had a meeting shortly after that with the field staff," Ron says. "He told us how we needed to turn this co-op around and shared with us the steps we were going to take to do it."

"Well, we took those steps and it happened," Ron says.

Ron enjoys his growing family. He has been married to his wife Jackie for three years. He has two children from his previous marriage: Alexa, 17, and Joe, 11. Jackie has a son from her previous marriage, Brent, 25, and he has a daughter, Hadley, who is a one-year-old. "That would make us grandparents!" Everyone lives in La Crosse.

Besides his family, Ron enjoys fishing, gardening and hunting. "I used to play a lot of softball, but have moved on to golf. I am not very good at it, but enjoy being outside."

Ron has one unusual hobby. He has spent the last 28 years officiating high school football on Friday nights. "Over the years, I have heard some entertaining things from these young men playing the game!"

# Plan now to attend your 2014 DISTRICT MEETINGS

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

*Sign-Up Runs Through Nov. 28*

## **NMPF Pleased with Margin Protection Program**

ARLINGTON, VIRGINIA – The new margin protection insurance program for dairy farmers, which was developed by the National Milk Producers Federation and enacted in the 2014 Farm Bill, was recently unveiled by Agriculture Secretary Tom Vilsack. NMPF said it is pleased with the overall provisions of the new program, and urged farmers to begin familiarizing themselves with what will be a “valuable tool” to help manage farms’ financial risks in the future.

“The release of the new dairy program’s details is the culmination of five years of work by NMPF, the nation’s dairy cooperatives and other farm groups to create an important new safety net for dairy farmers,” said Jim Mulhern, President and CEO of NMPF. “We applaud the U.S. Department of Agriculture on its hard work during the past six months putting the final touches on the dairy provisions of Congress’s Farm Bill. While some of the issues we raised could not be fully resolved in the short time available to complete the rulemaking, we’re pleased with the final package.”

### **Important safety net**

Mulhern said NMPF will be working in the coming weeks to help dairy farmers understand the importance of the new safety net program. He said the organization is updating its [www.futurefordairy.com](http://www.futurefordairy.com) website with a spreadsheet of historical margin trends and an online calculator that will allow farmers to enter pricing and production data to help them select insurance coverage levels in the future.

Every farm producing milk commercially is eligible to sign up for the new program. USDA said producers can sign up at their local Farm Service Agency offices starting on Sept. 2, and the sign-up period will run through November 28. This 13-week period will allow farmers to register for coverage for the last four months of calendar year 2014, as well as for the entire year of

2015. There is a \$100 sign-up fee for each calendar year, which qualifies a farmer to receive free, basic margin insurance coverage. Once farmers pay that fee, they are enrolled in the MPP for its duration, through 2017, and

must annually pay at least the \$100 fee.

The MPP allows farmers to protect the margin between milk prices and feed costs. Producers will insure their margins on a sliding scale, and must decide annually both how much of their milk production to cover (from 25% up to 90%), and the level of margin they wish to protect.



### **Coverage Costs**

Basic coverage, at a margin of \$4 per hundredweight, is offered at no cost. Above the \$4 margin level, coverage is available in 50-cent increments, up to \$8 per cwt. Premiums are fixed for five years, but will be discounted by 25% in 2014 and 2015, for annual farm production volumes up to 4 million pounds. Premium rates are higher at production levels above 4 million pounds.

Importantly, USDA agreed with NMPF that the lower premiums will apply to the first 4 million pounds of a farm’s enrolled annual milk production, regardless of the farm’s total production. For example, a farm with an annual production history of 8 million pounds that elects to cover 50% of its production history would pay the lower rate on all 4 million pounds enrolled in the program. Farmers will be able to change their coverage (the percentage of milk insured, as well as margin level) on an annual basis, with USDA establishing a 90-day enrollment window of July 1-Sept. 30 each year after 2014.

The MPP’s margin definition is the national all-milk price, minus national average feed costs, computed by a formula NMPF developed using the prices of corn, soybean meal, and alfalfa hay. Farms in the program will be assigned a production history consisting of their highest milk production in either 2011, 2012 or 2013. A farm’s production history will increase each year after the farm first signs up based on the average growth in national milk production. Any production expansion on an individual

## Here's a Quick Look at Margin Protection Program

farm above the national average cannot be insured.

When the margins announced by USDA for the consecutive two-month periods of Jan.-Feb., Mar.-Apr., May-June, etc., fall below the margin protection level selected by the producer (from \$8/cwt. down to \$4), the program will pay farmers the difference on one-sixth (or two months' worth) of their production history at the percentage of coverage they elected to insure. Premiums must be paid either in full at sign-up, or 25% by February 1, with the remaining 75% balance to be paid by June 1. NMPF had urged USDA to provide greater flexibility on producer premium payment, such as through milk check deductions. "While USDA advised us they did not have time to set up such a system for the initial launch of MPP, we will continue to work with the department in an effort to modify this feature for future years," Mulhern said.

### Flexible, Comprehensive & Equitable

"The new Margin Protection Program is more flexible, comprehensive and equitable than any safety net program dairy farmers have had in the past," Mulhern said. "It is risk management for the 21st century, and we strongly encourage farmers to invest in using it going forward."

Also today USDA issued the rules for another element of the farm bill's dairy title design to help farmers: a Dairy Product Donation program through which USDA will purchase consumer-packaged dairy products for food assistance programs during extreme low-margin periods.

"This is a positive step as well," said Mulhern, "since it will stimulate demand, help dairy

farmers when they need it most, and provide additional food to those in need."

***In their upcoming August settlement check, Swiss Valley members will receive their annual milk production history for the past three years, which they will need to sign up for the Margin Protection Program.***

***More informatoin on the Margin Protection Program as well as Frequently Asked Questions are posted on the Swiss Valley Farms producer-only website at [www.swissvalley.com](http://www.swissvalley.com).***

- The program will operate on a calendar-year basis, starting in 2015.

- All farms that produce milk commercially are eligible, and the program benefits all producers equally, regardless of size.

- Producers will insure their operations on a sliding scale, deciding both how much of their production to cover, and the level of margin to protect.

- A three-month sign-up period begins September 2 at local USDA Farm Service Agency offices. Producers have until November 28 to sign up for coverage for the last four months of 2014, for calendar year 2015, or both. Starting in 2015, the sign-up period for future years will be from July 1 to September 30.

- Initially, there will be two options for paying premiums: pay the full premium at sign-up, or pay 25 percent on February 1 and the remaining 75 percent on June 1.

- Producers are able to enroll in the program for any year between 2014 and 2017. Once a producer enrolls, however, he or she is committed to be in the program each subsequent year until the expiration of the 2014 farm bill. Producers can annually adjust their coverage – that is, both the milk volume they want to cover and the margin level.

- Each year producers will pay a \$100 registration fee. After payment of the registration fee, basic margin coverage of \$4 per hundredweight is free. Above the \$4 margin level, coverage is available in \$.50/cwt. increments for varying premiums.

swiss valley farms

# FIELD PERSONNEL & STATISTICS

## Field Department & Procurement Division Directory

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

### Chris Hoeger *VP Procurement*

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### Tim Genthe *Field Information & Logistics Manager*

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### Kara Koopmann

*Field Information & Logistics Specialist*

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### Thomas Tegeler *Field Supervisor*

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### Ken Ley

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### Bob Zielsdorf

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Home 608.269.5452

Fax 608.366.1772

BAILEY, MICHAEL & JEAN	99,000
BENNETT, JOHN & CHARLENE	43,000
BREUCKMAN, CHAD	75,000
ENDRES, JOHN P.	92,000
ENDRES, JOSEPH E.	92,000
FRICKSON, ANDREW M.	75,000
GORHAM, FLORIEDA	99,000
HENDEL FARMS	56,000
JELSMA DAIRY LLC	95,000
KETCHUM, ROBERT C & TERRI A	76,000
KOHOUT, KENNETH & ANITA	83,000
MEIER, BRIAN	81,000
MEIER, MIKE & CHERYL	81,000
PEARCE, RICHARD J.	68,000
PREW, NATHAN & BRITA	96,000
PRIER, DONALD	99,000
SCHUSTER, CRAIG	93,000
SCHUSTER, ROBERT & NANCY	93,000
SELKE, WALTER	72,000
SELKE, WILLIAM	72,000
STANTON, GORDON	87,000
VALLEY VIEW DAIRY INC	91,000
VLASAK, STEVEN & SHERRY	84,000

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

Farms	
0 - 100,000.....	4%
100,001 - 200,000.....	24%
200,001 - 300,000.....	31%
300,001 - 400,000.....	22%
400,001 - 500,000.....	11%
500,001 and above.....	8%



**Shop ON-LINE**  
at the  
**Swiss Valley Store**

Go to:  
[www.swissvalley.com](http://www.swissvalley.com)

**Click on 'Member' --  
then 'Merchandise'  
and then start shopping!!!**

**Huge variety of jackets, shirts  
and caps.**

## ***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](http://swissvalley.com).

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Steve Nicklaus **515-851-0137**  
Marv Carlson **712-240-8395**  
[www.dairygrossmargin.com](http://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.

Your copy of  
**Dairyman**



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Davenport, IA

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Davenport, IA 52808

*Address Service Requested*

A stylized tree with a red trunk and green and yellow leaves. The branches are formed by text. On the left side, the text includes: "finance", "education", "grocery", "transportation", "dairy", "health care", "pharmacy", "fuel", and "purchasing". On the right side, the text includes: "housing", "livestock", "manufacturing", "telephone", "electric", "grain", "food", "insurance", and "genetics".

When you need a solution,  
**innovate**  
COOPERATIVELY

CO-OP MONTH | OCTOBER 2014