

Dairyman

OCTOBER 2015



Let the Construction Begin!



Luana Plant Celebrates Expansion



Luana Construction Begins

by Don Boelens

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Warm weather and sunshine smiled on everyone who gathered on September 24 to witness a groundbreaking ceremony at the Swiss Valley Farms Luana cheese facility.

A small group of co-op, plant and local officials participated in plunging a golden shovel into the ground and giving the dirt a toss, marking the beginning of the \$20.6 million technological update and expansion at this cheese plant. This project was announced last November and mainly centers on the improvement of the cheese manufacturing operating equipment. This includes the replacement of current press vats with a moulding system solution, installation of additional system automation, press tunnels and new buffer tanks.

The project also includes a 49,000-square-foot expansion, which will allow room for new equipment and additional warehousing space. This east-facing, outdoor construction is what passersby will be noticing with most never realizing the massive improvements simultaneously going on behind the walls.

Over 65 people gathered to witness the groundbreaking ceremony, including management from Swiss Valley Farms, Luana plant employees, and members of Swiss Valley Farms Board of



CEO Don Boelens

Directors, led by Chairperson Pam Bolin. Also in attendance were several local officials and representatives, including Monona Mayor Barb Collins, Luana Mayor Jerry Schroeder, Clayton County Chairman Gary Bowden, Clayton County Vice-Chairman Larry Gibbs, Clayton County Supervisor Ron McCartney, and Clayton County Economic Development Executive Director Darla Kelchen.

I opened the ceremony by recognizing the Iowa Economic Development Authority, the State of Iowa, Clayton County and Clayton County Economic Development for the incentives totaling over \$1.8 million the co-op received as part of this project, as well as the

(ARTICLE CONTINUES ON PAGE 5)

Shovel Ceremony Kicks Off Cheese Plant Expansion

ON THE COVER: This month's Dairyman cover celebrates the ground breaking at the co-op's cheese plant in Luana, Iowa.

At top right: Swiss Valley CEO Don Boelens addresses the group of co-op Board members, Luana employees, local officials and media who gathered for the ceremony.



Second row left: Board Chairperson Pam Bolin grabs a shovel off of the rack and heads toward the ground breaking site.



In photo on right and on the cover: Participating in the golden shovel ceremony were, from left, Don Desjarlais, Swiss Valley Farms VP/GM of natural cheese; Jerry Schroeder, Luana mayor; Pam Bolin, Swiss Valley Farms board chairperson; Rod Kregel, plant manager; Don Boelens, Swiss Valley Farms CEO; Barb Collins, Monona mayor; and Gary Bowden, Clayton County board chairman.

Below: Luana employees gather by the hospitality tent to await the ground breaking ceremony.



Above: After the ceremony, Don Boelens is interviewed by KCRG-TV out of Cedar Rapids, Iowa.

Swiss Valley Gals Talk Energy Savings

Energy represents up to 13% of a farm's production expenses and overall costs U.S. farmers \$10 billion per year. At their fall meeting, the Swiss Valley Gals got tips on how to lower their energy bills while creating a more energy sustainable farming operation. Here are a few tips on how to do this from the two speakers who spoke at these meetings in Iowa and Wisconsin.

Dan Huyser with Franklin Energy in Ames, Iowa made the Dyersville presentation and Ron Jentz with Scenic Rivers Energy Co-op spoke to the Gals at the Lancaster, Wis. meeting.

Both speakers agreed that the biggest energy expense in a dairy operation involves the milk collection and cooling process. Keeping the milk cold can use upwards of 30% of your energy while heating water for cleaning up can take 15% and running a vacuum pump can take 17%. Lighting and ventilation command the rest of the energy budget.

Here are some simple tips on what you can do to reduce your energy use.

Check to see if your bulk tank compressor is in a location where fresh air can circulate. Check for dirty coils or filters that can restrict efficiency and make the unit work harder than it needs.

Using a plate cooler/heat exchanger to chill down the milk before it gets to the bulk tank is a big energy saver and can reduce cooling energy by up to 60%. The warmer water that is created during this energy exchange can be used to water the cows. What a treat for them!

Since longer milking times are needed, the speakers said it takes a herd of 200-plus cows to justify the expense of purchasing and running a variable speed milk pump. While the actual energy savings from motor and

pump is minimal, the biggest savings comes when used to control milk flow in the plate cooler. This can help cool the milk an additional 15 to 20 degrees.

Two other areas that any herd size can benefit from increased energy savings are lighting and fan usage. Where any fan is involved, simply checking to see if the blades are free of dirt and dust can increase energy efficiency. The same goes for the motors themselves. Check to be sure dirt and debris are not obstructing air flow around and through the unit.

Lighting can also provide energy savings, year after year. Lighting efficiency is measured in lumens per watt with the higher numbers providing the better efficiency. Florescent lights and LED (Light Emitting Diode) bulbs will provide the best savings on your energy bill. LED lights cost the most to buy, but last much longer – over twice the life of a florescent.

Keeping your bulbs free of dirt and cobwebs means you will be getting the optimum amount of light from

(ARTICLE CONTINUES ON NEXT PAGE)

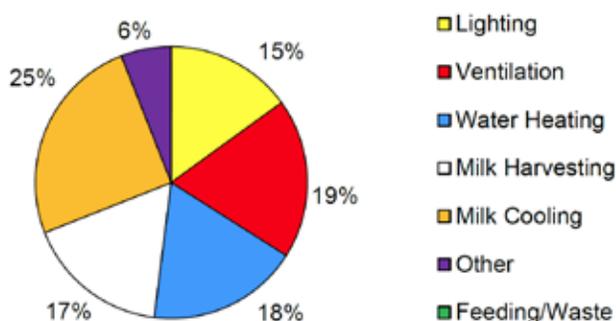


Dan Huyser
Franklin Energy



Ron Jentz
Scenic Rivers Energy

Electric (kWh) Consumption on Wisconsin Dairy Farms



these bulbs in your barns and buildings.

At any time, any dairy producer can contact his or her energy provider to request a free energy audit. It can pay off in the end to have a trained, fresh eye look over your entire operation, checking for areas that may be unnecessarily putting a drain on your energy bill.

Both speakers also stressed that energy used during 'peak' times costs you more money. Speaking with your energy provider to learn what these times are and looking for ways to use less energy at these times, if possible, can put money back in your wallet.

Luana Expansion *Cont. from Pg. 2*

partnerships that Swiss Valley has formed with the cities of Monona and Luana. The contributions to our project by these people and organizations will continue to have a positive economic impact on this region. I thank them for all their efforts on this co-op's behalf.

This outstanding cheese plant, formally belonging to the NE Iowa Dairy Cooperative, became a part of Swiss Valley Farms when the two co-ops merged in the fall of 1967. Over the years, we have expanded it, improved it and produced millions of pounds of award-winning Swiss cheese and cream cheese as well as dried whey powder.

Swiss Valley Farms and the Luana plant have weathered the many ups and downs of the dairy industry in the Midwest. Like any successful production facility, the equipment here must be continually updated and made more efficient in order to stay vital and sustainable while producing quality cheeses for today's consumers.

I am proud that we have been able to retain all 112 employees at this facility. There are no plans to eliminate any jobs despite the improvement in technology incorporated in this construction. Once the project is complete, the future opportunities it will enable for Swiss Valley Farms will result in additional job creation and

even further benefit this community.

The Luana expansion effort is anticipated to be completed in late 2016 and will result in increased capacity and efficiency, giving the co-op the flexibility to produce new cheese varieties and sizes as well as increase its production of cream cheese and whey. Increasing the versatility at this plant will put us ahead of our competitors as we react to ever-evolving and swiftly changing market demands as well as seek out new customers here and abroad.

What does all this mean for Swiss Valley Farms co-op members? This expansion will increase the milk processing capability in this northeast Iowa milk shed as well as further enhance our co-op's market security. This is all good news for our co-op members and employees as well as the communities they live in. The positive effects of this expansion will ripple across the economies of Iowa and the surrounding states.

When construction is complete, Swiss Valley Farms will be proud to show off this jewel of a cheese production facility to our co-op members and neighbors.

Plan now to attend your

2015 DISTRICT MEETINGS

| | | | | |
|---------------------|---|---|--|--|
| TUES december 1 | Noon Dist. 10 – Tom Oberhaus Plattdeutscher Hall <i>Watertown, WI</i> |  | 7:30 p.m. Dist. 1– Pat Schroeder Lancaster Country Club <i>Lancaster, WI</i> |  |
| WED december 2 | Noon Dist. 7– Steve Klug Good Times Restaurant <i>Caledonia, MN</i> | | | |
| THUR december 3 | Noon Dist. 8 – Dale Humpal Community Presbyterian Church <i>Postville, IA</i> | | 7:30 p.m. Dist. 4– Rick Kauffmann Farly Memorial Hall <i>Farley, IA</i> |  |
| FRI december 4 | Noon Dist. 2 – Donald Berlage Wheel Inn Restaurant <i>Shullsburg, WI</i> | | | |
| MON december 7 | Noon Dist. 3 – Loyde Beers VFW Hall <i>Viroqua, WI</i> | | ➤ Attend your local DISTRICT MEETING. | |
| TUES december 8 | Noon Dist. 9 – Pam Bolin Waverly Civic Center <i>Waverly, IA</i> | | ➤ Meet your Swiss Valley Management. | |
| WED december 9 | Noon Dist. 6 – Eric Lyon Reinig Center <i>Toledo, IA</i> | | ➤ Talk to your district Director. | |
| THUR december 10 | Noon Dist. 5 – Randy Schaefer Durant Community Center <i>Durant, IA</i> |  | ➤ Participate in Elections. | |
| | | | ➤ Enjoy a meal with your fellow co-op members. | |

Get Your Application On-Line

Eight SVF Scholarships Are Available

Do you have a son or daughter who plans to attend college or a technology school full time next year? As always, Swiss Valley Farms is proud to offer eight college scholarships to its co-op members and their children.

Getting an application is as easy as going on the Internet. The 2016 Swiss Valley Farms Scholarship application can be downloaded now at swissvalley.com under "Member" then "Procurement" then "Member Benefits." It is available as a Word document or a PDF.

The scholarship program was begun in 1993 by the Board of Directors. 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. Now 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 or their families.

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



Swiss Valley Farms director of District 3 Loyde Beers, Eastman, Wis., presented a \$500 scholarship to co-op member Jessica Steger, Prairie du Chien, Wis., at her senior awards ceremony last spring.

FOR SALE:

12 Westfalia metatron 12 takeoffs
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One 10 hp vacuum pump
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Welcome NEW SWISS VALLEY FARMS MEMBERS

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KENNETH & BRENDA
PIERCE
Stockton, ILL
MELVIN E. KEMPEL
Pearl City, ILL
DALE JOHNSON
Stockton, ILL
DUANE MORHARDT
Stockton, ILL

EUGENE & FALINE
BAUMGARTNER
Pearl City, ILL
BERGEMAN FARMS
Stockton, ILL
LARRY HUNEKE
Kent, Ill
AARON ANDERSEN
Clinton, Iowa

Important Court Ruling

‘WATERS OF U.S.’ HALTED FOR NOW

On Oct. 9, the U.S. Court of Appeals for the Sixth Circuit ordered a nationwide halt of the implementation of the Waters of the U.S. (WOTUS) Final Rule, which became effective on Aug. 28. According to officials at National Milk Producers Federation, the ruling provides greater certainty for dairy farmers across the country who, up until this court ruling, faced conflicting sets of new water regulations depending on which state they are in.

The nationwide stay was granted after a 2-1 vote, with the majority finding “a substantial possibility of success on the merits of their [18 states bringing the suit] claims.” The court took issue with both the content of the rule and the lack of notice and comment for significant changes that were added in the final version. Due to

both procedural and merits claims, the court ordered the Clean Water Rule stayed, nationwide, pending further order of the court.

This decision is a positive development in a discussion NMPF has been a part of for years. NMPF and its members are committed to protecting U.S. waterways through voluntary efforts, as well as through regulatory compliance with the Clean Water Act (CWA). Clean water is central to healthy ecosystems, secure water supplies for human and animal consumption, and to the production of milk and other dairy products. The dairy industry remains committed to working with the EPA and Corps of Engineers to find effective ways to achieve these important goals.”

“Acres & Avenues” Project Connects Urban Consumers With Rural Farms

What happens when young urbanites and rural dairy farmers spend some time getting to know each other on each other’s turfs? You’ll have to watch to find out!

On October 7, Dairy Management Inc. launched its latest campaign, Acres and Avenues, showing the surprising similarities between workers in two very different professions. Episode 1, for example, features dairy farmer Brian Fiscalini and guitar craftsman Nick Pourfard exploring the commonalities they share, including the use of technology and sustainable practices in their respective industries.

We encourage you to check out these great videos at <http://dairygood.org/acresandavenues/index.html> and



share them on your Facebook and Twitter accounts!

The Swiss Valley Farms Facebook and Twitter pages will be periodically sharing news about this campaign as well throughout the month.

Want to get even more involved? Acres and Avenues is holding a casting call for farmers wanting to appear in future episodes. If you think you have what it takes, fill out an audition application by clicking on the “Participate” button on the Acres and Avenues website. You’ll be asked to describe why you believe you should be the next star of the series!

Where Do You Find Swiss Valley Clothes?

By Shopping
ON-LINE
at the
Swiss Valley
Store.

Go to:
www.swissvalley.com

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

Huge selection of jackets, shirts & caps.



**FREE
SHIPPING!**



Where Can I Purchase Swiss Valley Farms Cheeses?

There are several ways to do that.

1. The Luana, Iowa cheese plant operates a cheese store. Phone 563-539-7201.
2. A variety of Swiss Valley Farms packaged cheeses is 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. Phone (507) 334-3988.
4. Get Swiss Valley Farms cheeses shipped to your door. Order on-line at **www.cheesecave.com**.

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

FIELD PERSONNEL & STATISTICS

Field Department & Procurement Division Directory

Chris Hoeger *VP Procurement*

Eldridge, IA

Office 563.468.6628
Mobile 563.340.7943

Nancy Feeney *Member Relations*

3855 Manchester Dr • Bettendorf, IA

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Mobile 563.449.4451

Tim Genthe *Field Information & Logistics Manager*

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Office 563.583.7669
Home 608.744.3515
Milk Scheduling Hotline:
563-468-6668

Kara Koopmann

Field Information & Logistics Specialist

6142 Roller Coaster Rd. • Epworth, IA

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Ron Brenner *Field Supervisor*

1817 Loomis St. • LaCrosse, WI

Mobile 608.790.1324
Office 608.781.5324

Tom Tegeler *Field Supervisor*

1320 1^{1/2} St. SW • Dyersville, IA

Office 563.583.7669
Home 563.875.2059

Randy Heisel

259 E. Lakeview Dr. • LaFarge, WI

Home 608.625.2045
Mobile 608.386.6681

Mike Howald

7105 N. Freeport Rd. • Forreston, IL

Office 815.938.2651
Mobile 563.599.2397

Roger Lenius

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Mobile 563.599.2398

Ken Ley

225 S. Clifton • Livingston, WI

Mobile 608.732.8361
Home 608.943.6240

Lynne Melchert

117 Culver Rd. NE • Hopkinton, IA

Mobile 563.599.2394
Home 563.926.2794

Bob Zielsdorf

309 North St. • Sparta, WI

Mobile 563.599.2399
Home 608.269.5452
Fax 608.366.1772

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

| | |
|---------------------------|--------|
| BAILEY, MICHAEL & JEAN | 70,000 |
| BENNETT, JOHN & CHARLENE | 49,000 |
| BOWERS, KERRI | 77,000 |
| BOWERS, MARK & KATHY | 77,000 |
| BREUCKMAN, CHAD | 85,000 |
| BRIMEYER, DANIEL & DEB | 73,000 |
| BRIMEYER, DEREK | 73,000 |
| CALVERT, KYLE D. | 99,000 |
| CAROLAN, KEVIN & DONNA | 72,000 |
| GAUL, MICHAEL G. | 89,000 |
| GAUL, PETER & KIM | 89,000 |
| GORHAM, FLORIEDA EST. | 70,000 |
| GUDEX, TONY | 65,000 |
| HALL, LARRY & ROXANNE | 81,000 |
| KIRSCHBAUM, ALAN | 89,000 |
| KOHOUT, KENNETH & ANITA | 89,000 |
| MEIER, BRIAN | 81,000 |
| MEIER, MIKE & CHERYL | 81,000 |
| MUELLER, BRIAN J. | 88,000 |
| MUELLER, JAMES J. | 88,000 |
| OPPRIECHT, GERALD & DIANA | 71,000 |
| PAISLEY, JAMES | 98,000 |
| PAISLEY, PATRICK | 98,000 |
| PEARCE, RICHARD J. | 92,000 |
| SCHUSTER, CRAIG | 98,000 |
| SCHUSTER, ROBERT & NANCY | 98,000 |
| STAUFFER, TITUS | 69,000 |
| THOMPSON, LARRY & LIANE | 92,000 |
| VLASAK, STEVEN & SHERRY | 83,000 |
| WUNDROW, LESLIE | 85,000 |

Remember, October is National Co-op Month.

HAY FOR SALE:

First Crop Big Squares
Made by b/g \$45 a bale
Second Crop Big Squares \$60
All stored inside -- all grass
Phone: 920-344-0665

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

| | |
|------------------------|-----|
| 0-100,000..... | 5% |
| 100,001 - 200,000..... | 25% |
| 200,001 - 300,000..... | 33% |
| 300,001 - 400,000..... | 19% |
| 400,001 - 500,000..... | 11% |
| 500,001 and above..... | 7% |

Future Milk Contracts Are Made Through Blimling Office

Future Milk Contracting is open to Swiss Valley Farms members only. All futures' contracts are made directly through Blimling and Associates. To contract milk, call the offices of Blimling and Associates at 1-800-945-8891 and give them your farm number to get the process started. Through Blimling, you will have access to live market pricing and your contracting window will be larger.

You may contract milk from:

- 8:30 a.m. to 3 p.m. Monday-Thursday CST and 8:30 to 1 p.m. Friday CST for the Class III-based program.
- 9:05 a.m. to 1 p.m. Monday-Friday CST for Total Price Contracts (this includes Producer Price Contracts) and Options-based contracts.

For more details on Forward Fixed Price Milk Contracting, Swiss Valley members can log on to the members-only section of swissvalley.com.

It's Fast & So Convenient! 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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the search bar and look for the official logo.
Follow us on Twitter by searching for our handle,
@SwissValleyFarm.

**It's a great way
to stay connected with your co-op!**

