

# Dairyman

MAY 2015



## HOFFMANN FAMILY EMBRACES ROBOTIC LIFE



# And the Survey Says . . .

by Don Boelens



**CEO Don Boelens**

their 2015 district meeting locations and meals.

To me, the members' questions and comments written on the survey were enlightening and management will work to get answers out to these members. Several of these comments will be used for the topics of future columns or articles in the **Dairyman**. Some will be incorporated into next year's district meeting slide shows.

Thanks to everyone who returned a survey. I will leave you with just a few of the good ideas members gave us.

"Compare hauling rates in our area at district meetings."

"Talk about cost of trucking and other overhead costs."

"Explain the risk level of the company's future plans."

"Can you tell us what smart phone apps other dairy farmers are using?"

"Wish you could make your own password for producer log-in rather than be given some weird group of

(ARTICLE CONTINUES ON PAGE 9)

Remember the producer survey we sent out a few months ago? We received a return of around 38%, which is above average on a survey such as this. Thanks to everyone who took the time to answer the questions. We learned some interesting things about the Swiss Valley Farms membership. We also learned about a few issues we need to address.

A little over half (55%) of the survey respondents use e-mail and log on to the Producer-only section of the co-op's website. Of those who log on, the majority (45%) log on weekly followed by 18% who said they log on daily and 15% who log on monthly. It was good to know that of those respondents who use the internet, all of them were using this on-line tool to access their dairy's test results and milk check information. One member commented that since test results are now available via text message, she doesn't go to the on-line website as often. That's a case of more convenient technology trumping the old technology.

However, use of social media platforms did not fair quite as well. Of all responding to the survey, only 38% use some form of social media. Among all the respondents who said they use social media, the big winner by far was Facebook, with 91% checking that box. YouTube and Pinterest came in distant seconds with Twitter being the least-checked box.

As one would imagine, responses to the district meeting questions varied greatly according to the districts. Individual Board members will be using these responses when they select

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## In National Quality Awards

# Bailey's Quality Merits a Platinum

The Bailey dairy of Tomah, Wis. just received a Platinum Award in the 2015 National Quality Awards Program, the highest honor anyone can achieve. They were nominated for this honor by their Swiss Valley field rep Bob Zielsdorf. Last year, the first time they ever entered the contest, they received the Gold level award. "Their somatic cell count consistently averages around 75,000," Bob says. "They simply do an excellent job on quality."

The original owner of the dairy, Florieda Gorham, passed away in early November of last year at the age of 92. She still lived on the dairy in the midst of her family in the over 100-year-old farm house that came with the dairy when she and her husband Ronald bought it in 1946. The couple raised their family there and started a small dairy. A daughter, Jean, married Mike Bailey and began working with her parents in the dairy. Jean and Mike's sons, Brock and Brent Bailey, also work in what has grown into a 180-cow operation.

Brock described their milking protocol. "We fore strip, pre dip and then post dip with an iodine solution using micro fiber towels. We wash the towels in chlorine-based soap, but don't dry them. We use them damp." He stressed they do not have automatic take offs and they

try to minimize liner slips. "We change inflations every month."

They house their cows in two free stall barns, built in '08 and '11. "One free stall barn is bedded with sand and the other is bedded with chopped soybean straw on top of mats," Brock says. "We add more sand every week and more straw every five days." Dry cows and young heifers are housed in sheds with a bedded pack. Breeding age and

(ARTICLE CONTINUES ON PAGE 9)



**Michael & Jean Bailey, Brock Bailey**  
Tomah, Wis.

## KETCHUM'S GRAB ANOTHER GOLD

Receiving a Gold award this year, Robert and Terri Ketchum of Utica, Minn. are no strangers in the National Quality Contest. They also received a Gold level award in last year's contest and won Platinum in 2010 and 2011. What a remarkable track record to possess! As always, they were nominated for this honor by their Swiss Valley field rep Bob Zielsdorf.

Robert and Terri milk 105 cows in a double-eight parallel parlor with the cows housed in sand-bedded free stalls. Their average somatic cell count during the past year was under 70,000.

(ARTICLE CONTINUES ON PAGE 9)



**Robert & Terri Ketchum**  
Utica, Minn.

# ROBOTS SUIT HOFFMANN'S WELL

by Nancy Feeney

If you're thinking about putting in robotic milking machines but just can't quite make up your mind, go visit the Hoffmann's in Dubuque, Iowa. You're guaranteed to come away with a burning enthusiasm for robots and how your life and your cows will change for the better because of them.

Ronald and Karen Hoffmann and their family have wholeheartedly embraced the robotic milking technology and are thrilled to share their feelings with anyone who stops to see them. There was indeed a steady flow of interested people dropping by to take a peek at the robots during the Hoffmann's open house on a warm and sunny Saturday in mid-April.

The Hoffmann family farm sits off a country road southeast of Dubuque. Declared an Iowa Century Farm in 2010, Ronald is the fourth generation to dairy there and sons Eric and Mike are the fifth. Daughter Alison, who is in her second year at UW-Platteville majoring in biology, helps out on the farm when she is home. Much to the family's delight, a potential sixth generation is now running around on the farm -- 3-year-old grandson Ryder Hoffmann, son of Mike and his wife Julie.

The Hoffmann herd consists of 178 cows, mostly Holsteins, with five or six Jerseys mixed in. "There are also a few cross bred Brown Swiss and red Holsteins," Ronald says. "As a kid, I grew up with Holsteins. I would ask, 'Why can't we have a red cow?' My dad always gave me a reason why not. So when I got older and was running the dairy, I wanted some color in the herd."

The family owns 300 acres and rents another 100. "Everything we grow is feed for the dairy," Eric says. "Corn and alfalfa and a little bit of soybeans." They buy extra alfalfa hay to fill out the rations.

"We put the robots in for our children," Ronald says. "That's what these robots are all about . . . a better lifestyle for our family."

"Our sons are in their 30's now," Karen says. "It's the right thing to do to put these in now and start paying for them and making money." She says the robots report that the cows are being milked 2.6 times a day. "This is good," she says. "You want to aim for that 3-times-a-day milking and also manage the herd's 'box' time or average milking time per cow. That's when you can make more money."

As this family soon found out, these milking rate stats are just two of the many interesting items that the robots keep track of for each individual cow. All the Hoffmann's were quick to talk about the massive amount of information the robots capture on every cow that passes through them. Ronald says he has milked cows his whole life and never had access to this much information before. Now that he has it, he says this information is an incredibly useful herd management tool to achieve quality milk production and maintain the health of the cow. "The robot will even tell you if a cow is getting sick," he says.

Karen's off-the-farm job at Medical Associates Clinic  
(ARTICLE CONTINUES ON NEXT PAGE)



Ronald Hoffmann talks about how content his cows seem now that they are being milked by the robots.

**ON THE COVER:** The entire Hoffmann family gathered in front of the cow with the map of the world on its side that stands in front of their new robotic barn. Seated: Alison, Karen, Ronald, Julie and Ryder Hoffmann. Standing: Eric Hoffmann with girlfriend Hannah Kafar and Mike Hoffmann.

**On next page: Top to bottom-** Ronald and Karen Hoffmann stand with their daughter Alison, ready to answer questions in their spic and span robotic milking parlor. Karen explains the robotics software to one of the open house visitors. Ryder Hoffmann's parents, Mike and Julie, give him a turn on the back of the Lely cow that greets everyone at the front of the new parlor.

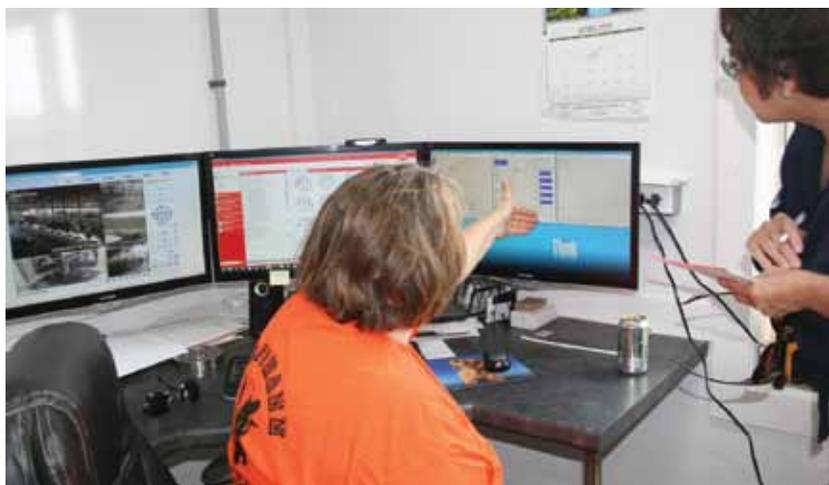
*“That’s what these robots are all about . . .  
a better lifestyle for our family.”*

*~~ Ronald Hoffmann*

Health Plan in Dubuque no doubt helped her master the robotic software, but she says everyone caught on fairly quickly. She proudly points out the computer command central in the office on the front of the new barn. Three computer screens sit in tandem across the desk, each one offering its own set of information. One screen shows six different views of the cows and robots taken by the many cameras installed throughout the barn. “These cameras have a DVR back up system that saves the information for two weeks,” Karen says. “This comes in handy if you need to go back and check on any incidents in the herd or with the robots.” The two other screens were full of diagrams and charts on herd health and production as well as other robot functions. The robots also send information to the family members’ cell phones, alerting them to any problem in the dairy.

An obvious benefit to the Hoffmann’s since the robots were installed last November has been more time available to be spent on other farm duties as well as more family fun time available off the dairy. Another less expected change this dairy family has noticed is a new calmness in the barn. “Walking into a robotic milking unit is a whole different thing than being rounded up twice a day and pushed towards the milking parlor,” Eric says. “There is less stress on the cows since they leisurely walk to the robots whenever they want, any time of day or night. There is no competition among the cows now,” Eric says. The cows lounge on their sand-filled stalls or leisurely wander the aisles. A small, spinning back-scratching brush is a popular attraction for them.

Eric says they have a place in the barn for a fourth robot to be installed if the family ever decides to expand the herd. This Century Farm family is certainly making plans to continue to be a vital part of the Dubuque County dairying scene for years to come, possibly even generations to come.



# ‘WE PARTICIPATE IN F.A.R.M.’

**H**ave you ever wondered what it’s like to participate in the F.A.R.M. audit? Many Swiss Valley Farms members have already done just that. A few of them agreed to tell us what their experiences were like when they signed up and what they thought about it. Participating in this roundtable are: Jeff Berg, LaCrosse, Wis.; Don Damrow, Juneau, Wis.; Rick Kauffmann, Farley, Iowa; Keith and Lois Landis, Sterling, Ill. and Pat Schroeder, Lancaster, Wis.

## 1. Please give some basic information about your dairy.

**Berg:** “I was born and raised here. I milk 65 cows with my wife Johanna, son Aaron, daughters Macey and Carlie and Carlie’s husband Jacob Scriver.” Two years ago, the Bergs installed a robotic milker.

**Damrow:** “My wife Donna and I work together and milk 17 registered Milking Shorthorns and 2 Ayrshires. I have been in dairying all my life. When I was 15, I started milking my own herd of 24.”

**Kauffmann:** “My wife LuAnn along with our son Jerry and his wife Stephanie work on our dairy farm. We milk 210 cows twice a day. We have a high school boy that helps out

when needed. We raise all of our replacement heifers.”

**Landis:** “We are a husband/wife partnership -- Keith and Lois Landis. We milk 60 cows and have been dairying for 24 years.” They operate an organic dairy.

**Schroeder:** Pat and his wife Karen, son Patrick and son-in-law Adam Mossner work on the dairy along with five hired helpers. “I started dairying when I was 16 years old and my wife and I have been farming for 33 years. We currently milk 400 cows -- 375 Holsteins and 25 Jerseys.”

## 2. When did you enroll in F.A.R.M.?

**Berg:** “I enrolled in 2011 with the help of my Swiss Valley field rep Bob Zielsdorf.”

**Damrow:** “We were enrolled the first time around by our field person Cheryl Zablocki-Wagner.”

**Kauffmann:** “With the help and support of my field rep Lynne Melchert, I enrolled in 2011 and again in 2015. It isn’t any different than showing a friend or neighbor around on your farm.”

**Landis:** “About three years ago, Swiss Valley field rep Mike Howald gave us a questionnaire and encouraged us to participate.”

(ARTICLE CONTINUES  
ON NEXT PAGE)



The Kauffmann family stands in their new 72 by 270 ft. freestall barn, which has room for 140 cows. Left to right: Jerry and Stephanie Kauffmann, Luann and Rick Kauffmann.

*“It isn’t any different than showing a friend or neighbor around on your farm.”*

*~~ Rick Kauffmann*

*“We love our lifestyle, our land, our animals and our families. Be proud and be loud. We have a great story to tell.” ~ Pat Schroeder*

**Schroeder:** “I enrolled about 2 1/2 years ago with the help of my Swiss Valley Field Rep Ken Ley.”

**3. How much of your time do you estimate it took when you first enrolled in F.A.R.M.?**

**Berg:** “One to two hours.”

**Damrow:** “One hour.”

**Kauffmann:** “About 1½ hours, which of course, will vary from farm to farm.”

**Landis:** “About an hour.”

**Schroeder:** “Thirty minutes at the most. It went very well.”

**4. Did you think the questions asked of you during the enrollment were difficult to answer?**

**Berg:** “Some of them were difficult. All farms are different sizes. Some are family run with no employees. Some are large with lots of employees.”

**Damrow:** “No, not at all.”

**Kauffmann:** “The questions were not difficult to answer. No pass/fail, as you answer according to your dairy operation protocol practices. Some questions pertain to ventilation, cow/calf comfort, nutrition and record keeping.”

**Landis:** “Yes, they were. We felt the questions were geared to

(ARTICLE CONTINUES ON PAGE 8)

## Why Is F.A.R.M. So Important?

Established by the National Milk Producers Federation over five years ago, F.A.R.M. (Farmers Assuring Responsible Management) is a national dairy animal care, third-party verified program designed to demonstrate dairy farmers’ commitment to outstanding animal care and a quality milk supply.

Swiss Valley Farms is committed to using the F.A.R.M. program as a marketing tool to assure our customers that our co-op members provide excellent care for their animals. All of our field staff are trained F.A.R.M. auditors and are currently busy conducting audits on member farms.

This past fall, the NMPF Board of Directors voted to make it mandatory that all its members participate fully in the F.A.R.M. program. Following this lead, the Swiss Valley Farms Board of Directors voted to make it mandatory for all co-op members to be enrolled in F.A.R.M.



From left: Pat Schroeder holding grandson Memphis Mossner, Karen Schroeder, Danny Schroeder, Stephanie and Adam Mossner, Ena, Patrick Schroeder, Luz, Yexon and Alex.



large dairies with employees that do your work and you are the manager of the employees.”

**Schroeder:** “No. All of the questions asked pertained to what we do every day on our operation.”

**5. After you were enrolled, did you have a third-party evaluator come out to your farm and how would you rate this experience?**

**Berg:** “Yes. It was OK. We were notified in advance and an appointment was made. I was with the third-party evaluator during the assessment.”

**Damrow:** “Yes, we did. We were notified by letter of the date and time. We accompanied the evaluator, who had a farm background and common sense.”

**Kauffmann:** “I have not had a third-party evaluation.”

**Landis:** “Yes. We were notified in advance and an appointment was made. We accompanied the evaluator. Along with the evaluator was another person who was learning so it took a little longer than normal. We were informed of this beforehand.”

**Schroeder:** “Yes. We had about a week’s notice and an appointment was made that was convenient. It was enjoyable. He was a veterinarian from Colorado and was very friendly. Since he was a veterinarian, he knew a lot about our business and was very aware and knowledgeable of our industry. I felt it was good to have someone else tell us that we do a good job and we have a good operation that we are very proud of. It took about an hour, mainly because I enjoy talking.”



**Don & Donna Damrow, Juneau, Wis.**

**6. Do you have any thoughts about what could be done to make this F.A.R.M. enrollment process any simpler or more pleasant for you and your dairy?**

**Berg:** “Make sure they take into consideration the weather and the time of year for availability.”

**Damrow:** “The evaluation is geared to a large freestall operation. The evaluator used his common sense to adapt it to our small operation.”

**Kauffmann:** “Overall, the enrollment process is very simple.”

**Landis:** “The questionnaire would have been easier to complete if it would not assume all dairies hire help. Allow for “not applicable” to those questions that talk about ‘for your employees . . .’”

**Schroeder:** “I feel it went very good. I always enjoy people who love our industry and are willing to help educate our consumers and the public that we take care of our animals and take pride in producing safe food to feed America.”

(ARTICLE CONTINUES ON NEXT PAGE)

Jeff Berg, seated, is surrounded by his family. From left to right: Aaron, Johanna, Macey and Carlie and Jacob Scriver.



## 7. Did you learn anything during the F.A.R.M. evaluation that you could use in the future to improve your dairy operation?

**Berg:** “I could notice things more closely.”

**Damrow:** “The evaluation is centered on the care you give your animals, making sure there is no abuse (lame animals, etc.) and the safety of antibiotic use. Most dairymen have the same concerns, but we all know some producers whose concern is milk production at any cost. These are the dairymen who need this evaluation, so the good name of the majority and the product we produce is not tarnished.”

**Kauffmann:** “Every dairy farm, whether large or small, has different management protocols they follow. But in general, I felt the evaluation was a good refresher tool and reminder that as a dairy farmer, the well-being of our animals can make a positive influence in the dairy industry, as well as our bottom line.”

**Landis:** “Even though we don’t hire employees to do the milking or take care of the dairy herd, it probably doesn’t hurt to have some sort of procedural manual for those times we do take a weekend away. It would be a reference for the relief milker.”

**Schroeder:** “Yes, it was a tool to inform our industry that we produce and take care of our animals. It is our livelihood and we are not afraid to prove it. We have the best story to tell. We love our lifestyle, our land, our animals and our families. Be proud and be loud. We have a great story to tell.”



Keith & Lois Landis, Sterling, Ill.

## Survey ..... Continued from Pg. 2

letters/nos. that I can’t remember.”

“Review how members qualify to receive quality awards.”

“We would prefer getting cheese from our cooperative instead of items with the SV logo on them for an attendance gift.”

“I would like a better explanation of what goes on in each Swiss Valley plant location. Pictures of processing and final products would be great.”

## Bailey ..... Continued from Pg. 3

pregnant heifers are housed in the free stall barn. They milk in a tie stall barn with 66 stalls. The dairy has been on DHIA for the past three years.

“We treat dry cows with Tomorrow and Orbeseal,” he says. Spectramast is used to treat lactating cow mastitis. The post dip contains a 10% emollient package. “During cold temps, we use a post dip with a 50% emollient package for teat conditioning. This ‘winter teat dip’ protects the teats from freezing as they go outside right after milking.”

## Ketchum ..... Cont. from Pg. 3

Robert says their milking procedures include brushing off sand and pre-dipping with a 1/4% iodine solution. Then they strip each quarter, dry off with two paper towels and attach the machine. When milking is complete, they post dip.

They clean the free stalls two times a day and put fresh sand down weekly. When it comes to detecting mastitis, they pre-strip cows and when done milking, they check cows with harder quarters for mastitis. They also rely on their DHIA cell count for detecting sub-clinical cases.

Meet your field reps:

## Randy Heisel: Involved in Ag All His Life

**R**andy Heisel is a familiar face around the LaFarge, Wis. area where he works as a Swiss Valley Farms field rep. Raised on a small dairy farm near LaFarge, Randy grew up milking his family's 30 cows. Most of his jobs since then have been focused around farming or dairy.

Early on, he worked at Hillsboro Farmers Co-op in Wilton, Wis. where he ran a fuel truck and fixed and changed farm tractor tires on farms. After this, he spent ten years at Preston Dairy Equipment in Union Center and Sparta where he was a route man and equipment salesman. During this time, he also worked as a part-time deputy at the Vernon County Sheriff's Department. After this, he moved on the Tri-State Milk Producers Association, where he worked for 10 years as a field rep. Randy credits his former boss, Marv Thompson, who was then the CEO of Tri-State Producers, for teaching him a lot about the dairy business. He was working at Tri-State when Swiss Valley Farms merged with that co-op in 1997 and he joined the Procurement staff in that same position. His field rep area now covers Swiss Valley



**Randy Heisel**

Farms producers in southeast and central Wisconsin.

Randy considers one of his most important jobs as a Swiss Valley field rep is to keep his patrons updated on co-op and dairy information. He believes one of his most useful tools to accomplish this is his cell phone. "But you also have to know how to listen," Randy says. Like for everyone, on-the-job technology changes in recent years have been overwhelming. "Technology -- I don't know if it's good or bad for farmers," Randy says. "It takes a lot away from one-on-one meetings with them."

One technology development that is definitely good for his members is the ability to have their herd test results texted to them over their cell phones. "I've seen a lot of producers change their quality in a very short time from this," he says. "They start working on the problems right away."

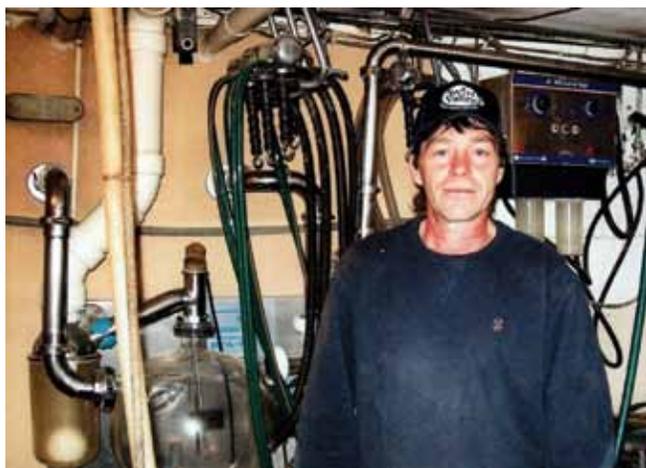
The most important thing he has learned from working with dairy farmers down through the years is, "Tell the truth. Farmers want the truth no matter if it's bad or good."

Randy says that the really tough days on the job are when he finds out that someone in one of his patrons' families has passed away. "Over the years that you work with them, you become a part of that farm family."

Randy says the dumbest thing he ever did on the job happened one day when he was working for Tri-State Milk. "I went to a producer's house to talk and I went through our program and when I got all done, he said 'Randy, you have a good program, but it would be hard to get a lot of milk out of all those beef cows up on the hill.' I never asked him if he was milking or went to the barn to check. He had sold the cows six months before," Randy says. "But we had a good laugh over this for many years."

When Randy isn't working on his farms, he likes to go hunting and fishing, sometimes with his children. He and his wife, Romelle, have two children -- Katee and Tanner. Katee is in her final year at UW Oshkosh studying medical technology. Tanner is in his first year at UW LaCrosse where he studies biochemistry and business. Romelle works at the Vernon Memorial Hospital in Viroqua.

# '100's' Shine on the Survey Sheets



**Dennis Bartels**  
Potosi, Wis.

Dennis Bartels of Potosi, Wis., was pleased to see a perfect score on his recent survey. Dennis has been milking cows since 1986 and he and his partner Sarah currently milk 40 to 50 Holsteins. How do you get a perfect score? "Consistently keep things clean," Sarah says. "Keep an eye to details. The small details matter the most."



**Ken, Cindy & Kevin Steffen**  
New Vienna, Iowa

The Ken Steffen family of New Vienna, Iowa, was thrilled to receive a perfect score on a recent survey. Ken milks 55 Holsteins with his wife Cindy and son Kevin in the family operation. Daughter Monica has helped out along the way, too. They received a 26-year milk quality award from the co-op at last winter's district meeting. Ken has been dairying for 31 years. He believes that keeping up a good routine in the dairy helps you get a perfect score.



**Brian Merges**  
Peosta, Iowa

Brian Merges of Peosta, Iowa, recently received a perfect score on his survey. Brian dairies with his father Paul. They milk 60 Holsteins with the help of a hired hand. Brian picked up his 19-year milk quality award at last winter's co-op district meetings. His tip for getting a 100 on your survey is, "Keep things clean. Do a little bit every day and stay on top of things."



**Derek, Deb & Dan Brimeyer**  
Sherrill, Iowa

All of the Brimeyers were pleased to see a perfect score on their recent state survey. Dan and his wife Deb and son Derek milk 140 Holsteins on their Sherrill, Iowa, dairy. Dan has been milking cows for 43 years. "It's the only job I ever had," he says. He picked up his 29-year milk quality award from Swiss Valley at last winter's district meetings. How did the family manage to get a perfect score? "We must have hit a good day," Dan says. "We try to keep the equipment clean and just keep up the basics."

# Get In On The Action!

## TAKE PHOTOS FOR THE 2016 SWISS VALLEY CALENDAR CONTEST

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**2016!! Can you believe it!?**

It's time to take photos for the Swiss Valley Farms **2016 Calendar Contest!** Anytime is a great time to take photos on the farm! We need photos from all the seasons to make a good calendar. Don't miss out. Get out those cameras and start shooting. Interesting things happen all year long on the dairy.



**Cash prizes awarded for the top 3 photos!**



## Iowa Governor Salutes Dairy Council Centennial

On April 17, Iowa Governor Terry Branstad issued a state proclamation recognizing the 100th anniversary of the National Dairy Council. Dairy professionals from across the state were invited to join him in his executive offices in Des Moines for a ceremonial milk toast to Iowa's dairy farmers. Among those attending was Pam Bolin, Swiss Valley Farms Board Chair, from Clarksville, Iowa. Pam brought her granddaughter Amara Bolin to share in the festivities as Gov. Branstad paid tribute to the good work the National Dairy Council has done over the past century.

"I have enjoyed working with the Dairy Council in Iowa since the late 1980's, when I was part of the Speakers Group on Osteoporosis," Pam says. "The NDC has a rich history of nutrition education and research-based communications that continue to be very important. It was great to see Governor Branstad and others take time to celebrate this milestone for us as dairy farmers!"

Since 1915, the National Dairy Council has promoted nutrition education through child health and wellness programs such as Fuel Up to Play 60. Locally, the Midwest Dairy Council implements these programs, with support from more than 9,100 dairy farmers in the region. National Dairy Council provides science-based nutrition information to public health professionals, the media, educators, industry, consumers and other thought leaders about the need for Americans, especially children, to consume three servings of low-fat and fat-free dairy products each day as recommended by the 2010 Dietary Guidelines for Americans.



Swiss Valley Farms Board Chair Pam Bolin, holding her granddaughter Amara Bolin, participated in ceremonies at the Iowa State Capitol in Des Moines when Governor Terry Branstad celebrated the 100th Anniversary of the National Dairy Council. Here, the governor and the Iowa dairy officials share a toast to the veteran dairy agency.

### Where Can I Buy Swiss Valley Farms Cheeses?

**Need Swiss Valley Farms cheese for your next get together? Here's how to get it.**

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](http://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

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

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Home 563.876.3900

### Ron Brenner *Field Supervisor*

1817 Loomis St. • LaCrosse, WI 54603

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Office 608.781.5324

### Thomas Tegeler *Field Supervisor*

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Mobile 608.386.6681

### Mike Howald

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Mobile 563.599.2397

### Roger Lenius

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Mobile 563.599.2398  
Home 319.352.5015

### Ken Ley

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Home 608.943.6240

### Lynne Melchert

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### Cheryl Zablocki-Wagner

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Mobile 920.660.9822

### Bob Zielsdorf

309 North St. • Sparta, WI 54656

Mobile 563.599.2399  
Home 608.269.5452  
Fax 608.366.1772

ALDINGER, ROGER	75,000
BENNETT, JOHN & CHARLENE	68,000
BREUCKMAN, CHAD	79,000
BRIMEYER, DANIEL & DEB	93,000
BRIMEYER, DEREK	93,000
BRIMEYER, JIM & MARY KAY	87,000
BRIMEYER, MATTHEW	95,000
BRIMEYER, RICHARD	95,000
CADDEN, GEORGE & JUDY	92,000
CALVERT, KYLE D.	90,000
CAROLAN, KEVIN & DONNA	82,000
DEAVER, MIKE	83,000
DEKLOTZ DAIRY INC.	87,000
DIETER, KAREN	77,000
GONZALES, KIM J.	92,000
HALL, LARRY & ROXANNE	99,000
HENDEL FARMS	48,000
HESSENIUS, CRAIG	84,000
JOHNSON, DUANE	87,000
JOHNSON, ROY A.	87,000
KAISER, TOM & JULIE	90,000
KETCHUM, ROBERT C & TERRI A	88,000
KOHOUT, KENNETH & ANITA	68,000
KOOPMANN, BRENT	79,000
KOOPMANN, CHAD	79,000
MEIER, BRIAN	92,000
MEIER, MIKE & CHERYL	92,000
MILNES, THOMAS	60,000
OPPRIECHT, GERALD & DIANA	96,000
PREW, NATHAN & BRITA	83,000
SCHMITT, ALAN	90,000
SCHUSTER, CRAIG	63,000
SCHUSTER, ROBERT & NANCY	63,000
SPERFSLAGE, DEAN & DANA	82,000
STAUFFER, TITUS	61,000
STOEHR, ADELINE V.	89,000
STOEHR, FRANK	89,000
STRIEF FARMS	92,000
THOMPSON, LARRY & LIANE	96,000
VAN VARK, BRYCE & VERLA	78,000
VLASAK, STEVEN & SHERRY	60,000
WESTHOFF, NICHOLAS & JESSIE	93,000

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

Farms	
0-100,000.....	8%
100,001 - 200,000.....	32%
200,001 - 300,000.....	30%
300,001 - 400,000.....	18%
400,001 - 500,000.....	7%
500,001 and above.....	5%



## ***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**.

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### **Have something you want to sell? Are you trying to locate an item?**

**Classified ads** in the **Dairyman** are free to Swiss Valley Farms members. Just e-mail your ad to: 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.

*swiss valley farms*

## **ANTIBIOTIC POLICY**

### **Antibiotic Policy**

If a member suspects antibiotics in his or her bulk tank & calls a SWISS VALLEY FARMS field representative to report this before dumping the milk:

- **1st time** in a calendar year, the coop will pay 80% of the milk.
- **2nd & 3rd times** in a calendar year, the coop will pay 50% of the milk.
- **Over 3 times** in a calendar year, the coop will pay **zero**.

On the 1st offense, if a member has purchased a test kit and detects the positive antibiotic milk, SWISS VALLEY FARMS, CO. will reimburse that member \$75.00 toward the cost of the test kit.

All claims must be received by the corporate office for payment no later than 60 days after the milk was dumped.

The earliest dated claim turned in will be paid at 80% payment.

If antibiotics are found to be present in a farm truckload as a result of a screening test, the member will NOT be paid for that shipment of milk, and will be assessed as follows:

**Full cost of net load  
plus the cost of disposal.**

Net load = total pounds on the load minus the member's pounds.

## ***Future Milk Contracts Are 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**.

Your copy of

# Dairyman



PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
SWISS VALLEY  
FARMS COOP

Post Office Box 4493  
Davenport, IA 52808

*Address Service Requested*

## Find us on Social Media!

Swiss Valley Farms is on Facebook and Twitter!  
Like us on Facebook by searching "Swiss Valley Farms" in 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!**