

Dairyman

AUGUST 2015



Liddane Takes on State FFA Office



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Increasing Sustainability

by Don Boelens



CEO Don Boelens

Next month's Swiss Valley Gals meetings are on board with a topic that is becoming more important to address every single day – how to save energy on the farm. Many of our customers all around the country, and even the world, are asking more and more questions regarding energy sustainability in agriculture. People want to know how much energy and natural resources are used to produce the food they put on their dinner table -- milk, beef, chicken, corn, beans -- everything.

Being more aware of saving electricity on the dairy is a huge piece of this puzzle. Attending the Swiss Valley Gals meeting and picking up pointers from the speakers on how to cut back on energy use on the dairy and recycle some of the energy we do use would be a great start.

Managing our water resources is yet another large piece. The intense drought in California is focusing excessive attention on water usage. For instance, groups with vegan agendas are doing the research and making striking comparisons between how many gallons of water it takes to produce one glass of milk or one hamburger patty versus a bowl of vegetables or a handful of almonds.

Whether or not all of this research paints an accurate picture, similar questions are being raised not only in California, but across the country. We have customers who have asked us to document how much water each of our co-op members are using every day and how much of this water runs off into the fields and adjacent

streams. They want us to tell them how much water is used to produce the milk that goes into our cheeses as well as how much water the plants use to produce those cheeses.

How does a co-op, or a dairy farmer, begin to even document such things? Like it or not, we may all be required to figure out a way to quantify this sooner than later.

As daunting a task as this all might seem, any dairy farm can begin this journey of natural resource sustainability. In any challenging endeavor, taking simple steps one at a time can add up.

Agriculture and dairy in particular has dramatically decreased the size of its carbon footprint in the past decade. As American farmers accelerate their efforts to reduce and recycle energy and natural resources, this footprint will shrink even more in the coming decade.

Celebrating Its 35th Anniversary

Swiss Valley Gals Focus on Saving Energy

Interested in saving energy? How about saving money? Come to your fall Swiss Valley Gals meeting and let the speakers walk you through a virtual on-the-farm energy audit looking for ways you can save or recycle energy on your dairy operation.

‘**Saving Energy on the Farm**’ can help you find ways to make your dairy operation more sustainable, decrease your carbon footprint and save money on your energy bills along the way. I’d call that a win-win!

Making these presentations are two representatives from regional power companies. Dan Huyser, an Energy Engineer with Franklin Energy in Urbandale, Iowa, will speak at the luncheon meeting at the Country Junction in Dyersville, Iowa. Ron Jentz, Director of Member Energy Services with Scenic Rivers Energy Co-op in Lancaster, Wis., will speak at the Lancaster Country Club.

All Swiss Valley Gals are invited to attend either or both meetings.



Ron Jentz has a degree in Electronic Servicing from Southwest Technical College. He has worked at Scenic River Energy Co-op in Lancaster, Wis., for 22 years. “My job includes a lot of calls regarding energy, from how much does my well use to why is my bill so high or what kind of lighting should I put in my free-stall.” He works with the co-op’s energy rebate/incentive programs, electric metering, power quality and load controlling.



Dan Huyser has degrees in Animal Science and Agricultural Engineering from Iowa State University and over 25 years of agriculture experience. Dan has worked as a research technician at the Land O Lakes Answer Dairy unit, a herdsman on a Holstein dairy and also Guernsey dairy, a designer of seed handling equipment with Seed and Grain Systems, an Ag engineer at Iowa State Extension and Outreach, and an Energy Engineer at Franklin Energy.

Fall 2015 Swiss Valley Gals Meetings
September 8 – Country Junction, Dyersville, Iowa
September 9 – Lancaster Country Club, Lancaster, Wis.

11 a.m. – Registration Begins 11:45 a.m. – Lunch
12:30 p.m. – Speaker 2 p.m. – Adjournment

Who is a Swiss Valley Gal?

Any woman who is a Swiss Valley Farms member or who works for a Swiss Valley Farms dairy is a Swiss Valley Gal and is invited to attend these meetings. The Swiss Valley Gals is a unique women’s organization founded in 1980 by several co-op women who were eager to gather together

other female co-op members to discuss topics that would advance the business interests of the women’s dairies, inform them about their cooperative and possibly improve their lifestyle. “Farm Business off the Farm” is the original motto of the organization.



In the Wake of a Summer Storm

Dean Sperfslage’s wife Dana, who works for an ambulance service, was in her kitchen when her work pager sent out an alert about high winds on the way, some possibly as high as 70 mph.

“A storm was rolling in, but I didn’t think too much about it,” she says. “Then the plastic slide from my granddaughter’s swing set flew by the window. I saw steel roofing flying by, too. That’s when I headed for the basement.”

Dana soon found out where the steel roofing had come from.

These Edgewood, Iowa co-op members lost the roof off of their machine shed as a quick moving storm swept across the Midwest during the late morning of June 22. The high winds between 60 to 80 mph ripped through the area between 9 and 10 a.m. wreaking havoc from Guttenberg south to Dyersville. “Most of the roof fell into the shed and sat down on the three cars parked there,” Dana says.

Dean and his sons Derrick, 21, and Mitch, 25, were in the milking parlor in their barn when the storm ripped through. No one was injured, but major havoc was created throughout their Edgewood community.

“Dean and the boys immediately set out to help neighbors who had trees on their houses,” Dana said. “We live in a large Amish community and everyone helps each other around here.” Their machine shed seemed like minor damage in the face of other neighbors’ problems.

Weeks later, clean up and repair were still on going.

The photos of storm damage on these pages were taken by Swiss Valley Farms field rep Lynne Melchert as she drove through the countryside checking on member farms.

Below: The Sperfslage family suddenly had an open air machine shed on their Edgewood, Iowa farm. A piece of metal managed to snag a power line not far from Sperfslage’s place.

On the opposite page -- clockwise from top left: Calf condos were flipped over on Jeff and Jessica Hiller’s dairy in Colesburg, Iowa.

In Guttenberg at Tim and Kari Gaul’s place, a pet dog trembled in its cage while an antique windmill blew over on the small barn next to it.

Mike Blume’s hay wagons were tossed around like tinker toys on his Guttenberg, Iowa dairy.

The top blew off the barn at Roger and Tony Kulper’s farm in Garber, Iowa. Tony posed for Lynne in front of the damage with his children, Lyle and Rory.







Liddane Joins State FFA Officer Team

by Nancy Feeney



ON THE COVER: Joelle Liddane of Tomah, Wis., stands by the dry cow pasture on her family's farm.

Above, Joelle beams with FFA pride in her official state officer photo.

At right, during a tour of the family farm, Joelle shows off her favorite cow, Shottle.



After spending my first few minutes with this young lady, I quickly realized she was indeed serving in the right position on the 2015-2016 Wisconsin Association of FFA officer team.

In mid-June, Joelle Liddane of Tomah, Wis., was elected Sentinel on the officer team of Wisconsin Association of FFA. In this position, her duties include making everyone who attends the state FFA Executive meetings immediately feel welcome and comfortable. Joelle practices this whenever she meets anyone. Within minutes of being on her dairy, her actions made me feel well received and more than happy to be there.

How did Joelle manage to achieve this state FFA office? The daughter of co-op members Tim and Kathy Liddane, she is the fifth generation to live on this Tomah farm, where she received a well-rounded education in farming and tending livestock -- a small herd of

Holsteins and a few pigs. Joelle's great-great grandfather, Tom Liddane, bought the acreage and started the farm in 1909. The son of an Irish immigrant, Patrick Liddane, Tom eventually worked his only son Edward into the operation and the farm continued to be passed down the Liddane line.

Today, the Liddane's farm on 300 acres and have 85 Holsteins in their herd, milking 35. Tim's mother, Patty Liddane, keeps 35 Black Angus cows on the beef farm down the road. Tim and Kathy's dairy farm also houses a few pigs that Joelle shows at her county fair.

A Path to FFA

Following a path already forged by her grandfather Tom and father Tim as well as older siblings, Annie and Tommy, Joelle joined the FFA in 7th grade. Over the years she served in several FFA offices, working her way into the president's position her senior year. Among her

many FFA activities was participation in job interview contests, extemporaneous speaking competitions and dairy and livestock evaluation.

Joelle's mother, Kathy, was quick to give kudos to Nelda Bailey, a Swiss Valley Farms YC'er and Joelle's Tomah Chapter FFA advisor and agricultural instructor all through high school. "Nelda has been a positive influence on Joelle's interest and success as she pursued the FFA state officer position."

The process of achieving a state office began for Joelle during the four-day State FFA Convention in Madison in June. Each of the 10 FFA regional sections in the state

of Wisconsin determine who they want to nominate to pursue a state office. Then these members begin a detailed process that allows them to collect points as they go along.

Collecting Points

The first day involves four interviews with several panels of judges, each one focusing on a different leadership or FFA aspect. On the second day, the 10 candidates are brought on stage and individually introduce themselves to everyone at the convention. After this, they take a written test followed by a written problem-solving communication activity. A particular scenario is proposed and the candidates must respond via written communication.

At this time, points are calculated and the top two finishers from each of the 10 sections move on to the delegate level. This is where two FFA representatives from each of the 24 schools in Section 3 who are attending the convention vote on the two candidates from their section. Joelle was the winner of that round and moved into the group of 10 future office holders – one member from each of the ten sections in Wisconsin.

On the fourth day, these 10 meet with the two Wisconsin FFA state staff and proceed to run for the offices. Joelle felt the Sentinel position best suited her talents and would allow her to use her strengths to serve her team, state and organization. Joelle ran for this position and was voted in by her newly elected teammates.

Official State FFA meetings are held about five times a year, usually in conjunction with other State FFA gatherings around Wisconsin. The meetings usually focus on topics that need

(ARTICLE CONTINUES ON PG. 8)



The Liddane Holsteins find cool shade as they mill about in the cow yard.



State FFA Office Continued from Pg. 7

to be discussed or if something new has come up recently.

“As Sentinel, it’s my job to get to the room first to make sure everything needed is there, correctly set up and properly working,” Joelle says. “Then I greet everyone at the meeting room door and make them feel welcome.” Throughout the meetings, she handles any needs that may come up regarding the room. She also assists the state FFA president in maintaining order during the meeting as well as being in charge of the organization of ceremonies and events during the Wisconsin FFA State Convention.

Busy Summer Begins

After assuming this office, Joelle’s summer went into overdrive. So far, she has attended three FFA officer training conferences all focused on different leadership areas. In late July, she accompanied the Wisconsin president to the FFA State Presidents’ Conference in Washington, D.C.

Future summer FFA-related activities include: working in the Discovery Barn at the Wisconsin State Fair, attending the Wisconsin FFA Camp at Jag Lake in Vilas County and giving farm tours at the Farm Technologies Days in Sun Prairie, Wis.

Fall plans include working at Sectional FFA Leadership Workshops and visiting all 24

FFA chapters in Section 3. “I’ll hold leadership workshops and do my best to engage interest in FFA among the students.” In late October, the National FFA Convention will be held in Louisville, Ky. Here, Joelle says she will be assigned to one of six committees to come up with ways to improve different areas of FFA.

During this powerhouse of a year, Joelle will be enrolled full-time at the University of Wisconsin at River Falls. “I won’t be attending classes there yet, but I will be receiving internship credits toward my Ag Education degree,” she says. This is one of the few universities in Wisconsin to have this relationship with the FFA state officers.

“Joelle is very excited to be representing Wisconsin Association of FFA,” says her mother Kathy. “She has already learned so much! We are very proud of her and will continue to support and encourage her as she continues her duties as State FFA Sentinel. Joelle loves to talk about new things that she has learned or been exposed to, which in turn, educates us, her family and friends.”

“In Joelle’s absence, her chores will be filled by whoever is available, probably my husband and myself,” Kathy says. “All of our kids are proud to have been raised on our family farm. We are fortunate to have our son Tommy helping out a lot after he finishes his job as a lineman for the local rural electric company.”

Joelle says one of her goals during this coming year is to increase her online social media presence. “I want to reach out to people and show them what life is like on a Wisconsin farm,” she says. If she also paints the picture of what she is learning from all of her FFA experiences this year, it will truly be an entertaining blog to read.



At left: Joelle Liddane and fellow FFA officer Sally Albers pose with the Instagram cut out that revealed next year’s National FFA theme.

Above: Joelle visiting the Lincoln Memorial during her trip to D.C.



Lyon Jerseys Honored by Master Breeder Award

G. Joe Lyon, center, stands with his son Eric, left, and nephew Stuart, right, in a barn at Lyon Jerseys in Toledo, Iowa.



G Joe Lyon and Lyon Jerseys, LLC of Toledo, Iowa were presented the 2015 Master Breeder Award for breeding outstanding Jerseys for many years and for making a notable contribution to the advancement of the Jersey breed in America.

The award was presented at the 2015 American Jersey Cattle Association and National All Jersey Annual Meeting held in Peoria, Ill. in late June.

Lyon Jerseys LLC is a family business that has been long recognized for breeding registered Jerseys of extraordinary quality, as pioneers in soil and water conservation, and for leadership in cooperative marketing, dairy product research and dairy promotion.

The farm was established in the 1920s as a partnership between brothers Robert and Earl Lyon to further the interest their 4-H age children had in Jerseys. Today, it is operated as a family LLC consisting of G. Joe Lyon, his son Eric, and his nephew Stuart.

Joe still manages the overall planning and the farm finances, in addition to handling calf registration and continuing his involvement in various industry-wide milk marketing organizations.

The Lyon family is also very well-known for selling more than 100 natural service young bulls every year to commercial dairy herds wishing to include Jersey genetics in their breeding programs.

Leadership is important to the family. Both Joe

and Eric have served on the AJCA Board of Directors, and Joe has served as president of both AJCA (1969- 1972) and NAJ (1976-1984). Joe played a very crucial role in the development of the Equity program for NAJ. He also received the AJCA's Distinguished Service award in 1987. Joe's late wife, Duffy, was a huge dairy spokesperson as she was known around the world as "The Butter Cow Lady."



Stuart, Eric and G. Joe Lyon accept the Master Breeder Award at the Jersey Breeders Recognition Banquet in June.

MPP Sign Up Continues to Sept 30th

ARLINGTON, VA – The National Milk Producers Federation (NMPF) has updated its online tools for dairy farmers considering their enrollment options in the second year of the Margin Protection Program, the new federal dairy safety net included in the 2014 farm bill.

Milk producers have until Sept. 30th to enroll for coverage in calendar year 2016. Producers currently covered by MPP in 2015 can elect now to make coverage changes in 2016.

To help producers make decisions, NMPF's dedicated website, www.futurefordairy.com, offers the following materials:

- A six-page brochure explaining the program and its benefits to dairy farmers
- A PowerPoint slide deck explaining the program in more detail
- Four pages of Frequently Asked Questions
- An Excel spreadsheet with milk and feed prices, and margins, dating back to 2007
- An interactive calculator allowing farmers to estimate future margins based on their forecasts of feed and milk prices

The Margin Protection Program was designed to insure against the kind of catastrophic losses that many dairy farmers experienced in 2009 and again in 2012. Instead of tying government support to milk prices, MPP allows farmers to protect against the difference between milk prices and feed costs. Dairy farmers insure their farms on a sliding scale,

deciding both how much of their production to cover, and the level of margin to protect. The program offers more extensive coverage for low-margin conditions than the previous programs it replaced.

According to the Agriculture Department, more than half of the nation's 45,000 dairy producers enrolled in the Margin Protection Program during the inaugural sign-up period last fall. The USDA also reported that approximately 80% of the nation's milk supply enrolled in the program. Of the farms in the program, approximately 55% elected to pay a premium for coverage above the basic, \$4 per hundredweight coverage level.

NMPF was instrumental in MPP's development and strongly encourages producers to use the program.

"The Margin Protection Program is more flexible, more comprehensive and more equitable than any previous federal dairy safety net," said Jim Mulhern, NMPF's president and CEO. "It is risk management for the 21st century, and we strongly encourage farmers to choose a coverage plan that fits their circumstances. The updated materials available on our websites can help them do that."



To All Swiss Valley YC'ers Who Use Facebook --

It's time to join Swiss Valley Farms **YC Facebook** page.
Be the first to know what is going on with the 2016 YC Conference!

To get on board, send an e-mail to:

nancy.feeney@swissvalley.com.

Your invitation to join the page will soon
be on its way to you!



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Deadline is Sept. 15th

GET IN THE CALENDAR PHOTO CONTEST

IT'S NOT TOO LATE TO TAKE PHOTOS FOR THE 2016 SWISS VALLEY CALENDAR CONTEST



Cash prizes awarded for the top 3 photos!

Have you taken any photos yet for the 2016 Swiss Valley Farms Member Calendar? There is still time to capture that perfect moment before the Sept. 15th 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. 15, 2015 to:**

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: _____



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

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



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Where Can I Buy 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.

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Fax 608.366.1772

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

BAILEY, MICHAEL & JEAN	78,000
BENNETT, JOHN & CHARLENE	41,000
BREUCKMAN, CHAD	73,000
BRIMEYER, DANIEL & DEB	64,000
BRIMEYER, DEREK	64,000
BRIMEYER, MATTHEW	89,000
BRIMEYER, RICHARD	89,000
CALVERT, KYLE D.	85,000
CAROLAN, KEVIN & DONNA	68,000
GORHAM, FLORIEDA EST.	78,000
HALL, LARRY & ROXANNE	91,000
HESENIUS, CRAIG	82,000
KETCHUM, ROBERT C & TERRIA	89,000
KOHOUT, KENNETH & ANITA	71,000
KOOPMANN, BRENT	93,000
KOOPMANN, CHAD	93,000
LASKA, RICHARD & CAROL	98,000
MEIER, BRIAN	86,000
MEIER, MIKE & CHERYL	86,000
MILNES, THOMAS	62,000
OPPRIECHT, GERALD & DIANA	97,000
PEARCE, RICHARD J.	95,000
PREW, NATHAN & BRITA C.	96,000
REPS, TRAVIS & ALYSSA	92,000
SCHUSTER, CRAIG	81,000
SCHUSTER, ROBERT & NANCY	81,000
STAUFFER, TITUS	58,000
THOMPSON, LARRY & LIANE	99,000
VLASAK, STEVEN & SHERRY	60,000



Welcome
**NEW SWISS
VALLEY FARMS
MEMBERS**

DARREN D. KREUL
Fennimore, Wis.

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

Farms	
0-100,000.....	5%
100,001 - 200,000.....	34%
200,001 - 300,000.....	30%
300,001 - 400,000.....	21%
400,001 - 500,000.....	7%
500,001 and above.....	3%

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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to stay connected with your co-op!**

