

Dairyman

APRIL 2016



**The Steel Is Going Up
At Luana Construction Site**



Directors Are All On Board

by Chris Hoeger

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Cooperative
 P.O. Box 4493
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563.468.6600 FAX 563.468.6616
 www.swissvalley.com

Nancy Feeney
 Editor/ Member Relations Mgr.

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

- Customers & Consumers
- Owner/Members
- Workforce

Swiss Valley Board Officers

Chair

Tom Oberhaus.....Waukesha, WI

Vice Chair

Patrick Schroeder.....Lancaster, WI

Assistant Secretary

Donald Berlage.....Elizabeth, IL

Assistant Treasurer

Francis Leibfried.....Cuba City, WI

Swiss Valley Directors

- Loyde M. Beers.....Eastman, WI
- Keith Blake.....Eldridge, IA
- Ted Domeyer.....Holy Cross, IA
- Dan Duitscher.....Rolfe, IA
- Robert Horst.....Bristow, IA
- Dale Humpal.....Ridgeway, IA
- Steve Klug.....Spring Grove, MN
- Eric Lyon.....Toledo, IA

Change continues to ripple through Swiss Valley Farms. For instance, there have been several changes on the co-op's Board resulting from actions taken during its annual reorganizational meeting in early March.

Three out of the four Board officers stayed the same. Acting Chair Tom Oberhaus, Waukesha, Wis., was officially elected Board Chair and the Assistant Secretary and Assistant Treasurer remain the same with Don Berlage, Elizabeth, Ill., and Francis Leibfried, Cuba City, Wis., respectively, being re-elected.

One new director added to the officer slate is Pat Schroeder of S & S Farms in Lancaster, Wis., who was elected Vice Chair.

Pat is a longtime Swiss Valley Farms member. His membership began with his grandfather and longtime Board member Burdette Staver. After Burdette retired from his Board position in 2003, Pat succeeded him the next year. For eight years, Pat served as our Board's representative on the NMPF Board of Directors, stepping down from that position last year. Pat will add a new dimension to the officer slate and I welcome him to this position.

For a variety of reasons during last winter's district meetings, several Board positions were left unfilled. The co-op Board has used its discretion to fill these positions for this year in order to maintain proper representation among the 10 districts. Former District 4 director Richard Kauffmann announced his retirement at his December district meeting, but no one was prepared to step forward that night



Interim CEO Chris Hoeger

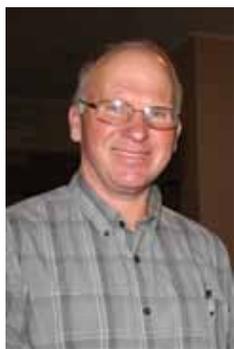
and accept a director nomination. At the March reorganizational meeting, the Board appointed Ted Domeyer, of Holy Cross, Iowa, to that position for a one-year term.

At the District 5 meeting, where long-time director Randy Schaefer, Blue Grass, Iowa, retired from the Board due to his exit from dairying, not enough members attended the meeting to achieve a quorum, so a valid election could not be held. The Board seated current At-Large Director Keith Blake, Eldridge, Iowa, in the District 5 Board position for one year.

Due to an oversight at Tom Oberhaus' District 10 meeting last December, his 3-year Board election was not held. So he was seated at the Board's discretion for a one-year term at the January Board meeting. Tom Oberhaus, Ted Domeyer and Keith Blake will all be up for election at the

(ARTICLE CONTINUES ON NEXT PAGE)

Meet Your Board Officers



Oberhaus

Thomas Oberhaus of Waukesha, Wis. is the newly elected Board Chair. He has represented District 10 since 2013. Tom and his wife Joan and son Charlie run Cozy Nook Farm, which consists of 240 acres and 75 cows -- mostly Brown Swiss with a few Guernsey. The family is active in the Wisconsin Brown Swiss Association. The family runs a huge fall market on their farm where they sell thousands of pumpkins and host dairy tours for around 1,600 children.



Schroeder

Pat Schroeder of Lancaster, Wis. is the new Board Vice Chair. Pat started dairying when he was 16 years old. He and his wife Karen and sons Matt and Patrick and son-in-law Adam Mossner work on S & S Farms along with four hired hands. He currently milks 400 cows -- 375 Holsteins and 25 Jerseys. Pat has been on the SVF Board since 2004. S & S Farms first joined SVF cooperative in 1980, through Pat's grandfather, the late Burdette Staver, who also served as a Board member.



Berlage

Don Berlage, Elizabeth, Ill., was re-elected as Assistant Secretary to the Board, a position he has held since he was elected to the Board in 2012. Before this, he was on the Board from 2001 to 2007. He was first elected to the Assistant Secretary position in 2013. Don and his wife Merri are currently dairying on their 235-acre farm with their son Greg, milking 90 Holsteins and a few Brown Swiss. They have two other adult children: Danielle and Jared.



Leibfried

Francis Leibfried was re-elected as Assistant Treasurer to the Board, a position he has held since 2012. He was first elected to the Board in 2003. In 2012, Francis was elected as an At-Large Director and was re-elected to a second 3-year At-Large term in 2015. He farms in partnership with his two brothers and a nephew in Cuba City, Wis. The Leibfried Dairy consists of 240 Holstein cows and 360 acres. Francis lives on the organic robotic dairy with his wife, Kim. The couple has four daughters: Shannon, Katie, Molly and Abbie.



Domeyer

The Swiss Valley Farms Board of Directors appointed **Ted Domeyer** of Holy Cross, Iowa to a one-year term as director of District 4. Ted has been milking cows for 24 years ever since he graduated from high school. He is currently in partnership with his brother Jeff on their 200-cow dairy. Welcome to the Board, Ted.



Horst

The new director for District 9 is **Robert Horst** of Bristow, Iowa. A co-op member since 2002, he was a District 9 district rep prior to becoming Director. Robert and his wife, Patricia, own and operate Grand Central Jerseys, LLC, where they milk 150 registered Jerseys. They have two grown daughters, Heather and Hillary.



Blake

Keith Blake is the newly appointed District 5 director. He began dairying with his parents and brothers at KrisDel Farms. Now he and his brother Roger run the 190-cow dairy on 750 acres in Davenport, Iowa. Keith was elected an At-Large Director in 2014. Keith and his wife Colette have an adult daughter, Caroline.

Directors Continued from Previous Page

December district meetings for the remaining two years of these three-year director terms.

Robert Horst, Bristow, Iowa, was elected at the December District 9 meeting to fulfill the final year of retiring director Pam Bolin's 3-year term. This three-year director seat will be up

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for election at the 2016 December district meeting.

Swiss Valley Farms Cooperative has a full complement of directors encompassing all ten of its districts as well as a complete officer slate. Now, let's all get down to business!



District Rep Spring Meeting

Reps Hear Co-op Update

It's a rare day that anyone is allowed to tour a Blue cheese plant, but the Swiss Valley Farms District Representatives enjoyed that privilege at their annual spring meeting held March 31 in LaCrosse, Wis.

After putting on various protective clothing layers as well as covering their footwear with rubber shoes, they were given a guided tour of the Mindoro Blue cheese plant. The flowery smell of Blue cheese followed the visitors as they walked through the plant, which was in full operation. They saw the entire process, from the cheese vat room on through the curing room and finished up in the busy wrapping, labeling and crumbling room.

The tour bus brought them back to LaCrosse for lunch and a business meeting with the co-op Board and Management Team. Duane Banderob from Blimling and Associates gave an



Jay Allison, V.P. of Business Development for Swiss Valley Farms, unveiled new labels that will re-brand the co-op's cheeses.

annual overview of what happened last year in the world and national cheese markets as well as what is

likely to happen in the coming year. Unfortunately, an oversupply of milk across the globe as well as in America

(ARTICLE CONTINUES ON PG. 9)



Tom Oberhaus



Chris Hoeger



Duane Banderob



ON THIS PAGE:

TOP: Jeff Jirik, V.P. of Quality and Product Development, center, makes sure the first group is properly garbed and ready to head out on to the cheese plant floor.

BELOW, RIGHT: The three retiring Board members were honored at the spring district representative meetings. They are, from left, Richard Kauffmann, Farley, Iowa; Pam Bolin, Clarksville, Iowa, and Randy Schaefer, Blue Grass, Iowa. Combined, these three directors represent 55 years of service on the co-op Board of Directors.

BOTTOM, RIGHT: Tom Oberhaus, right, the co-op Board Chair, shares a laugh with retiring director Randy Schaefer as he hands him his 'Thank You' plaque.

BELOW: Board members stand as Board Chair Tom Oberhaus individually introduces them during the meeting.



What's Happening 'In the Plant' at Mindoro



Above: Here's what the Mindoro Blue cheese plant looks like today.

At Left: It's quite a change from this small plant's humble beginnings.

Above: Mindoro Plant manager Robert Martin proudly shows off a beautiful wheel of Mindoro Blue cheese.

Hello! Welcome to the Mindoro Blue cheese plant! My name is Robert Martin and I am the plant manager here.

I take pride in this tidy, compact plant that sits in the heart of this small, southwestern Wisconsin community. This little plant has quite a long history in this town. The first cheese plant was built in 1896. It was once called the Mindoro Cooperative Creamery Association. This plant has served dairy producers around here for over a century, continually evolving and expanding into the exceptional cheese plant that it is today.

Swiss Valley Farms acquired the plant when it merged with Tri State Milk Producers Cooperative in 1997. A major remodeling in 2001 expanded and updated this facility to accommodate the growing demand for this specialty cheese. Another remodeling last year expanded our office and employee areas. We have 44 employees working here and we make cheese seven days a week.

How many of you love Blue cheese? We make some of the best here and we have the cheese awards to prove it.

Our dedicated employees turn out Mindoro Blue® cheese,

which is a Danish-style, hand-crafted Blue cheese that ages for 60 days. This cheese displays a rich and buttery, yet sharp flavor. It goes well with fruit, especially pears, and is a great addition to your ground beef or steak meals. It is also a popular addition to many salads.

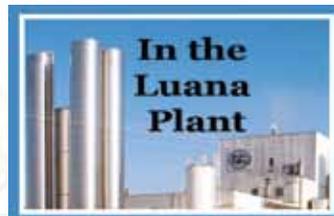
Another cheese we make here is a Mindoro Gorg®, a Gorgonzola cheese that is aged over 90 days and develops a creamier and milder flavor profile.

Every week, our milk intake area unloads around 113,120 pounds of farm-fresh, quality milk from our co-op members and we turn that into cheese as quickly as we can.

Our cheeses are sold to a wide range of foodservice, industrial and retail customers. Mindoro cheeses are available in wheels, wedges, crumbles and crumble cups.

In late March, we were proud to show off our plant to the Swiss Valley Farms District Representatives. It is a rare day that you get to walk through a Blue cheese plant and we were more than happy to accommodate this tour.

Working 'Under Cover' Now



As you can see on this month's **Dairyman** cover, the structural steel arrived and was quickly put into place on the foundation. A couple of weeks later, trucks pulled into the construction area carrying the roof decking along with the remaining steel. Now, the roof decking is up and more work can be done undercover.

Cooler panels were delivered and are being set up, along with a retaining wall around the addition. The electrical room has been laid up to precast bearing height. At this point, the interior foundation pads are nearly all complete.

In March, one day of work was lost due to high winds and rain. Not bad for an overall muddy and gloomy month. Altogether, 10 work days have been lost to bad weather since this project commenced in September. This job is still on target to be completed by Oct. 24.



ON THE COVER AND AT RIGHT: A crane lifts structural steel to the roof line where construction workers secure it in place.

ABOVE, RIGHT: Roof decking arrived and was lifted into place.

ABOVE, LEFT: A construction worker pours cement into a footing pad.

ABOVE: "More mortar, please." A bucket of fresh mortar is lifted up to the workers building the wall alongside the back of the building.



Are You Taking Photos for the 2017 Swiss Valley Farms Calendar Contest?

Have you taken any photos yet for the 2017 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 on the bottom right.



Cash prizes awarded for the top 3 photos!



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 Photo Contributor:

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, 2016 to:**

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

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

Spring District Rep Meeting Continued from Pg. 4

will keep milk prices low for several months to come. A weak export market and a strong American dollar are also contributing to this problem.

Board Chair Tom Oberhaus, Waukesha, Wis., welcomed the district reps and then honored the three retiring board members: Pam Bolin, Clarksville, Iowa; Randy Schaefer, Blue Grass, Iowa, and Rick Kauffmann, Farley, Iowa.

Interim CEO Chris Hoeger gave an update on

the co-op's status as well as a progress report on the Luana expansion project. Jay Allison, V.P. of Business Development, reported on the evolution of the new Caves of Faribault cheese labels. He then explained the co-op's efforts to re-brand the cheeses from Luana and Mindoro. New labels currently under development will tie the product line under a common look that is clean and pastoral so it will be easier to attract a shopper's eye in a grocery store's crowded deli case.

NMPF Board Approves Changes in FARM Program

The National Milk Producers Federation Board of Directors recently approved changes to the National Dairy FARM (Farmers Assuring Responsible Management) Program to strengthen the effectiveness and credibility of its animal care standards.

These current revisions include a greater emphasis on accountability among program participants. There will be greater emphasis on employee training, having a documented Veterinarian-Client Patient Relationship, updated protocols on euthanasia and non-ambulatory cattle, and the cessation of tail docking. Though evaluations on the new version of the FARM Program won't begin until

January 2017, new resources and training materials will be available to program participants in April.

Revisions to the FARM Program occur every three years and are based on input from farmers, veterinarians, and others involved in the FARM Program's Technical Writing Group, NMPF's Animal Health and Wellbeing Committee, and recommendations received through a public comment period.

Have something you want to sell?

Are you trying to locate a particular 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.

FOR SALE:

800 gallon Bou-matic Dairy Kool bunk tank \$1,400.

Four weigh jars: 3 @ \$250, 1 @ 150

Four Bou-matic milkers Flowstar claws \$50 each

Double-four herringbone Bou-matic parlor

Pipeline, vacuum pump, receiving jar & pump

Contact New Day Dairy, Clarksville, Iowa Phone: 319-278-4288.



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swiss valley farms

FIELD PERSONNEL & STATISTICS



Field Department & Procurement Division Directory

Chris Hoeger *INTERIM CEO*

Eldridge, IA

Office 563.468.6628
Mobile 563.340.7943

Nancy Feeney *Member Relations*

3855 Manchester Dr • Bettendorf, IA

Office 563.468.6640
Mobile 563.449.4451

Tim Genthe *Field Information & Logistics Manager*

803 S. School St. • Cuba City, WI

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

Plant 563.583.7669
Home 563-599-2395

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

319 9th St. N.E. • Waverly, IA

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 February, these Swiss Valley Farms Members averaged below 100,000 for their Somatic Cell count.

BAILEY, MICHAEL & JEAN	96,000
BENNETT, JOHN&CHARLENE	38,000
BREITSPRECKER, GERALD&JUDY	63,000
BREUCKMAN, CHAD	61,000
BRIMEYER, DANIEL & DEB	74,000
BRIMEYER, DEREK	74,000
CALVERT, KYLE D.	74,000
CAROLAN, KEVIN&DONNA	54,000
DEAVER, MIKE	87,000
DUTCHLAND DAIRY	90,000
FISCHELS, JEFF	59,000
FLIKKEMA, HUBERT A. TRUST	90,000
GORHAM, FLORIEDA EST.	96,000
GUDEX, TONY	55,000
HESSENIUS, CRAIG	91,000
JOHANNINGMEIER, MIKE	98,000
JOHANNINGMEIER, STEVE	98,000
JOHNSON, DUANE A.	67,000
JOHNSON, ROY A.	67,000
KAISER, TOM & JULIE	79,000
KIRSCHBAUM, ALAN	98,000
KLUESNER, LEO & JULIE	99,000
KRUSE, MARTIN	86,000
MILNES, THOMAS	88,000
PEARCE, RICHARD J.	84,000
SCHUSTER, CRAIG	89,000
SCHUSTER, ROBERT&NANCY	89,000
STAUFFER, TITUS	68,000
SVENDSEN, LARRY & MARY	80,000
THOMPSON, LARRY & LIANE	72,000
VANDERHAM DAIRY, LLC	84,000

Welcome
**NEW SWISS
VALLEY FARMS
MEMBERS**

BRAD JORDAN
Winslow, Ill.

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

Farms	
0-100,000.....	7%
100,001 - 200,000.....	37%
200,001 - 300,000.....	29%
300,001 - 400,000.....	15%
400,001 - 500,000.....	5%
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 a.m. 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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**It's a great way
to stay connected with your co-op!**

