

# PDPW MANAGERS memo

---

---

July 9, 2010

Keep reading to see these highlights and more:

- When to seek calving help
- Three steps to reduce challenges with antibiotic residues
- More Managers Academy nuggets

Thanks,  
PDPW

---

---

## **Producer Profile: Wiese Brothers Farms – Mark, Dave & Ken Wiese**

Wiese Brothers Farms, owned and operated by Mark, Dave, and Ken Wiese of Greenleaf, Wis., milks more than 2,400 head and has an additional 2,400 young stock on site. Calves start off in one of six calf barns. Then, as they get older, the calves move through a series of pens and facilities that are optimally sanitized.

Wiese Bros Farms' top-notch parlor management team averages five and a quarter turns per hour in a double-24 parlor. When all is said and done, the dairy can run 1,750 cows through its parlor in just six hours.

Mark and his brothers are big PDPW fans. "As busy as any producer is, whenever you have an organization that is looking out for your best interests, like PDPW is, it is a good thing," Mark relates. "You cannot possibly keep track of everything that is happening and changing in the industry, and that is why the memos, emails and workshops provided by PDPW are such a valuable asset to our farm."

---

---

## **For Your Dairy Business:**

**EVERY CALF BORN ALIVE** can contribute to your bottom line, and that's why it's important to know when to call for professional assistance at delivery time. Colorado State University's Integrated Livestock Management team suggests a call for assistance be placed in these situations: 1) You cannot assess the calving problem. 2) You know the challenge you are dealing with, but you do not know how to correct it. 3) You have been trying to correct the problem for 30 minutes but have not made any progress. That said, the CSU team stresses that professional assistance may not always mean reaching out to a veterinarian. Professional assistance may just be someone with more experience than yourself.

**HELP KEEP YOUTH SAFE.** Youth under age 14 are involved in nine times as many accidents per exposure hour of tractor driving than tractor operators 25-44 years. As such, giving the OK for a youth under the age 14 to drive a tractor is a BIG decision.

**WHILE ‘GOT MILK?’ APPLIES TO HUMANS, ‘GOT WATER?’ APPLIES TO COWS.** After all, when the temperature humidity index reaches 80 or above, water intake increases significantly and higher producing cows may require as much as 50% more water. Because water supplies should be fresh, clean and free of contaminants, it's a wise move to constantly check waterers to see that water is available, smells good and is clean. In the same vein, check that the water temperature is around 70°- 86°F rather than cold water (40°- 60°F) and the water rate is at least 3-5 gallons/minute.

**THREE STEPS CAN MAKE A DIFFERENCE.** Dr. Donna Amaral-Phillips, University of Kentucky, urges dairy producers to follow three steps to reduce challenges with antibiotic residues. Step 1: When using antibiotics and vaccines, follow directions on the label and follow withdrawal times listed. Step 2: When antibiotics are used extra-label as directed by your veterinarian, work with your veterinarian to determine the proper withholding/withdrawal times for milk and meat. These instructions should be listed on the label provided by your veterinarian. Step 3: Maintain written records for two to three years beyond when you sold an animal. Transfer dry eraser board information into a written permanent format, including identification of animal treated; date treated; drug, dose and route of administration of the drug; meat withdrawal times; and milk withholding times. Dr. Amaral-Phillips notes that written records are critical should questions arise.

**YOU CAN DIFFERENTIATE BETWEEN CALF SCOURS AS A SIGN OF DISEASE** that requires attention and loose manure from calves being fed a higher plane of nutrition. Susan Dey, Land O'Lakes Purina Feed young animal technical manager, offers this scours scoring guide that uses a scale of 1 to 4: 1 = normal, fairly solid feces; 2 = normal, soft manure that is still fairly formed; 3 = abnormal, runny feces that are not formed; and 4 = abnormal, liquid or watery feces. Dey says Scores 1 and 2 are normal, with no intervention needed, while Scores 3 and 4 indicate that intervention should begin.

**WITH BIG ROUND BALES WEIGHING 1,000 TO 2,000 POUNDS,** the Farm Safety Association reminds those harvesting and handling large round bales to follow these key safety points: 1) Always keep bales as low as possible for maximum stability. The risk of a bale breaking free is greater when loader arms are raised because the load is less stable. 2) Avoid steep slopes and rough terrain when moving bales with a loader. If it is impossible to avoid sloping land, approach bales from the downhill side. 3) Avoid sudden stops, starts or changes of direction. Be very cautious and travel at low speed when carrying a bale. 4) Use good judgment when stacking bales in storage. High stacks make efficient use of available space, but removing the bales could be hazardous. 5) Do not travel too fast and make sure that there is adequate ballast on the front and rear to counter balance the load. Read more "Big Bale Safety" information at: <http://nasdonline.org/document/1668/d001549/big-bale-safety.html>

**ENGAGE? NOT ENGAGE?** As county fair time approaches, you may find yourself faced with the decision whether to engage in a conversation when approached by an animal activist or to not engage. The key to engage vs. not engage is the person and his/her wording, tone of voice and posture. If the person appears extremely confrontational, then to not engage may be the best move. Perhaps just make a polite, genuine and simple statement that addresses animal welfare in general and stresses that you earn your living from dairy animals and care about them. Please follow these two don't scenarios: Don't make a scene. Don't evoke a scene. Take the high road and turn the other cheek.

---

---

## For Your Business Mind:

**FINAL MANAGERS ACADEMY NUGGETS OF WISDOM.** This wraps up a series of "Nuggets of Wisdom" shared by speakers at the 2010 Managers Academy. 1) Schedule—and take—a daily coffee break where partners and employees can gather to talk. You will be amazed at what is said and can be learned. 2) Develop a mission/vision statement and have it come alive. 3) Be a boss who interacts with—or at least acknowledges—employees so they know they are important to you. 4) Hire qualified employees who also want to solve problems rather than create them. 5) Three important questions for any business: a) What? b) So what? And c) Now what? To receive more nuggets of wisdom, attend the 2011 Managers Academy, **New Mexico, January 18-20, 2011.** Look for more information in upcoming Managers Memos.

**BOSSSES CAN LIMIT THE EFFECTIVENESS OF THEIR EMPLOYEES.** Read and see if you are guilty of any of these traits and behaviors that can limit the effectiveness of staff members and their productivity as well as the profitability of your business. 1) Ineffective communication. Including giving no direction or feedback, expecting others to be mind readers or be able to act upon poorly structured or ill-conceived ideas. 2) Mercurial. You smile like the proverbial Cheshire cat on a "good" day, then bark like a sergeant major on a "bad" one. 3) Lily-Livered. Does not confront and deal with issues as they arise; non-performance goes unchecked while performers tire of taking up the slack; and the boss complains about everyone (behind their backs). 4) Quiet but deadly. Employees learn not to disagree as they know from experience they will be demoted or "managed" out of the business. The boss ends up surrounded by "yes" people and without the checks and balances provided by empowered staff the company stagnates or eventually falls of a cliff.

**BOOK REVIEW: *PERPETUATING THE FAMILY BUSINESS*.** Author John Ward, a leading authority on family governance, has put together a comprehensive book on sustaining family businesses. The book, which contains cases, essential tools and checklists of best practices, kicks off with Ward's important "Four P's": 1) Policies before the need; 2) sense of Purpose; 3) Process; and 4) Parenting and his five insights. The heart of the book focuses on Ward's "50 Lessons" for family business, with each lesson broken into three sections: 1) lessons for owner-manager business; 2) lessons for sibling partnerships; and 3) lessons for cousin collaborations. Among the lessons are "irrevocable retirement," "attract most competent family members" and "understated wealth." One reader called *Perpetuating the Family Business* "simply the best book about family businesses that I (have) read. Besides that, it is one of the few books in this field that has a conceptual structure. It will be helpful to all people interested in the perpetuation of family businesses."

**ALL SUNSCREEN PRODUCTS ARE NOT CREATED EQUAL.** Therefore, reach for a sunscreen with a high SPF, or Sun Protection Factor, and that offers "broad spectrum" or "UVA/ UVB" protection. SPF measures how long unprotected skin can be exposed to the sun's shortwave—ultraviolet B (UVB)—rays before burning compared with how long it takes to burn without protection. If used correctly, sunscreen with an SPF of 15 would prevent sunburn 15 times longer than if the product weren't used. Sunscreen with an SPF of 15 effectively filters out about 93 percent of all incoming UVB rays while SPF 30 keeps out 97 percent and SPF 50, 98 percent. These higher SPFs can make a difference for people with skin that always burns rather than tans, people with photosensitive conditions, those taking medications that increase photosensitivity and outdoor sports enthusiasts or farmers who spend a lot of time in the sun. New research shows that UVA penetrates the skin more deeply than UVB, causing as much or even more damage. UVA is also the key cause of sun-induced skin aging. The Skin Cancer Foundation recommends that your sunscreen of choice have one or more of these UVA-filtering ingredients: titanium dioxide, zinc oxide, stabilized avobenzone, or ecamsule (a.k.a. Mexoryl™).

---

---

## **PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN**

N5776 County Road D, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

Fax: 920-273-0369

[www.pdpw.org](http://www.pdpw.org)