

– Register for the Texas Dairy Tour, Nov. 4-5, 2014 –

Register online at www.pdpw.org **OR**
 Complete this registration form and mail to:
 PDPW, 820 N. Main, Suite D, Juneau, WI 53039

Hotel Headquarters

Holiday Inn Amarillo West Medical Center
 8231 West Amarillo Blvd., Amarillo, Texas 79124
Phone: 806-322-4777

Rooms are held until October 20, 2014 at the reduced rate

Ask for: Professional Dairy Producers of Wisconsin block
Rate: \$109.00/night

Registration Fee

Registration covers all meals on tour days, snacks,
 tour transportation and tours.



**Registration fees are non-refundable.*

PDPW Member Registration Rate PDPW Non-Member Registration Rate

\$399 first registrant	\$ _____	\$525 first registrant	\$ _____
\$299 each add'l registrant	\$ _____	\$299 each add'l registrant	\$ _____
Total Due	\$ _____	Total Due	\$ _____

Name _____
 Business/Company Name _____
 Your Mailing Address _____
 City _____ State _____ ZIP _____
 Phone with Area Code _____
 Names of Others Attending with You _____
 Credit card payment information (circle one) Visa MasterCard Discover
 Name on Card _____
 Card No. _____
 Expiration Date _____ V-Code (see back of card) _____



Professional Dairy Producers™
 820 N. Main St., Suite D
 Juneau, WI 53039

**TEXAS
 DAIRY TOUR**

Nov. 4-5, 2014

Texas Dairy Industry Tour – Join us 4-5, 2014

Brought to you by Professional Dairy Producers™

Transportation Information

We suggest that you fly into the Rick Husband Amarillo International Airport, then take the hotel's complimentary shuttle to the Holiday Inn Amarillo West Medical Center. It's 30 minutes one-way from/to the airport to the hotel.


Where to Stay

The hotel headquarters for the tour is the Holiday Inn Amarillo West Medical Center. You are responsible for making your own hotel reservations. We have secured a special room rate of \$109/single and \$109/double which is applicable if you book by October 20, 2014. For reservations, call 806-322-4777.

Additional Things to Do

If you have an extra day or two, then everything Texas is famous for is yours to see and do in and around Amarillo. Take time to explore the amazing landscape and grandeur of the 1,000-foot deep Palo Duo Canyon. Follow that with a 72 oz. steak at the Big Texan Steak Ranch. Eat it and all the trimmings in 60 minutes and it's free. Like the whimsy? Then be among those from around the globe to view the world-famous Cadillac Ranch, 10 Cadillacs buried nose down that celebrates America's love affair with the automobile. And you won't want to miss a stunning Texas Panhandle sunset, as it can ease even the busiest mind.

Continuing Education Unit Credits

 University of Wisconsin School of Veterinary Medicine: Up to 22.5 for both days  ARPAS: Up to 8 for both days



Nov. 4-5, 2014



**Check out Texas 'hot spot'
 dairy industry**

**View breathtakingly
 beautiful canyon lands**

Enjoy Old West heritage

**Network with fellow
 dairy producers**



Brought to you by
**Professional
 Dairy Producers™**

Need to Know Details

Airport & Shuttle: You will fly into the Rick Husband Amarillo International Airport. The hotel provides a free shuttle from/ to the airport. We suggest calling the hotel shuttle upon arrival as it will take 30 minutes for the shuttle to get to the airport.

Shuttle phone number: 806-322-4777

Hotel: We are staying at the Holiday Inn Amarillo West Medical Center, 8231 West Amarillo Blvd, Amarillo. You are responsible to make your own room reservations. *(More info on back page)*

What to Pack: It's best to dress in layers, as the temperature can vary from the high 60's to the low 40's come evening. Dress for comfort as you will be riding a bus and touring dairies.

Start/End Times: We'll gather for breakfast at 6:30 a.m. Tuesday, Nov. 4, board the busses at 7:00 a.m. and return to the hotel around 7:00 p.m. After breakfast on Wednesday, Nov. 5, we will load the busses at 7:30 a.m. and return to the hotel at 7:00 p.m.

Everyone: Bring along your business partners, colleagues and key employees. Discounted rate for additional individuals. *(See registration info on back page)*



From canyons to cowboys, big spaces to big steaks, everything Texas is famous for is in the Texas Panhandle. This region, where the Southern Plains meets the desert, is the milk production capital of Texas. Between 2000 and 2012, the region saw a nearly tenfold increase in the number of dairy cows. Today, the Texas Panhandle and eastern New Mexico milk shed is the third largest milk-producing area in the country.

Tour with us as we examine how Texas Panhandle dairy farmers are harnessing ingenuity, innovation and technology to produce more milk with less environmental impact.

Day 1 Tour Stops



Hilmar Cheese Company

Dalhart, Texas

Dairy production has grown rapidly in the Texas Panhandle and the Hilmar Cheese Company has been a big catalyst for this growth. Founded by 12 dairy farm families in 1984, Hilmar Cheese Company started in California and expanded to Texas, building its Dalhart, Texas, facility in 2005. Since opening its doors in 2007, the Dalhart processing facility has grown to process 1 million gallons of milk a day into cheese and seven varieties of whey protein. The cheese plant's latest expansion, scheduled for completion in late 2014/early 2015, will allow the plant to process up to 20 percent more milk, providing opportunity for dairies in the Panhandle.

We'll meet with management and learn about the company's core value of constant improvement and innovation and look at how Hilmar Cheese Company is changing the region's dairy landscape.

Avi-Lanche Jerseys

Dalhart, Texas

Avi-Lanche Jerseys, owned by Richard Avila and his wife Jennifer (whose father co-founded Hilmar Cheese Company), was the first herd from California to begin milking cows in the Dalhart

area. Today Avi-Lanche Jerseys is the home to 2,400 milking Jerseys.

Avi-Lanche Jersey introduced "Saudi-style" barns—open corrals under roof—to the Texas landscape. Without curtains or fans, this unique style of barn offers protection from adverse winter weather familiar to Dalhart. The dairy uses 80% genomic sires and focuses on creating a healthy cow with longevity that is strong on production and conformation. We'll also learn about the dairy's new business venture, an embryo service designed to fit the needs of producers both domestically and internationally.



Dalhart Jersey Ranch

Dalhart, Texas

Five California dairy families collaborated resources to create this unique ranch

that can house up to 27,000 heifers, ranging from 6 months of age to confirmed pregnant. The heifers come from 15 source dairies from California, Texas, Arizona and other locations in the Midwest and move through four stages in carefully designed drylot pens with well thought-out windbreaks. All heifers return to their home dairies at 20 months of age.



We'll examine the ranch's cutting-edge AI program that uses up to five technicians daily and allows each source farm to determine which sires are used for their heifers and if heifers are on a conventional or sexed track. And we'll check out the technology that keeps the ranch functioning at optimal with minimal employees.

Day 2 Tour Stops



Del Rio Dairy

Friona, Texas

Owned by Rocky and Liz Gingg, Del Rio Dairy first started milking cows in June 2006. Today, the dairy's 3,800-head herd is milked

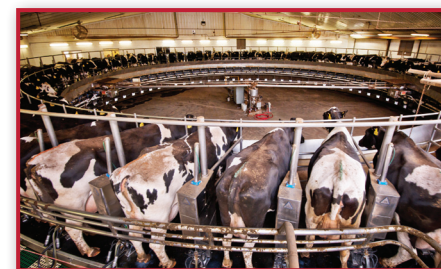
between two parlors. The herd is about 80% Holstein and 20% Brown Swiss or Swiss/Holstein cross, with the Holstein cows now being bred to Norwegian Red. Cows are fed three times a day from one commodity barn location. Approximately 3,600 Del Rio Heifers are also raised on site from 5 months in age to calving. Manure is captured in a Double Lagoon setup with solid separators and a composting operation is currently underway.

While freestall and drylot is the norm on the Texas plains, this dairy went the Saudi-style barn route. Despite the Saudi barns being 20% to 30% more expensive to build than typical open-lot housing, this dairy says the barns are worth it. We'll learn why and how investment in technology pays for itself at this dairy. We'll also find out how management knows if the dairy drops below its desired throughput average of 420-44 cows/hour.

High Plains Dairy

Friona, Texas

Owners Harry and Margret DeWit in partnership with key team members own and operate High Plains Dairy based on the motto "If you can't measure it, you can't manage it. If you can manage it, you can set goals." To that end, the dairy uses a software system that measures metrics at every step in the business for its 10,300 head of milking cows, dry cows, heifers and calves. The dairy's 72-cow rotary milking parlor handles 430 cows an hour. With feed being a big expense, the dairy grows a large percentage of its feed, farming 7,400 acres that supplies 90 percent of the silages for the two dairies and heifers.



We'll check out the dairy's cross-ventilated barn and discover how partnerships and sharing of managers make this dairy more profitable. Plus we'll learn how DeWit, an immigrant working as a herdsman at a Canadian dairy, turned his dream into reality and is now one of the more respected, progressive dairymen in the area.

Dairy Fountain

Plainview, Texas

This family-owned dairy has a 5,700-head milking string comprised of 70 percent straight-bred Holsteins and 30 percent crossbreds and a similar number of dry cows and heifers. An 80-cow rotary is used for the dairy's Holsteins and crossbreds. The Ruijnes are both heavily involved in the dairy, with the wife overseeing the heifer-raising program. The couple also farm about 5,000 acres of land, with more than half that acreage irrigated.

In addition to learning about their crossbred program and technology that helps track details and can lead to management adjustments, we'll discuss the value of being involved in the local community. The Ruijnes partner with other area dairies to organize and sponsor the annual Red White and Moo Fest, where approx. 3,000 cheeseburgers, milk and ice cream are provided to the community on the Fourth of July. Dairy Fountain was the Plainview Chamber of Commerce Business of the Month for March 2013.



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