



# Dairy Dialogue Day™

## Thursday, October 26, 2017

### 9:30AM – 3:30PM

*This is more than a tour!*  
 Pick the brains of fellow dairy farmers.  
 Engage in conversations that will  
 allow you to walk away with new  
 and effective ideas and insights.

### Heller Farms, Inc.

*Alma Center, Wis.*



## See how two high-performing dairies operate

Cody Heller and his siblings are the third-generation at Heller Farms where they're currently milking 1,500 cows. The farm has a methane digester that produces enough electricity to power the farm in addition to 250 other homes every day.

Selz Pralle Dairy is home to high-producing, strong cow families and show-ring champions. The Pralles utilize the SCR activity and rumination tracking system which has enabled them to reduce incidence of DA's by 80% and drug costs by 50%. Their cows milk 105 pounds of 4% milk daily.

### Selz-Pralle Dairy

*Humbird, Wis.*



### Facilitator

Dr. Paul Fricke, Dairy Science Professor at UW-Madison, will lead discussions as you get a closer look at the farm-management practices of these two high-impact dairies.



Bus pick-up at 9:30AM

**Best Western,**  
**600 Oasis Rd., Black River Falls, WI**

Registration costs **\$60 for members** and **\$185 for non-members.**  
*Limited to the first 50 dairy farmers that register.*

Call **800-947-7379** or visit **www.pdpw.org** to reserve your seat today.



**Professional Dairy Producers®**

820 North Main Street, Suite D • Juneau, WI 53039

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Save your seat **TODAY** by calling  
**800-947-7379** or register online  
at **[www.pdpw.org](http://www.pdpw.org)**.

### **New Ideas and Insights:**

- Achieve reproduction goals
- Optimize calf growth
- Develop quality genetics
- Manage high production
- Examine environmental and health technologies

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