

PDPW MANAGERS *memo*

June 12, 2009

Keep reading to see these highlights and more:

- Gain insight on forage quality variables
- Details are released for the 2009 Youth Leadership Derby
- 4-Steps to help employees solve their disputes with co-workers

Thanks,
PDPW

Featured PDPW Member:

"I'm a firm believer in 'it's who you know **and** what you know,' and PDPW is an invaluable link to both the 'who' and the 'what.' PDPW also provides extremely valuable hands-on training for our employees."—Greg Hockerman

Greg is a part of the family-owned and operated Hockerman Bros. Inc., a 400-cow Holstein dairy located near Westfield. Greg's wife Dawn takes care of the young stock, brother Tom oversees the crops and brother Jason is in charge of feeding. Their dad Bud serves as general manager while their mom Kathy handles the books. Greg covers "everything else": the milking herd, breeding-age heifers and employee management.

The family farm moved to Westfield from Minnesota back in the '60s. In 1970 a newly constructed double-eight parlor served the dairy's 180 cows. When a free-stall barn was built in 2000 and the herd expanded in 2001 requiring more help, Greg left his job at an A.I. company and returned home. The big change currently underway at Hockerman Bros., Inc. is moving toward an all registered herd.

"Our PDPW contacts have been a great resource during this process," Greg relates. "I can't begin to tell you how grateful we are to have people to bounce questions off of—now and since joining PDPW. Our PDPW network gives us information and insight regarding any topic we ask, from nutrition to the value of blood testing for pregnancies to the financial side of the business. When we need people, we have a ready source thanks to PDPW."

For Your Dairy Business:

WITH A LOT RIDING ON FORAGE QUALITY—dry matter intake and energy density, lactation performance, supplemental grain and protein needs, cow health and feed costs, Dr. R.D. Shaver, University of Wisconsin-Madison, extension, wants dairy producers aware that forage quality is highly variable both among and within forage types. “Forage species, variety or hybrid, stage of maturity at harvest, cutting, environmental factors, production and harvest practices, storage method—such as hay vs. silage, bunker vs. bag, etc.—and ensiling practices all contribute to this variation,” Dr. Shaver states. To help producers better understand forage qualities, Dr. Shaver has authored a paper that benchmarks forages for quality and variation in composition for selected nutrients and digestibility parameters. To access Dr. Shaver’s paper visit <http://www.uwex.edu/ces/dairynutrition/documents/aabpcharlotte2008paperweb.pdf>.

WHEN CORN PRICES ARE HIGH OR CORN IS LESS AVAILABLE, PRODUCERS OFTEN SEEK FEEDING ALTERNATIVES and wonder if they can “cheat” the level of starch down. “Lowering starch levels could work on dairy farms if the level of starch was high initially,” states Dr. Mike Hutjens, University of Illinois extension specialist, adding that dairy managers can experiment by shifting levels and feed ingredients. Noting that the “the cow is always right,” Dr. Hutjens says producers should watch for these signals that they have cheated starch levels too low: 1) Milk production could decline due to less rumen volatile fatty production by rumen microbes; 2) Milk protein test could drop due to lower microbial protein yield; 3) MUN (milk urea nitrogen) may increase as less ammonia is captured by microbes in the rumen; and/or 4) Manure may become stiffer as more undigested fiber can appear in feces. Dr. Hutjens says the key guideline to “how much corn is needed in a dairy ration” is the needed level of fermentable carbohydrate (starch, sugar, and soluble fiber) in the total ration dry matter to optimize rumen microbial growth and provide a glucose source in the small intestine. Current recommendations are 18 percent to 26 percent total starch (including cereal grains and corn silage), 4 percent to 6 percent sugar, and 10 percent to 12 percent soluble fiber. He says high quality forage and use of by-product feeds can reduce the level of starch needed, but cow performance should be carefully monitored.

YOUTH AGES 15-18 CAN REV UP THEIR KNOWLEDGE AND MEET NEW FRIENDS AT THE PDPW YOUTH LEADERSHIP DERBY, NOV. 7-8, in Milton, Wis. This year’s event features three tours – NASCO International and two dairies, three hands-on labs and three winners circle workshops. Youth will also participate in an evening of exhilarating activities at this all-night lock-in, take part in a milk commercial competition and listen to “Setting Your Sights on Victory Lane”, the keynote address. The registration fee of \$100 includes all training materials and food. Visit www.pdpw.org for additional information and a registration form.

DON'T MESS WITH THE BULL! Dr. Temple Grandin, Colorado State University, says dairy bulls are among the most dangerous farm animals and “there is no such thing as a totally safe bull,” adding that risk of an attack can be reduced with proper management. The major causes of bull attacks, Dr. Grandin says, are mistaken identity or improper behavior that has been learned. That said, Dr. Grandin says producers should understand animal postures. Prior to an attack, a bull will perform a broadside threat, standing sideways to demonstrate his size and power. At this point a person can either try to make a bull back off by responding with a front stance, the human variation of a broadside threat or just back slowly away from the bull. “Never run away or turn your back on a bull,” Dr. Grandin states. In dairies where bulls run loose in the cow pens, Dr. Grandin says managers should be trained to notice aggressive postures. You can read one of Dr. Grandin’s articles by visiting <http://www.grandin.com/behaviour/principles/preventing.bull.accidents.html>.

FARM CHEMICALS are a part of farm life, and planning for emergencies is a vital component of good chemical management. Safety and environmental contingency plans should be in writing and shared with employees and family. A bulletin board accessible to family, employees and emergency responders is a great tool to convey important information including: notes detailing what field you’ll be working in, labels and MSDSs for all chemicals on site, pager and cell phone numbers, phone numbers of chemical suppliers and retailers, 1-800 numbers for chemical manufacturers, clear directions to your farm and your written spill response plan.

WASH YOUR HANDS – BECAUSE SOME MICROORGANISMS SHED in the feces of cows may not harm them but can harm individuals on the farm. The accompanying chart lists five common microorganisms and their survival times outside the cow. To reduce the risk of human illness from animal contact, hands should be thoroughly washed with running water and soap after touching animals, fences, bedding or any animal-related equipment and before eating or drinking.

Pathogen	Survival in Environment		
	Manure	Soil	Water
Salmonella	3-5 weeks	8 months	6 months
Cryptosporidium	2 months-1 year	1 year	1 month
Giardia	1 week-1 year	2 months	3 months
Campylobacter	1-3 weeks	2 weeks-2 months	1 month
E. coli 0157	2 months-1 year	2 days-10 months	2 weeks-6 months

TWO WINNERS: THE PDPW EDUCATION FOUNDATION AND THE CARPENTERS. Steve and Lisa Carpenter of Red Rock View Farms, Darlington, Wis., submitted the winning entry in the Stewart-Peterson “Why we have confidence in the dairy business” contest at PDPW’s Annual Business Conference. In addition to boosting the PDPW Education Foundation by \$10 for each contest entry, Stewart-Peterson donated an additional \$100 in the Carpenters’ name to the PDPW Education Foundation. The Carpenters’ winning entry: “Confidence in our dairy business is aided by educational items and programs that are provided by professionals all over the world, such as Stewart-Peterson and others at PDPW. Your confidence in our ability, with your professional help, to keep the dairy industry a strong viable industry is what keeps producers going strong. Dairy producers as a whole are a glass half-full sort of group. They believe in their abilities and their positive attitudes to keep them moving forward in a positive state of mind. Also, of late, we have been able to keep and attract some more young people who are very interested in the dairy industry and will keep the industry strong as they are a very forward-looking and progressive group. All of these things combined will keep the dairy industry strong and confident that next year will be better.”

For Your Business Mind:

ALTHOUGH NO METHOD IS FAIL-PROOF when it comes to employee disputes, this four-step plan used by family counselors might be helpful when confronting bad behavior. It also removes you from the “Solomon” role of deciding who is right and who is wrong. **Step 1:** Confront the behavior by calling the two employees into your office. Tell them how unhappy you are about their behavior and that you expect them to turn things around. **Step 2:** Talk it out. Remind them that they are professionals and you expect them to listen to each other, not interrupt and to work out a solution. Ask one to explain his/her issues. When the first employee finishes, reverse their roles. Keep in mind that it is more difficult to misrepresent things when an outside party is listening. **Step 3:** Once you have heard both employees out, express your confidence in them to develop a plan to work together from this point on. Give them two days to develop this plan, and then make an appointment with them to tell you how they plan to turn things around. **Step 4:** After meeting with both employees together during the follow-up meeting, hold short weekly “check ins” to ask each employee, in front of the other, how things are going. This holds both accountable for the new behavior and you don’t have to police the situation. Gradually phase out the appointments as the new, positive behavior takes hold. Reward and reinforce the new behavior by acknowledging the employees on their hard work and the good example they are setting for the rest of the staff.

BOOK REVIEW: BOOM!: 7 CHOICES FOR BLOWING THE DOORS OFF BUSINESS-AS-USUAL. Husband-and-wife authors Drs. Kevin and Jackie Freiberg believe that each of us is designed to choose and that the choices we make determine the quality of our life and the significance of our contribution to the world in which we work. In *BOOM!*, the Friebergs deliver inspirational stories from people fully engaged in the work they do along with seven essential prescriptions or choices that can cause culture, service, success and business to move to the next level. These choices include: be a player, be accountable, choose service over self interest, focus forward, play to your genius, get it done and risk more, gain more. Readers call these seven choices “a wake-up call to freedom”—and “your invitation to create a community of like-minded people who together will create organizations (businesses) that can blow the doors off business as usual and cure the Dead People Working™ syndrome.” One reader summarized the book in this manner: “If you're looking for sharp, 360-degree insight into how your personal life directly impacts your work life, you'd be hard pressed to find a better guide book than BOOM!”

WHEN YOU SPEND A LOT OF TIME OUTDOORS, your eyes are exposed to the sun's ultraviolet light rays which can cause both short-term and long-term eye problems like cataracts and temporary blindness. To avoid these problems, doctors recommend wearing sunglasses. When selecting sunglasses, keep these tips in mind: 1) Polarized lenses are useful for reducing reflected glare while driving; 2) Depending on the intensity of the UV light, photo chromic lenses will either become darker or lighter; 3) For driving, gradient lenses—darker at the top and lighter at the bottom—are recommended; 4) For water sports, go with mirrored-coated lenses which reflect light; and 5) Always check for labels that state the sunglasses provide 100% UVA and UVB protection.

FATHER'S DAY IS ONE YEAR SHORT OF 100 YEARS. The idea for Father's Day came to Sonora Smart Dodd, a married daughter, as she was seated in church and listened to a Mother's Day sermon in 1910 in Spokane, Wash. During the sermon, which extolled maternal sacrifices made for children, Mrs. Dodd realized that, in her own family, it had been her father, William Jackson Smart who had sacrificed for the children as he had raised her and her five brothers after Smart's wife died in childbirth. Mrs. Dodd wanted her father to know how special he was. Since Mrs. Dodd's father was born in June, she chose to hold the first Father's Day celebration in Spokane on June 19, 1910. In 1924, President Calvin Coolidge proclaimed the third Sunday in June as Father's Day. PDPW salutes all fathers!

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