

# PDPW MANAGERS memo

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July 10, 2009

Keep reading to see these highlights and more:

- Top 10 list for evaluating your dairy business
- Info on an upcoming Johne's Disease Control Workshop
- 12 ways to compromise successfully

Thanks,  
PDPW

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## Featured PDPW Member:

"I love PDPW's educational seminars, workshops and annual business conference sessions as a vast amount of knowledge can be gathered from the speakers and the other participants at these events."—Chris Neuser

Chris, his brother Joe and dad Gerald own and operate United Vision Dairy LLC near Mishicot, Wis. Joe is in charge of the family corporation's crops and maintenance while dad Gerald, who is semi-retired, serves as general manager. Chris oversees all aspects of the 750-cow dairy comprised of commercial and registered Holsteins.

The men rely on nine full-time employees to help United Vision Dairy achieve its goals, and several of these employees are helping the dairy transition from 2X/day milking to 3X/day milking.

"We've been dairying all of our lives and appreciate PDPW's focus on the production and the business side of dairying," Chris states. "I'm a better dairyman for attending PDPW's events."

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## For Your Dairy Business:

**EVALUATING YOUR BUSINESS IS A WISE MOVE ANY TIME**, but particularly during tough economic times. While many measuring sticks can be used to measure success, dairy consultant Greg Bethard out of Virginia says the most useful measuring stick during good and not-so-good times is cost per hundredweight generated from account summaries. Bethard's Top 10 list to making cheap milk: 1. Keep a full barn; 2. Healthy, fresh cows; 3. Offer a career change to unprofitable cows; 4. Realize quality and component premiums; 5. Maximize income over feed cost; 6. Procure high-quality forage; 7. Generate pregnancies—heifers and cows; 8. Minimize replacement costs; 9. Cut costs intelligently; and 10. Control labor costs. You can read Bethard's list in more detail at <http://dairy.ifas.ufl.edu/dpc/2009/Bethard.pdf>.

**VACCINATING TO HELP PROTECT AGAINST JOHNE'S DISEASE** is one of numerous topics on the program of the 2<sup>nd</sup> New Horizons in Johne's Disease Control Workshop slated for Sunday evening and Monday, Aug. 9-10, Minneapolis, Minn., at the University of Minnesota West Bank campus, Willey Hall. The workshop, which is being conducted in conjunction with the 10<sup>th</sup> International Colloquium of Paratuberculosis, will cover the gamut, from immediate costs to individual herds to management strategies, testing and vaccination updates (presentation by Dr. Elisabeth Patton, DATCP, Wisconsin) to tools to reduce shedding in infected cows. Registration cost for this producer-oriented New Horizons workshop is \$85/person. To learn more about the upcoming Johne's producer-oriented workshop, visit: <http://www.cvm.umn.edu/outreach/events/icp/NewHorizonsWorkshop/index.htm>

**CLEAN, REFRESHING AND EVER SO NECESSARY**—that's water, and when cows don't have clean, sufficient water, your bottom line can suffer. Water deprivation can markedly affect the health, behavior and performance of cows. Dr. Jim Linn, head of the Department of Animal Science at the University of Minnesota, advises producers to find out if milk production is being limited by the quantity and/or quality of water consumed or if milk production is limited by other factors and cows are drinking to meet milk production requirements. Two key points regarding water: 1) Cows only spend about 12 to 15 minutes per day drinking water, with the highest water intake periods immediately following milking and during feed consumption. Is clean water easily accessible at these high water intake times? 2) Cows consume water to meet their requirement. Limiting water intake by restricting access to or reducing consumption because of poor quality will decrease milk production. However, milk production and feed intake can't be stimulated by offering good quality water and enhancing water consumption above the amount needed to meet current milk production requirements. Want more information about water and cows? Check out "Drinking Behavior of Lactating Dairy Cows and Prediction of Their Water Intake" which can be read in full at <http://jds.fass.org/cgi/content/full/91/6/2257> and/or "Evaluation of Water Quality and Nutrition for Dairy Cattle" which is available in full at [http://www.extension.org/pages/Evaluation\\_of\\_Water\\_Quality\\_and\\_Nutrition\\_for\\_Dairy\\_Cattle](http://www.extension.org/pages/Evaluation_of_Water_Quality_and_Nutrition_for_Dairy_Cattle).

**COOL, COMFORTABLE COWS = HAPPY COWS.** As summer heat hits, ventilation can make the difference between cow comfort or distress. Benefits of good ventilation include healthy cows, increased efficiency, decreased costs, stress-free environment and a good working environment for employees. Check out the financial incentives and tips on saving money on ventilation through proper fan components, high-efficiency motors, programmable fan controls, smart fan installation and high-velocity low-speed (HVLS) fans at [focusonenergy.com/business.agriculture](http://focusonenergy.com/business.agriculture) or call Focus on Energy at 800.762.7077.

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## For Your Business Mind:

**BRIGHT SPOT: WALL STREET AND FARMERS "HAVE A LOT TO OFFER EACH OTHER."** That's what Shonda Warner believes. This Nebraska farm girl who became a derivatives trader for Goldman Sach and then a hedge fund executive in London is investing in land for clients in preparation of a predicted global agricultural boom. In a *Fortune* magazine article, Warner stated, "I've always personally liked the idea (of investing in land). That, even if the bottom dropped out of this whole credit bubble and the world blew up, that the farmland, while it might not make a return for two or three or four years, was going to be there down the road. Because, in the end, people have to eat." Underground investor Jim Rogers and George Soros with Quantum Fund agree with Warner, calling farmland "one of the best investments of our time." Many economists agree and point out that the fundamentals remain in place for a long-term boom in the prices of everything ag-related. The *Fortune* magazine article can be read in full at [http://money.cnn.com/2009/06/08/retirement/betting\\_the\\_farm.fortune/index.htm?postversion=2009061112](http://money.cnn.com/2009/06/08/retirement/betting_the_farm.fortune/index.htm?postversion=2009061112). The Rogers and Soros article is available at <http://www.contrarianprofits.com/articles/rogers-soros-farmland-one-of-the-best-investments-of-our-time/17943>.

**YOU CAN COMPROMISE WITH SKILL AND CONFIDENCE** when these 12 tips are followed: 1) Have a positive attitude, as your attitude is essential to the outcome; 2) Meet on mutual ground and avoid negotiating via email as lack of facial expressions, vocal intonation and other cues can result in a negotiation breakdown; 3) Clearly define and agree on the issue; 4) Do your homework, taking into consideration any history or past situation that might affect the negotiations; 5) Take an honest inventory of yourself, being conscious of aspects of your personality that can help or hinder the process; 6) Look for shared interests and common goals so the problem can be tackled jointly; 7) Deal with facts, not emotions by addressing problems and not personalities; 8) Be honest and clear about what is important to you and communicate why your goals, issues and objectives are important to you; 9) Present alternatives that demonstrate willingness to compromise and frame options in terms of the other person's interests; 10) Be an expert communicator by asking questions, listening, rephrasing what you heard to check for understanding and take a genuine interest in the other side's concerns; 11) End on a good note. This could be agreeing on the action steps—who is responsible for each step, how success will be measured and how and when the decision will be evaluated—or being open to accepting an impasse for non-critical issues or even agreeing to disagree; and 12) Enjoy the process and reflect and learn from each negotiation.

**BE CAREFUL WHAT YOU DOWNLOAD!** Freeware—free software such as Ad-Aware and AVG—may allow you to download a program for free, but TechSquad points out that these programs should not be trusted to completely protect your computer or network from viruses, spyware, hackers and other problems. In most cases, freeware is a light version of a software program that you purchase. Take the AVG free edition for example. AVG offers a free edition of its “for-fee” software as a way of introducing you to its fully featured product. However, this software does not come with any online, e-mail or phone support. It is also only legal to use for one home-based computer and not for office use. TechSquad adds that freeware is not guaranteed to function correctly or to safeguard your computer from threats and you will not get support if your computer gets infected. In addition, many free applications are plagued with bugs.

**WORK AND PLAY REQUIRE SUN PROTECTION.** Thus, to help protect from ultraviolet radiation, think sun-protective sunscreens, sunglasses, umbrellas, sun shades, awnings, canopies, window film or UV film and clothing, including hats. To block 97 percent of UV, sun-protective clothing should offer a UPF of 30+. Sunscreens are best if they are broad spectrum and have a SPF of 30+. And remember to apply all sunscreens at least 20 minutes before being exposed to the sun and reapply sunscreen every two hours while exposed.

**BOOK REVIEW: MILKSHAKE MOMENT.** Steven Little's easy-to-read “Milkshake Moment” contains short chapters that explore the world of processes and explain how well-intended systems designed to increase satisfaction can often become self-imposed barriers that hinder growth and decrease employee satisfaction. Defining a “Milkshake Moment” as “a brave individual action, be it big or small, that furthers the cause of growth in an organization,” the author helps readers develop actions and attributes of a true growth leader. The “Milkshake Moment” outlines how to foster “grow” vs. the status quo, understand the difference between “the managed” and the “led,” break the cycles of conformity, hone one's judgment and resolve the people-problem problem. One reviewer praising “Milkshake Moment” noted that the book helped him become aware that “while processes are necessary and provide value to an organization, you should make sure they allow wiggle room for individuals who use those processes. This wiggle room is necessary to allow people to be creative and innovative in how they solve problems.”

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