

# PDPW MANAGERS memo

February 2014

Brought to you by Dairy's Professional Development Organization™

## For your Dairy Business...

**FOUR CANDIDATES ARE VYING FOR THREE POSITIONS** on PDPW's Board of Directors. Your vote counts! If you're a PDPW member, you can vote for three of the four candidates. Candidates include Jeremy Natzke, Wayside Dairy, Greenleaf, Wis.; Kay Zwald, Bomaz Farms, Hammond, Wis.; Charlie Crave, Crave Brothers Farms and Crave Brothers Farmstead Cheese, Waterloo, Wis.; and Mike Meyer, Meyer Family Dairy, Loyal, Wis. PDPW members will be mailed a ballot. Ballots can either be mailed to the PDPW office or turned into PDPW ballot clerks at the 2014 Business Conference by 1:00 p.m. of Thursday, March 13. Ballots mailed must be postmarked by Monday, March 3. You can learn more about each candidate in the Feb. 20 issue of PDPW's Dairy's Bottom line in your Agri-View.

**30-DAY COUNTDOWN HAS BEGUN** for PDPW's Business Conference, March 12-13, at the Alliant Energy Center, Madison. This is where educational and networking opportunities abound—no matter what size, style or type of dairy farm you run. This year's theme, "Exceeding Excellence," highlights dairy producers' ability to rise to each new challenge and includes 5 keynote speakers, 16 specialty sessions, 12 FreshPicks presentations, and an expanded Hall of Ideas and Large Equipment Show. [Click here](#) to learn more about the diverse program we've put together for you and everyone who works with you on your dairy. You'll find thought-provoking sessions with take-home-and-use information, all under the theme, "Exceeding Excellence." Register by clicking [here](#).

**REMEMBER...** This year's Business Conference is WEDNESDAY, March 12 and THURSDAY, March 13. Same location: The Alliant Energy Center, Madison, Wis.



**19.2 PERCENT OF HEIFER CALVES** experience failure of passive transfer from incomplete or untimely colostrum feeding. Dr. Sandra Godden from the University of Minnesota School of Veterinary Medicine has researched colostrum extensively over several years and reminds dairy producers that: 1) High-quality colostrum should be fed within six hours of birth. 2) Colostrum should be individually fed, and the calf should not nurse. 3) Colostrum should contain fewer than 100,000 cfu per milliliter total bacteria count. 4) To ensure quality, colostrum should be fed,

refrigerated or frozen within one to two hours of collection. 5) If colostrum replacers are used, producers should feed 150 to 200 grams of IgG in a product that has been tested for efficacy. 6) Pasteurization of colostrum is most effective at 140°F for one hour.

**FEED AND WATER ARE THE FUEL** that will help keep dairy cattle healthy and productive through cold weather. Dr. Kimberley Morrill, Cornell Cooperative Extension, reminds producers to check water sources throughout the winter months every day to make sure they are free of ice and properly functioning. After all, decreased water consumption can lead to decreased feed intake, decreased milk production, decreased reproduction efficiency and reduced metabolic function. Morrill notes that lactating animals have increased water requirements compared to non-lactating and young stock. "These requirements do not change in the winter just because it is cold outside," she explains. Because even pre-weaned calves require water, she suggests providing warm water shortly after feeding milk, as "this is when the calves will get the most benefit." She adds that collecting the water buckets 20 to 30 minutes later prevents frozen buckets and provides another opportunity to observe the calves.

### **RENEWAL CYCLES FOR PREMISES REGISTRATION HAVE**

**CHANGED.** Premises registrations no longer expire on Dec. 31 every three years from the date of registration. All premises will now expire on July 31, 2016, and every three years from that date. Newly registered premises and those that were originally due to be renewed Dec. 31, 2013 are not due to be renewed again until July 31, 2016. Please remember to contact the Wisconsin Livestock Identification Consortium (WLIC) at [www.wiid.org](http://www.wiid.org) or 1-888-808-1910 whenever there are any changes to your premises registration, including addition of the type of animals kept on your premises, contact information and address changes.



**REMINDER:** Breed Tattoos and Registration Numbers are no longer acceptable as official identification for cattle moving interstate. Although the USDA's Traceability rule that went into effect March 11, 2013, allows for these forms of identification to be considered official when agreed to by the shipping and receiving states, Wisconsin does not have any such agreements with other states. As a result, it is a violation of Federal rule to move cattle interstate using breed tattoos and registration numbers as official identification, even if the receiving state indicates it will accept these forms of official identification.

### **DON'T IGNORE THE FIRST CLINICAL SIGNS OF FOOT ROT:**

swelling and lameness in one or more feet. Research by Michigan State University shows that lame cows are 3 times more likely than their non-lame herdmates to exceed the herd average for days to first service; 16 times more likely to exceed the herd average for days open; 16 times more likely to exceed the herd average for days in the breeding herd than non-lame cows; 9 times more likely to exceed the herd average for services per pregnancy; and eight times more likely to be culled. And, while cattle are more susceptible to foot rot in wet, muddy conditions of late winter and early spring, any time of year can produce a high incidence of foot rot. Prevention strategies that can drastically reduce the prevalence of foot rot and monetary losses associated with the disease keeping facilities/environment clean, avoid over populating and vaccinating against foot rot. Producers considering vaccinating for foot rot are advised to talk to their veterinarian about vaccination protocols, best management practices and nutritional support to reduce the herd's susceptibility.

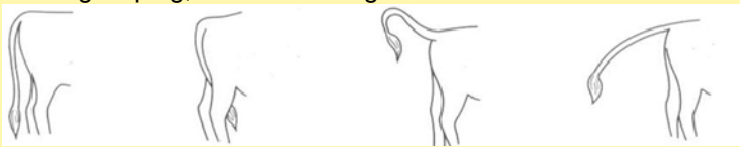


**DO YOU MAKE IT UP AS YOU GO ALONG** or do you have specific designations and complete information requirements when it comes to your herd health records? A study conducted by John Wenz, DVM, Washington State University, showed that 52% of dairy producers surveyed "made it up as we went along." To that end, Wenz urges dairy producers to have health record

protocols. Health records, he says, should incorporate information such as the disease being treated and who administered the treatments along with the identity of animal(s) treated, date(s) of treatment, drug(s) administered, dosage administered, milk discard time and withdrawal time prior to slaughter. He urges producers to follow three simple rules for good health records:

1. Record ALL disease episodes-regardless of severity or therapy and record each quarter and foot as separate episodes;
2. Use a single, specific event for each disease-recording diseases not just treatments and differentiate clinical from subclinical/screening; and
3. Record consistent event remarks-use the same information in same order using the same abbreviations.

**READING A COW'S LANGUAGE** can improve your interaction with her and help you determine if she's feeling OK or not feeling well. Information provided by the Babcock Center says the secret is the position of her tail. "You can get an idea of how a cow feels by looking at her tail. When the tail is hanging down, she is relaxed. When the tail is tucked between her legs, she is either in pain, scared or cold. If the tail is raised, she is exploring or alert to possible threats. When galloping, her tail is straight out.



*Relaxed*

*Pain, scared or cold*

*Exploring or alert*

*Galloping*

"It is also important to observe the whole posture of the animal. A healthy animal will stretch, arching her back when she stands up and then return to her normal straight posture. If a cow is standing longer than normal with her back arched and her head low, that is a sign of discomfort."

**YES, SAVING ENERGY-AND \$\$\$-ON DAIRY FARMS IS POSSIBLE.** In general, dairy farm use between 800 and 1,200 kWh/cow-yr of electricity. In one study, however, the range was from 424 to 1,736 kWh/cow-year-and both of these were in freestall operations. Data from the Center for Dairy Profitability indicates that utility costs on the average dairy farm account for less than 2% of milk production costs on all sizes of farms, with utility costs per cow decreasing as farm size increased. A University of Wisconsin study indicated that 46% of the electrical use was for milk harvesting (vacuum pump, milk cooling and water heating), another 46% was used for lighting and ventilation and the remaining 6% was for feeding, manure handling and other miscellaneous uses. Milk cooling accounted for the largest block of electrical usage at 25% with lighting surprisingly being the second largest user of electricity: 17% for tiestall barns and 26% for freestall barns. The good news is that there are technologies that can save energy on most dairy farm operations without sacrifices. Check out this web page and see where you might save energy, and \$\$\$: <http://www.uwex.edu/energy/dairy.html>.

**A NEW WAY TO LOOK AT THAT COVER CROP.** Have you ever thought to experiment by no-till seeding alfalfa into a rye cover crop? The experiment has been working for a number of farmers in Western Wisconsin. Rye that is established in the fall serves as a cover crop during the fall and winter. Manure can be applied to the field prior to seeding rye. As soon as the field is fit to seed in the spring, go in and no-till alfalfa at the normal rate into the rye cover crop. The rye continues to grow and you can harvest when it reaches the desired maturity for forage.



Last spring's seeding period was challenging because of excessive rainfall. The wet conditions delayed seeding until the rye was 6 - 8 inches tall. The drill was still able to plant the seed into the soil and after harvesting the rye the alfalfa came on strong with an excellent stand. The timing of the first crop from the new seeding coincides with the second crop of alfalfa.

No-till seeding alfalfa in the spring into a fall seeded cover crop allows you to have a growing crop protecting soil from erosion and capturing nutrients. In periods of excessive moisture it can

improve conditions for seeding and allow for earlier planting of alfalfa. Check out more information on cover crops from Discovery Farms at <http://bit.ly/1iLS5ix>.

## Member Spotlight

The beef checkoff's annual national Beef Quality Assurance (BQA) and Dairy Beef Quality Assurance (DBQA) awards were created to recognize outstanding beef and dairy producers from across the country who incorporate BQA principles as part of the day-to-day activities on their farms.

Among the 2014 award winners is PDPW Member Keith York, Merry-Water Farms of Lake Geneva, Wis. Keith is on the PDPW Board of Directors, and during his years of service has worked tirelessly on the issue of milk and meat quality. He has been a champion for PDPW's What Matters Initiative, which is dairy producers and veterinarians working together to ensure safe meat and milk. Watch the video below to see Keith's passion for quality and professionalism shine through.



2014 Dairy BQA Winner - Keith York

## More Opportunities to Learn...

**IF YOU WANT VIBRANT, GREEN COMMUNITIES**, then attend the information-rich Agricultural Community Engagement™ (ACE) seminar on Wednesday, Feb. 19, in Madison. A collaborative effort between PDPW, Wisconsin Counties Association and Wisconsin Towns Association, the ACE seminar is a place where farmers and non-farm leaders can learn together. Four sessions include

- "All Roads Lead to Wisconsin's Future" - Rep. Keith Ripp and Sen. Jerry Petrowski will talk about Wisconsin's Implements of Husbandry legislation, with Rick Stadelman, Executive Director, Wisconsin Towns Association, as moderator;
- "Update from Washington, D.C.: Issues Affecting Agriculture and Local Communities" - Arthur Scott, National Association of Counties, Associate Legislative Director for Agriculture and Rural Affairs, and Karen Gefvert, Director Government Relations, Wisconsin Farm Bureau Federation;
- "Environmental Update"-UW Discovery Farms co-directors Amber Radatz and Eric Cooley; and "Voice and Vision from the Farm"-Dairy producers Kevin Griswold, Tag Lane Dairy, Ixonia, and John Koepke, Koepke Farms, Oconomowoc, will discuss the reality of everyday rural America.

The seminar kicks off at 9:30 a.m. and concludes at 3:30 p.m. and includes lunch. To register, contact Wisconsin Towns Association by Feb. 19 at (715) 526-3157. Click [here](#) for the brochure.

### **MYTHS AND FACTS THAT CAN CHANGE HOW YOU HANDLE TRANSITION COWS**

will be shared at two one-day Transition Cow Workshops, "Turning Challenges into Opportunities." The first workshop is Tuesday, March 25, Calmar, Iowa, and repeated Wednesday, March 26, in Arlington, Wis. Topics include learning from cow losses, pen movement during the transition period, the crucial three weeks of postpartum, moving down cows and keeping transition cows cool. Three trainers-Dr. Frank Garry, Colorado State University; Dr. Ric Grummer, professor emeritus and a Technical Director with Balchem Corporation; and Dr. Bob Leder, a practicing veterinarian with offices in Bear Creek and Clintonville, Wis. - are the speakers. You can check out the Transition Cow Workshop brochure online and register online by clicking [here](#).



**WANT CAREER ADVANCEMENT? APPLY FOR CORNERSTONE DAIRY ACADEMY™** - Is the next generation ready to work on the farm? Click [here](#) to listen to Taylor Fritsch, a senior at the University of Wisconsin-Madison and PDPW program assistant, interviewed by Bob Meyer of Brownfield Ag News. Taylor says many people new to the workplace have the technical skills needed for success but are lacking the human element or the interpersonal element." Taylor is the driving force behind a program to train potential farm employees in "soft skills," called Cornerstone Dairy Academy™. Application deadline is February 19, and applications are available online only by visiting [www.pdpw.org](http://www.pdpw.org).



## For your Business Mind...

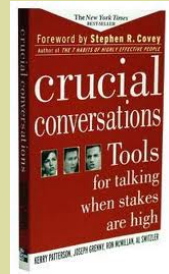
**LOOKING FOR BETTER WAY OR PERHAPS A MONEY-SAVING TIP** for your dairy or business? Ask your employees and reward the person who provides a tip or technique that is implemented. Lisa Marshall, The Public Speaker, says, if you want your employees to share their ideas, let them talk first. Present them the problem or challenge and ask them for their ideas for solving it. Rather than toss out an idea of your own and wait for replies, she says employees should be asked what they think first. As a supervisor, a little open-mindedness and encouragement can go a long ways. You might be surprised what your workers can come up with when asked for their suggestions. To cater to different personalities, you can also encourage



workers to write down their ideas and submit them-signed of course so credit can be given where credit is due.

**BOOK REVIEW: *Crucial Conversations: Tools for Talking When Stakes Are High*.**

If you have ever engaged in a discussion where opinions vary, emotions run high and the stakes are high, then you're familiar with a "crucial conversation." Whether the topic is job performance, money, relationships, etc., crucial conversations are a part of life-and most of us don't handle them well or we simply avoid them. Identifying seven principles for mastering your crucial conversations, authors Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler you help you learn how to prepare for high-stakes situations with a proven technique, to transform anger and hurt feelings into powerful dialogue, make it safe to talk about almost anything and be persuasive rather than abrasive. Not only will you have the tools to improve nearly every professional and personal relationship but you'll gain insight that can yield professional improvements in areas such as productivity, quality, safety, diversity and change management.



**SOMETIMES WE'RE UNREASONABLY HARSH** with ourselves, or we jump to wrong conclusion about people's motives. This can cause problems and make us unhappy, and it can lead us to be unfair to others. Thought awareness, rational thinking and positive thinking are simple tools that can help us turn this around. Thought awareness helps us identify the negative thinking, unpleasant memories and misinterpretation of situations that may interfere with our performance and damage our self-confidence. Rational thinking helps us challenge our negative thoughts and either learn from them or refute them as incorrect. Positive thinking creates positive affirmations that we can use to counter or neutralize negative thoughts. Here are three positive thinking quotes:

1. *"With everything that has happened to you, you can either feel sorry for yourself or treat what has happened as a gift. Everything is either an opportunity to grow or an obstacle to keep you from growing. You get to choose."* - Dr. Wayne W. Dyer;
2. *"The only place where your dream becomes impossible is in your own thinking."* - Robert H. Schuller; and
3. *"If you think you can do a thing or think you can't do a thing, you're right."* - Henry Ford.

**LOVE-HATE RELATIONSHIP WITH OUR CELL PHONES.** While we love our cell phones, many of us do not like the bill that comes with owning a cell phone. Here are three ways to help reduce that cell phone bill:

- Audit your bill regularly. Even though it's convenient to set up auto-pay for your monthly cell phone bill, it's always a good idea to review your statements and make sure you're not paying for services you don't really need. If you're not even close to your total minutes for the month, talk to your cellphone provider about alternative options.
- Think about the real value of insurance. If you buy a new phone, the cellphone company representative will likely suggest you buy insurance which can cost \$10 to \$15 or more per month depending on the phone and carrier. While it may be a good idea to have insurance for the phone for the first six to 12 months, the value of the phone will decrease significantly within a year, and you may end up replacing it with an upgraded version anyway. Consider canceling insurance coverage as the phone gets older.
- Explore family plans. Consider signing up for a family plan so you can share minutes and data packages. This can be especially valuable when some family members only need a cell phone for the occasional call or emergencies, while others are heavy cell phone users.

## LEARNING IS OUR LEGACY



**BIDS THAT BENEFIT:** Which items should I bid on? That will be the challenge at the Professional Dairy Producers Foundation's Silent Auction conducted in conjunction with PDPW's Business Conference, March 12-13, in Madison, Wis. PDPF's Silent Auction will feature more than 75 items-everything from products to use on the farm (semen storage tank, clippers, starter youth show box, etc.) to food and cheese packages to sporting event tickets (Green Bay Packer and Milwaukee Brewer tickets) to adventure (such as zipline at Lake Geneva and Lake Michigan sport fishing) and getaways to unique one-of-a-kind handmade items. Funds raised will help the Foundation provide the dairy industry with educational opportunities for dairy producers and the public.

**THE PIE EATING CONTEST POLLS WILL SOON BE OPEN**, and a strong field of candidates are anxious to see who among them will be eating pie-without their hands-on stage at the PDPW Business Conference on Wednesday, March 12. The brave and fun souls who are waiting for your pie eating contest votes include Carl Babler, Atten Babler Commodities; Mark Clarke, Alliant Energy Center; Jim Dickrell, Dairy Today; Keith Engel, GEA Farm Technologies; Marty Hallock, Mar-Bec Dairy; Mike Hutjens, University of Illinois; and last year's winner Dean Strauss, Majestic Crossing Dairy. The top three vote getters will take to the stage. To vote, visit [www.dairyfoundation.org](http://www.dairyfoundation.org) and click on VOTE. Enter your name, indicate the person or persons you want to see in the Finals and cast your vote. Each vote is a \$1 donation to the Foundation, and you can cast as many votes as you want. Check the web site frequently through March 12 to check the status of your candidate and vote often to keep your candidate in the Top 3! Ask your friends, co-workers, neighbors, mail delivery guy, milk hauler and, really, any person walking by you on the street to vote. Your final chance to vote is in person on March 12 at the PDPW Business Conference.



**OUR PDPW SPONSORS** support continuous improvement for the dairy industry. They believe in producer leadership, and they place a high value on lifelong education for those involved in the dairy industry. We deeply respect their commitment to us. It is by this partnership that we continue to build a strong industry filled with capable professionals. Click [here](#) to see a list of our sponsors. If you interact with any of these companies, please thank them for supporting PDPW!

### PDPW Education Calendar

February 19	ACE Regional Meeting, Madison, WI
February 26	World-Class Webinar with Deb Houden. Watch on your computer "A Sustainable Family Business" How to Run an Effective Family and Business Meeting
March 11-12	Cornerstone Dairy Academy™, Madison, WI
March 12-13	PDPW Business Conference, Alliant Energy Center Madison, WI
March 19	World-Class Webinar with Deb Houden. Watch on your computer "A Sustainable Family Business" Managing Your Emotions in Smelly

## Situations

March 25

Transition Cow Conference, Calmar, IA

March 26

Transition Cow Conference, Arlington, Wi

April 10

Milk & Meat Quality Conference, Green Bay, Wi



*STAY CONNECTED*



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

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