

# PDPW MANAGERS memo

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June 13, 2008

Watch for these highlights in this edition of the Managers Memo:

- Registration is now available the Youth Leadership Derby and Dairy Connect. Both events are limited, so register now.
- Learn the latest in colostrum research.
- Get helpful tips to take team meetings to the next level.

Thanks,  
PDPW

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## Featured PDPW Member:

"PDPW is important to all dairy farmers in the state of Wisconsin. By serving as leaders in the agricultural community, PDPW looks out for our operations while we are busy at home. The dairy industry is an important part of the Wisconsin economy, both conventional and organic producers. As members of PDPW, all dairy farmers are working together for a strong dairy economy in Wisconsin."

-Amanda Heisner

Amanda Heisner and her husband Adam farm an organic, grass-based dairy in southwest Wisconsin. They are farming on the farm that Amanda's father, Jim, purchased 25 years ago. She explained, "My father had farmed in a low-input sustainable manner for about 15 years when we decided to convert to a certified organic dairy in 2000. While there was a lot of paperwork involved for the certification, we knew that the financial benefits would allow us to continue to grow our operation."

When asked about her advice to fellow producers, Amanda encouraged producers to "look for multiple ways to increase your profit. Increasing production, minimizing costs and finding niche markets are all ways that dairy producers can strengthen their businesses and ensure their success in this challenging climate."

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## For Your Dairy Business:

**BE CONFIDENT ABOUT THE ISSUES AND DELIVERING THE FACTS** by participating in DairyConnect™ on Tuesday, Sept. 16. You'll learn how to deliver a positive message to your neighbors, the public and the media and receive updates on emerging issues facing the dairy industry. Plus, you'll learn how to make the most of connections in your community. This one-day high-level professional training is taught by a nationally known media and communication expert and is limited to the first 15 who register. Be among them by registering today on online by visiting [pdpw.org](http://pdpw.org) or calling 1-800-947-7379.

**NON-STOP FUN, HANDS-ON LABS AND WORKSHOPS, REAL-WORLD TOURS AND NEW FRIENDS** will be around every turn at the PDPW Youth Leadership Derby, Nov. 8-9, in Brillion. This fast-paced weekend, designed for young adults ages 15-18, includes three real-life learning labs on Sunday morning: 1) bovine reproductive system where you'll dissect, inspect and go beyond the basics; 2) food science lab featuring the amazing world of science behind dairy products and dairy science technologies; and 3) a science class like no other where you'll see and touch the organs of a calf and learn about the processes that keep animals healthy and growing. Add the tours, an all-night lock-in and workshops and you have a unique and fun weekend. Visit [pdpw.org](http://pdpw.org) for complete details.

**COLSTRUM QUALITY GOES BEYOND JUST COLOSTROM IMMUNOGLOBULIN G** or IgG concentration, according to a study published in the Journal of Dairy Science in 2007. When researchers looked at the concentration of lactoferrin, the functional protein thought to assist the calf by serving binding iron that may be in the intestinal environment, they found a range of from 0.1 to 2.2 g/L. And Dr. Jim Quigley says it's possible that differences in concentration of lactoferrin and other functional proteins in colostrum could contribute to differences in health of calves consuming different qualities of colostrum. Colostrum also differed considerably by vitamin composition. Dr. Quigley says this is particularly important since fat-soluble vitamins—A, D, E—don't cross the placenta well and calves are born quite deficient in them. Dr. Quigley notes that concentrations of nutrients in colostrum may be affected by the dry cow diet and level of mineral supplementation. To improve colostrum quality—both immunological and nutrition—and to produce better calves, you may want to zero in on dry cow nutrition and cow comfort. For more information, visit <http://www.calfnotes.com/pdffiles/CNlatest.pdf>.

**RISK MANAGEMENT MAKES A FINANCIAL DIFFERENCE.** A survey at the May 2008 Wisconsin Agricultural Bankers Conference asked lenders to name the top challenges facing their customers in the coming year. Not surprisingly, input costs and volatile markets were cited most often. Most of the ag lender survey respondents (78 percent) believe that producers should meet these challenges by using risk management strategies to manage farm revenue. Furthermore, 69 percent of ag lenders surveyed said they observe a significant financial difference between customers who use risk management and those who do not. The survey was conducted by one of PDPW's Corporate Sponsors Stewart-Peterson, a commodity marketing consulting firm, with cooperation from the Wisconsin Agricultural Bankers Association. For more information, visit [http://www.stewart-peterson.com/user\\_image/user\\_pdf/AgLenderNewsRelease053008.pdf](http://www.stewart-peterson.com/user_image/user_pdf/AgLenderNewsRelease053008.pdf).

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## For Your Business Mind:

**GOING GREEN IS A TRILLION \$\$ INDUSTRY**, and it's more than just an energy thing. It's a social revolution. And green entrepreneurial opportunities abound, states Bill Roth in an article on Entrepreneur.com. Roth stresses that going green is changing how customers, colleagues, investors and competitors do business and how they make purchases. He contends that the green revolution is just starting to gain momentum and that "revolutionary results" are still modest compared to their potential. He predicts that the green collar economy will grow to more than \$4 trillion. Two questions individuals should ask themselves, Roth says, are "How much of that \$1 trillion am I harvesting?" and "What should I be doing to jump aboard this trend as it transforms how the world does business?"

**GREEN IS NOTHING NEW TO THE DAIRY INDUSTRY**, and June Dairy Month is the perfect time to point out that the dairy industry has embraced "green" way before it was the trend. The following six sentences can help tell the dairy/green story: "My family has been caring for the land on a daily basis for decades. We were green before it was a trend. Being green is not a selling point for dairy producers; it's what we do. We care for the land, air and water. We are conservation specialists who spend each and every day dedicated to the earth." Why not try out these sentences at June Dairy Month events? Then keep the words handy for any time you want to share the facts with others.

**SHOULD YOU USE WET DISTILLERS' GRAIN IN YOUR DAIRY HERD RATION?** During a presentation at PDPW's Annual Business Conference, Dr. Alvero Garcia of South Dakota State University said WDGs usually have more advantages than disadvantages if your operation is set up to use it. In addition to becoming more available and usually quite economical to purchase, Dr. Garcia said WDGs are also highly palatable, have greater energy value after digestion and digest faster in rumen animals. But, if you don't live near an ethanol plant, WDGs can be expensive to transport, may be rough on your TMR mixer, spoil easily and must be stored in a very controlled environment to stay dry and airtight. For more information, visit [pdpw.org](http://pdpw.org).

**TAKE TEAM MEETINGS FROM BORING TO DYNAMIC** and you'll have happier attendees and a more productive outcome. Author Sarah Fenson with Inc. recommends having a person facilitate meetings who knows the essentials of good facilitation. These essentials include: 1. Create an agenda and stick to it. 2. Watch the clock, allowing time for each discussion and informing people time remaining so the meeting is kept on track. 3. Turn ideas and decisions into action by obtaining agreement on every decision, helping groups develop an action item and assigning a person responsible for the action. 4. Have fun but match activities and people so all attendees are comfortable throughout the meeting and always give people the option of not participating in an activity. 5. Speak clearly, being concise and direct while avoiding jargon. 6. Learn from your mistakes by reviewing what worked and what didn't work. 7. Take responsibility by employing facilitation techniques such as asking for clarification on a point, checking the time and getting the discussion back on track.

**BOOK REVIEW: TOMORROW'S LEADING COMPANIES WILL SUCCEED** not by battling competitors, but by creating "blue oceans" of uncontested market space ripe for growth, according to W. Chan Kim and Renée Mauborgne authors of the book *Blue Ocean Strategy*. Their so-called "blue oceans" represent untapped market space and opportunity for highly profitable growth as opposed to "red oceans" which make up the well-explored and crowded marketing practices used by traditional businesses. The book, which is our newest recommended reading, offers six principles to help create powerful leaps in value for both the firm and its buyers. This book has its own web site at <http://www.blueoceanstrategy.com>.

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## **PDPW Educational Calendar:**

September 16 – Dairy Connect Training, Madison, WI (Visit [www.pdpw.org](http://www.pdpw.org) for more information.)

November 8-9 – Youth Leadership Derby, Brillion High School in Brillion, WI (Visit [www.pdpw.org](http://www.pdpw.org) for more information.)

March 17-18, 2009 – PDPW Annual Business Conference, Madison, WI

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