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Registration fee covers workshop, materials and lunch. To register, scan the QR code, visit www.pdpw.org or call 800-947-7379.

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2024 PDP Herdsperson Conference

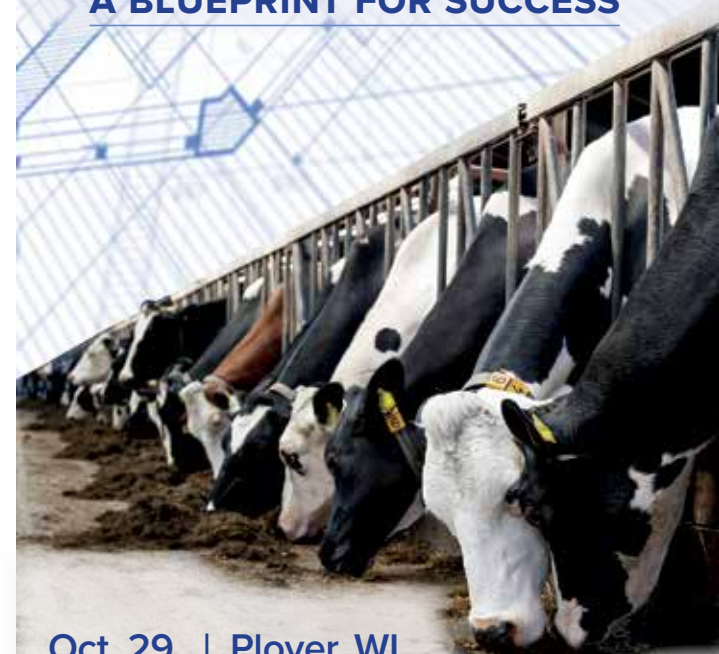
A BLUEPRINT FOR SUCCESS

*for farm owners, managers and others
making decisions on the dairy*

2024 **PDP PW** Herdsperson Conference

Coupling longevity with profitability

A BLUEPRINT FOR SUCCESS



Oct. 29 | Plover, WI

Oct. 30 | Arlington, WI



*For farm owners and
those making decisions
on the dairy*

Herdsperson Conference

Tuesday, October 29

Food + Farm Exploration Center
3400 Innovation Drive
Plover, WI

Wednesday, October 30

Arlington Research Station Public Events Building
UW Arlington Ag Research Station
N695 Hopkins Rd, Arlington, WI

10:00 am Registration
10:30 Conference kick-off
3:30 pm Conference concludes



Sessions

PROTECT COWS AND PROFITS WITH BIOSECURITY

Safeguarding your dairy herd and ensuring profitability hinges on a solid understanding of critical control points and biosecurity measures. In this session, we'll uncover the hidden threats—germs, diseases and unseen pathogens—that can compromise the health of adult cows and your bottom line. Given the current bird flu and its impact on dairies everywhere, this topic is more relevant than ever.

Dr. Keith Poulsen, DVM, PhD, will outline how infectious agents are inadvertently spread from human to cattle and from farm to farm. Learn the vital steps to prevent cross-contamination and mitigate the incidence of zoonotic diseases. Dr. Poulsen will equip you with practical tips you need to protect your herd and enhance cow longevity.

PROACTIVELY MAXIMIZE COW HEALTH

The transition from late gestation to lactation is a critical period for dairy cows, often leading to metabolic strain and disease. A cow's health during this phase plays a significant role in your herd's productivity, longevity and profitability. We'll delve into select dietary formulations and management practices shown to reduce disease incidence during this vulnerable time.

Dr. Lautaro Rostoll Cangiano, PhD, will share new insights into how early-life factors influence long-term disease susceptibility and how optimizing calf management can boost future herd health. Arm yourself with the knowledge to safeguard your cows' health, ensuring a smoother transition and a more productive lactation period.

UNLOCK THE SECRETS TO HERD LONGEVITY WITH INSIGHTS FROM TOP U.S. DAIRY FARMERS

In this premier session, three U.S. dairy farmers celebrated globally for their top-rated genetics will share their expert insights into achieving exceptional herd longevity. They'll discuss the impact of environmental factors, cow health and sustainability traits on long-term herd success. They'll also share how they make culling decisions as well as genetic decisions that emphasize health traits, type characteristics and feed efficiency.

This thought-provoking session features elite dairy producers **Mitch Breunig, Tony Brey** and **Corey Hodorff**, and is designed to empower you with actionable strategies from dairy leaders who are shaping the future of herd longevity through genetics, management and innovative practices.

Presenters



Dr. Keith Poulsen, DVM, PhD, DACVIM (LAIM) earned his DVM and PhD from the UW-Madison. He holds an appointment in Medical Sciences at the School of Veterinary Medicine

and is director of the Wisconsin Veterinary Diagnostic Laboratory, which specializes in infectious disease diagnostics and diagnostic testing of cattle and bovine germplasm for international export and trade. Dr. Poulsen is president of the American Association of Veterinary Laboratory Diagnosticians and an active member of their government relations committee. He also represents Wisconsin in the House of Delegates for the American Veterinary Medical Association.



Dr. Lautaro Rostoll Cangiano, PhD, is an Assistant Professor in Bovine Immunology at the UW-Madison's Department of Animal and Dairy Sciences. He earned his PhD

in Immunology and Microbiology from the University of Guelph, Canada and his MSc in Animal Science from the University of Florida. His lab work focuses on understanding how various on-farm management factors affect immune function and overall health of dairy cows over their lifetime. He also studies the impact of metabolic disorders in dairy cows on immune function and disease susceptibility. His lab aims to create practical, science-based solutions to increase resilience and disease resistance of dairy cattle.



Mitch Breunig is a third-generation dairy farmer and owner of Mystic Valley Dairy near Sauk City, Wis. The farm milks about 450 cows, crops 1,050 acres and focuses

on breeding for heritable production traits, longevity, sound physical build and conformation. In addition to being instrumental in the formation of the Dairy Innovation Hub and serving on its advisory council, Mitch has also served as president of PDP. He is the breeder of world-renowned Holstein sire 1H007235 TOYSTORY, a sire who set a world record for semen production by producing over 2.4 million units of semen, while producing offspring with a consistent balance of high type, production and fertility.



Tony Brey and his brother Jacob own and manage Brey Cycle Farm, a Registered Holstein Farm in Door County. They milk 1,400 registered Holstein cows, custom

raise heifers, raise a small herd of beef animals for their on-farm beef store and grow their own feed on 1,500 acres while focusing on sustainability, innovation and community. Tony earned a Dairy Science degree from UW-Madison in 2007 and returned home to the farm where he's grown the farm from 100 cows to its current size. Tony is a founding member of Peninsula Pride Farms, a local watershed group in Door and Kewaunee Counties. He's also a Holstein USA board member and has served on their genetic advancement committee.



Corey Hodorff is part of the fourth generation to own and operate his family's century farm with his wife Tammy, brother Clint and father Doug. They milk 1,000 cows

and crop 1,200 acres at Second Look Holsteins, LLC, near Eden, Wis. In addition to the dairy entity, the family business structure also includes Peniel Acres, Ltd. and Hodorff Seeds and Agronomy. On the farm Corey oversees the team members and management of dairy operations. He has served as 4-H leader, Fond du Lac County Dairy committee member, Fond du Lac County Junior Holstein advisor, and Fond du Lac County Holstein Association director.