# Florida Dairy Business Conference

**Wednesday, October 27, 2004**  
9:45 a.m. - 4:40 p.m.

Marion County Extension Service Center, Ocala  
2232 NE Jacksonville Road, Ocala  
352-620-3440

Sponsored by the  
CENTRAL FLORIDA DAIRY ADVISORY COMMITTEE

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<tr>
<th>a.m.</th>
<th>AGENDA</th>
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<tr>
<td>9:45</td>
<td>Registration</td>
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<tr>
<td>10:00</td>
<td>Welcome</td>
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| 10:10| "Udder financial stress and MOOving out of it."  
Scott Peelin and Tom Rugie. |
| 10:50| break sponsored by our supporters |
| 11:00| "How should you be looking at feed costs?"  
Brian Perkins, Monsanto Dairy Business |
| 11:30| "Economic feasibility of generating electricity from biogas."  
Russ Giesy, UF/IFAS Extension |
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<td>12:00 Lunch - sponsored by our agribusiness supporters and provided by Sonny's BBQ - thank you!</td>
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<tr>
<td>1:00</td>
<td><strong>Presentation of Dairy Community Award</strong></td>
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<td>1:10</td>
<td>&quot;DBAP03: what we've learned about your business.&quot;</td>
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<td>Albert deVries, UF/IFAS</td>
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<tr>
<td>1:40</td>
<td>&quot;Coping with milk price volatility&quot;</td>
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<td>Geoff Benson, North Carolina State University</td>
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<td>2:30</td>
<td>&quot;Changes in consumer habits when choosing dairy products&quot;</td>
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<td>Bob Degner, UF/IFAS Food and Resource Economics</td>
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<td>3:00</td>
<td>&quot;Test some newer products&quot;</td>
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<td>Ryan Kitelyn, Dairy Farmers, Inc.</td>
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<td>3:15</td>
<td>&quot;Cow comfort: what's really important?&quot;</td>
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<td>Brian Perkins, Monsanto</td>
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<td>3:50</td>
<td>Dairy producer panel: &quot;How we manage to ride the waves&quot;</td>
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<td>Don Bennink, Terry Reagon and Joe Nickerson. These producers will share their experiences of 2002+3 (the trough of our latest cycle) and 2004 (it was supposed to be the good times).</td>
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<td>4:30</td>
<td>Evaluation &amp; 4:40 Adjourn</td>
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*There is no registration fee and no charge for lunch but we would appreciate a RSVP.*

*Please call Jeanne at 352-793-2728*

**Directions:**

1. Exit interstate 75 at exit #70 onto route 27
2. proceed east into Ocala, 27 becomes Blichton Street, then NW10th Street

3. after 2.5 miles (from 75), turn left (north) onto 301/441

4. after .5 mile, turn right (east) onto route 200A or NE20th street (watch for signs for the Livestock Pavilion)

5. after .5 mile, turn left (north) into the Livestock Pavilion & Extension Complex parking area. The meeting will be in the auditorium located on your right as you enter the facility.

**2003 list of supporters**

**Contributor of Distinction**
- Monsanto Dairy Business
- Pfizer
- Jim Chapman
- Intervet
- U.S. Sugar

**Sponsor and Exhibitor**
- Diamond V
- West Central Soy
- Select Sires
- Zinpro
- Furst McNess
- Pestell, Inc.

**Sponsor**
- Hevia, Beagles & Co.
- Lakeland Animal Nutrition
- Alltech

**Others**
- Farm Credit Service
- Sunshine State Milk Producers
- Southeast Milk, Inc.
- Fl. Department of Ag Consumer Services
- Larsen Farms Hay Terminal
- Black Gold Compost Co.
- Haas Chemical
- Pharmacia/Upjohn
- Novartis
- Arm & Hammer
- Southern Silage

*Thank you very much!*
The support provided by these friends makes possible our breaks, lunches and out-of-state speakers. Please express your gratitude!

Dairy Community Award

Objective:
To promote the concept that dairy farm families and their businesses:

- provide strength to the local economy
- use increasingly environmentally sound production practices
- are an important part of the community

Criteria:
The dairy presents a good image for the dairy industry
The dairy utilizes modern technology
The dairy produces a quality product
The producer is involved in public relations efforts in the community
The producer is concerned with the environment
The producer provides his community with leadership, citizenship & public service

Previous winners:
2001 - Gore's Dairy, Zephyrhills
2002 - Oelfke Dairy, High Springs
2003 - Bryd Brothers Dairy, Mayo
2004 - ?? Be there to congratulate the winner!

2004 Central Fl. Dairy Advisory Committee:
Louise Rienagle, 4H dairy leader
Richard Van Wagner, Van Wagner Dairy, Marion County
Dale Sauls, Condale Dairy, Marion County
Wayne Oelfke, Oelfke Dairy, Alachua County
Nels Siverson, Hidden Hammock Dairy, Marion County
David Sumrall, Aurora Dairies, Gilchrist County
Gerald Fieser, Fieser Dairy, Volusia County
Martin Lira, Taqueral Dairy, Sumter County
Bernice Jeffcoat, Pine Ridge Dairy, Lake County
Gary Keyes, Milk-A-Way Dairy, Hernando County
Leon McClellan, M+B Dairy, Citrus County
Art Darling, Sunshine State Milk Producers
Mike Holloway, consulting engineer
Steve Coop, PfizerAlbert DeVries, UF Animal Sciences

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