The Joe and Phyllis Nickerson family, Wauchula, winners of the 2000 Dairy Farm Family Award sponsored by Florida Farm Bureau in cooperation with Florida Cooperative Extension, the Department of Animal Sciences, and the Florida Department of Agriculture and Consumer Services. L to R: Frankie Hall, of Florida Farm Bureau Federation making the presentation; Joe and Marlene Nickerson's family: Courtney, Logan, Joe, and Marlene; Phyllis and Joe Nickerson; and Chris and Marlene Nickerson's family: Marlene, Holden, Chris, and Brittany.

Sponsored by the Dairy and Poultry Sciences Department, Florida Cooperative Extension Service and the Agricultural Experiment Station of the Institute of Food and Agricultural Sciences with the cooperation of State Dairy Organizations.
June 29, 2000

TO: FLORIDA DAIRYMEN, ALLIED INDUSTRIES, AND OTHERS

RE: 37th ANNUAL FLORIDA DAIRY PRODUCTION CONFERENCE

We appreciate your continued participation in and support of our 37th consecutive conference. This year's program emphasized:

- Marketing outlook
- Dairy Business Project analysis of costs and herd turnover
- Reproduction management
- New strategies to increase pregnancy rates
- Fat supplementation and reproduction
- Johne's, a disease of renewed concern
- Mastitis
- Cost of digestive upsets
- Phosphorus implications in manure management
- Managing grass forages to improve farm profits

Special appreciation goes to all of the commercial exhibitors. Please note the companies, their representatives, and addresses later in the proceedings. Note, also, the information about award winners and the list of those attending the conference. Registered attendance this year and in recent years was:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tr>
<td>Total registrants</td>
<td>160</td>
<td>175</td>
<td>154</td>
<td>195</td>
<td>219</td>
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<tr>
<td>Florida dairymen and farm management employees</td>
<td>47</td>
<td>56</td>
<td>31</td>
<td>42</td>
<td>55</td>
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<tr>
<td>Number of different dairies represented</td>
<td>28</td>
<td>35</td>
<td>20</td>
<td>30</td>
<td>37</td>
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<tr>
<td>Industry representatives, including exhibitors</td>
<td>72</td>
<td>79</td>
<td>71</td>
<td>96</td>
<td>94</td>
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<tr>
<td>UF faculty (Gainesville), students, and speakers</td>
<td>19</td>
<td>19</td>
<td>16</td>
<td>23</td>
<td>33</td>
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<td>County Extension, DACS, DEP, NRCS, consultants</td>
<td>13</td>
<td>15</td>
<td>14</td>
<td>20</td>
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<tr>
<td>Other</td>
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<td>14</td>
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<tr>
<td>Number of commercial exhibits</td>
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<td>29</td>
<td>32</td>
<td>37</td>
<td>32</td>
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</table>

An Equal Opportunity/Affirmative Action Employer
The general comments made to us about the program were good. We would like to start planning for next year's program now so please give us some input. Return suggestions on the evaluation sheet (next page).

Mark the tentative date for next year's conference as May 1-2, 2001 but be sure to look for exact dates later on. Next year may be a good year to try a change in format and time.

Thanks for your participation. Additional copies of the proceedings may be obtained, as long as they last, by calling the Animal Sciences Department (352/392-5594) or by writing to: H. H. Van Horn, Animal Sciences Department, University of Florida, Gainesville, FL 32611-0920.

F. Glen Hembry
Chairman,
Animal Sciences Department

H. H. (Jack) Van Horn
Professor and Coordinator of
2000 Dairy Production Conference
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Managing Grass Forages:
- Forage Program at Shenandoah Dairy. Ed Henderson
- Quality Grass Silage Production. Sutton Rucks

ATTENDEES OF THE 37TH ANNUAL FLORIDA DAIRY PRODUCTION CONFERENCE
Program Participants

Hines Boyd, Chief, Bureau of Dairy Inspection, Florida Dept. of Agriculture & Consumer Services, Tallahassee, FL

Robert Bowie, Jr., President, Florida Dairy Herd Improvement Assoc., Dairyman, Jacksonville, FL

David R. Bray, Milking Machine and Mastitis Specialist, Department of Dairy and Poultry Sciences, University of Florida, Gainesville, FL

Russell G. Giesy, Multi-county Dairy Management Extension Specialist, University of Florida, Ocala, FL

Frankie Hall, Assistant Director of Commodity Activities, Florida Farm Bureau Federation, Gainesville, FL

Mary Beth Hall, Dairy Nutrition and Management, Dairy and Poultry Sciences Dept., University of Florida, Gainesville, FL

Peter J. Hansen, Reproductive and Environmental Physiology, Dairy and Poultry Sciences Dept., University of Florida, Gainesville, FL

Dix Harrell, Area Epidemiology Officer, USDA-APHIS Veterinary Services, Gainesville, FL

H. Herbert Head, Animal Physiology and Lactation, Dairy and Poultry Sciences Dept., University of Florida, Gainesville, FL

F. Glen Hembry, Chair, Department of Animal Science and the Department of Dairy and Poultry Sciences, University of Florida, Gainesville, FL

Ted Henderson, Shenandoah Dairy, Live Oak, FL

Marvin Hoekma, Dairy Business Analysis Program Manager, Department of Dairy and Poultry Sciences, University of Florida, Gainesville, FL

Ron W. McCuddy, Florida DHIA Operations Mgr., Gainesville, FL

Roger P. Natzke, Chair, Dairy and Poultry Sciences Dept., University of Florida, Gainesville, FL

Sutton Rucks, Dry Lake Dairy, Okeechobee, FL

Lynn E. Sollenberger, Forage Management Research, Agronomy Department, University of Florida, Gainesville, FL

Jeffrey S. Stevenson, Reproduction Research, Department of Animal Science, Kansas State University, Manhattan, KS.


Winston Tooke, Soil Conservationist, Natural Resources and Conservation Service, USDA, Gainesville, FL

James E. Umphrey, Recruitment and Youth Programs, Dairy and Poultry Sciences Dept. University of Florida, Gainesville, FL


P. Joseph Wright, President and Interim CEO, Southeast Milk, Inc.
The Dairy Family Award has been sponsored and presented by the Florida Farm Bureau Federation for 24 years. The family is selected by Farm Bureau in cooperation with County and Area Extension Agents and Extension Specialists in the Animal Sciences Department at the University of Florida. The family must represent at least three generations of dairy producers in the family. Lochrane Gary, Hardee County Extension Director, nominated the Nickersons for this award. Frankie Hall of the Florida Farm Bureau Federation, interviewed the family, wrote the materials that follow, and made the award presentation.

The Nickerson family’s story parallels the history of modern dairying in Florida. The innovations they have incorporated into their current operations may reflect the industry’s future.

Norm Nickerson said that the family’s philosophy can be summed up in three words: “Keep it simple.” They manage to do that by concentrating on what they do best: milking cows. Every day during months of peak production, the family’s three barns ship two tanker truckloads—nearly 100,000 pounds of milk.

The Nickersons practice intensive grazing, using some techniques and equipment pioneered in New Zealand. They adopted intensive grazing as a management practice in the mid-1990s, when they divided their pastures into 88 four-acre paddocks. Cows are divided into three herds. The stargrass in each paddock is grazed for one day every 7-10 days.

Norm and Phyllis Nickerson came from western New York State to Florida with Norm’s parents in 1954. His father began dairying with a Jersey herd in Hardee County. In 1960, Norm returned from a hitch in the service and bought the farm the family works today. He started with 18 Jerseys, the farm now has 4,000 cows and is divided into three milking operations. Wauchula Dairy is the home operation. Lemon Grove Dairy is managed by son Joe and his wife, Marlene; Zolfo Springs Dairy is run by son Chris and his wife, Melinda.

An interesting historical note: From 1963 through 1971, Wauchula Dairy bottled its own milk. It was the first dairy in the state to adopt the use of plastic jugs. Back then, six or seven Florida dairies bottled their own milk.

Dairying runs in the family. Norm’s brothers also operate dairies in Florida. Roger has a 2,000 cow dairy in Hardee County and Howard runs a family-sized operation near Mayo in Lafayette County. The Nickersons’ oldest son, Rodney, used to work on the dairies. Today, he and his wife, Connie, own and operate Computer Land of Lakeland.

The Nickerson name is prominent among industry organizations and committees. Norm Nickerson formerly served on the Board of Directors of the Tampa Independent Dairy Farmers. He chaired the Hauling Committee and served on the Pricing Committee. He also serves on the Hardee County Farm Bureau Board of Directors. Chris Nickerson is a member of the Hardee
County Livestock Advisory Committee and the Overall Extension Advisory Committee. Joe Nickerson is a member of the Florida Farm Bureau Dairy Advisory Committee and the Hardee County Farm Bureau Board of Directors. He was appointed by the Natural Resource and Conservation Service to the National Grassland Initiative Board.

**Congratulations, Nickerson Family.** You are the Florida Dairy Farm Family for the year 2000.
2000 ANNUAL MEETING  
May 2, 2000  
Best Western Hotel  
Gainesville, Florida

~ AGENDA ~
R. Bowie Presiding
Lunch
Annual Report – D. Webb
Special Discussion – E. Henderson
Election of Officers – D. Register
Awards – R. McCuddy

1999 Production Awards
High Herds

<table>
<thead>
<tr>
<th>HERD</th>
<th>CITY</th>
<th>LBS. MILK</th>
<th>#COWS</th>
<th>3X</th>
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<tbody>
<tr>
<td>CONDALE FARMS**</td>
<td>ANTHONY</td>
<td>25986</td>
<td>608.3</td>
<td>Y</td>
</tr>
<tr>
<td>B&amp;D FARMS***</td>
<td>GREENVILLE</td>
<td>22928</td>
<td>1047.9</td>
<td>Y</td>
</tr>
<tr>
<td>VANWAGNER DAIRY#</td>
<td>SPARR</td>
<td>22828</td>
<td>281.6</td>
<td>Y</td>
</tr>
<tr>
<td>EICHER DAIRY</td>
<td>WALNUT HILL</td>
<td>22348</td>
<td>123.0</td>
<td>N</td>
</tr>
<tr>
<td>M &amp; M DAIRY, INC.##</td>
<td>JACKSONVILLE</td>
<td>22169</td>
<td>968.9</td>
<td>N</td>
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<tr>
<td>NORTH FLORIDA HOLSTEINS</td>
<td>BELL</td>
<td>21800</td>
<td>3673.8</td>
<td>N</td>
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<tr>
<td>MECKLENBURG FARM</td>
<td>BAWLWIN</td>
<td>21345</td>
<td>713.2</td>
<td>N</td>
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<tr>
<td>T.J. SMITH &amp; SON DAIRY*</td>
<td>BROOKSVILLE</td>
<td>20778</td>
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<tr>
<td>WISTERIA DAIRY LTD</td>
<td>GREEN CV SPGS</td>
<td>20601</td>
<td>776.0</td>
<td>Y</td>
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<tr>
<td>SUIVANNEE RIVER DAIRY</td>
<td>LIVE OAK</td>
<td>20389</td>
<td>485.3</td>
<td>Y</td>
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<tr>
<td>BILL MARTINEZ</td>
<td>RIVERVIEW</td>
<td>20388</td>
<td>522.2</td>
<td>N</td>
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<tr>
<td>RAY MELEAR, INC.</td>
<td>OKEECHOBEE</td>
<td>20369</td>
<td>1325.3</td>
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<tr>
<td>UNIV FL DAIRY RESEARCH</td>
<td>GAINESVILLE</td>
<td>20368</td>
<td>598.1</td>
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<tr>
<td>POWERS DAIRY, INC.</td>
<td>UMATILLA</td>
<td>20079</td>
<td>365.9</td>
<td>N</td>
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<tr>
<td>SHENANDOA DAIRY###</td>
<td>LIVE OAK</td>
<td>20024</td>
<td>1080.5</td>
<td>N</td>
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<tr>
<td>WYNNSUM DAIRY, INC.</td>
<td>BUSHNELL</td>
<td>19792</td>
<td>285.9</td>
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<tr>
<td>FARREN DAKIN DAIRY</td>
<td>MYAKKA CITY</td>
<td>19737</td>
<td>1256.3</td>
<td>Y</td>
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<tr>
<td>BEAUREGARD, HILAIRE</td>
<td>HAWTHORNE</td>
<td>19583</td>
<td>312.8</td>
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<tr>
<td>J-LU FARMS</td>
<td>LIVE OAK</td>
<td>19546</td>
<td>370.8</td>
<td>Y</td>
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<tr>
<td>ELJIM DAIRY</td>
<td>GRANDIN</td>
<td>19509</td>
<td>220.6</td>
<td>N</td>
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<tr>
<td>TRINITY DAIRY</td>
<td>BROOKSVILLE</td>
<td>19295</td>
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<td>Y</td>
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<td>BONGERS DAIRY</td>
<td>MORRISTON</td>
<td>19104</td>
<td>2540.0</td>
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</table>

Production as of September 30, 1999

Small=<=500 cows  
Medium= 500-1000 cows  
Large=>1000 cows

*Small herd 3X  
**Medium herd 3X  
***Large herd 3X
#Small herd 2X  
##Medium herd 2X  
###Large herd 2X

The State Dairy Herd Improvement Organization of Florida  
Providing Comprehensive Dairy Information Management
Growth of Florida DHIA

What is DHIA all about?

The Florida DHIA program has evolved into a diversified organization. Its primary objective is providing information for management of dairy cows and herds. In its early days, cow testing was used only for evaluation of individual animals. More recently, dairymen use DHIA information to track herd management trends, fine-tune feeding, record health and breeding events and to measure effectiveness of management techniques. Many herd managers make effective use of monthly somatic cell data on individual cows. In recent months, others are using milk urea nitrogen (MUN) values for evaluation of protein utilization. The bottom line for DHIA is to provide information that can be used to "improve" the herd.

Enrollment Summary: Florida DHIA continued to increase in total cow numbers again for 1999. The growth of the Florida DHIA program includes its member and non-linked independent members. This non-linked program has grown steadily for the past few years. This program has grown in popularity for dairies wanting on-farm management software in a non-linked mode. At present, PCDART-I serves only non-member herds.

The rolling herd average among the Florida DHIA herds on supervised types of test (00-34) experienced a slight increase from 1998 production by 167 pounds per cow. The rolling herd average in 1999 herds on these types of test was 18,295 pounds of milk, 655 pounds of fat, and 602 pounds of protein per cow.
<table>
<thead>
<tr>
<th>DAIRY NAME (*)</th>
<th>LOCATION</th>
<th>RANK</th>
<th>SPC</th>
<th>SCC</th>
<th>MILK COWS</th>
<th>AV. INSPEC SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterworth Dairy (2)</td>
<td>Caryville</td>
<td>1</td>
<td>618</td>
<td>148636</td>
<td>26</td>
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<tr>
<td>Oelfke Dairy Farm (2)</td>
<td>Alachua</td>
<td>2</td>
<td>1591</td>
<td>333333</td>
<td>313</td>
<td>96</td>
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<tr>
<td>Brantley Dairy Farm, Inc. (2)</td>
<td>McAlpin</td>
<td>3</td>
<td>2454</td>
<td>313638</td>
<td>310</td>
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<tr>
<td>Palm River Dairy, Inc.</td>
<td>Crystal Springs</td>
<td>4</td>
<td>3230</td>
<td>243000</td>
<td>529</td>
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<tr>
<td>Triple R Dairy</td>
<td>Quincy</td>
<td>5</td>
<td>2618</td>
<td>306363</td>
<td>40</td>
<td>100</td>
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<tr>
<td>Kurtz &amp; Sons Dairy</td>
<td>Live Oak</td>
<td>6</td>
<td>2291</td>
<td>358333</td>
<td>200</td>
<td>93</td>
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<tr>
<td>Lemon Grove Dairy (3)</td>
<td>Wauchula</td>
<td>7</td>
<td>3864</td>
<td>257857</td>
<td>421</td>
<td>94</td>
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<tr>
<td>Norman Nickerson Dairy (2)</td>
<td>Wauchula</td>
<td>8</td>
<td>5266</td>
<td>191111</td>
<td>363</td>
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<td>Palmland Dairy, Inc.</td>
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<td>9</td>
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<td>Nightengale Dairy</td>
<td>Walnut Hill</td>
<td>10</td>
<td>4927</td>
<td>252727</td>
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<tr>
<td>Neil Rucks Dairy</td>
<td>Zephyrhills</td>
<td>11</td>
<td>3336</td>
<td>390909</td>
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<td>Beau-Lane Farm</td>
<td>Hawthorne</td>
<td>12</td>
<td>3500</td>
<td>383333</td>
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<td>McInarnay Dairy</td>
<td>Melrose</td>
<td>13</td>
<td>4691</td>
<td>375000</td>
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<td>Turnpike Dairy, Inc. (5)</td>
<td>Palm City</td>
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<td>6450</td>
<td>321250</td>
<td>751</td>
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<td>McArthur Farms, Inc. #3</td>
<td>Okeechobee</td>
<td>15</td>
<td>6244</td>
<td>338888</td>
<td>1509</td>
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<td>C &amp; A Dairy (3)</td>
<td>Dade City</td>
<td>16</td>
<td>6550</td>
<td>327500</td>
<td>245</td>
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<td>Triple G Dairy</td>
<td>Sebring</td>
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<td>8262</td>
<td>270000</td>
<td>688</td>
<td>97</td>
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<tr>
<td>Graham Company #2</td>
<td>Moore Haven</td>
<td>18</td>
<td>8087</td>
<td>375000</td>
<td>1020</td>
<td>95</td>
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<tr>
<td>Oak Grove Dairy</td>
<td>Old Town</td>
<td>19</td>
<td>8183</td>
<td>288333</td>
<td>533</td>
<td>91</td>
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<tr>
<td>H.W. Rucks #3 (2)</td>
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<td>20</td>
<td>9887</td>
<td>260000</td>
<td>702</td>
<td>94</td>
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**TOP 20 AVERAGE**

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<tr>
<th>Location</th>
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<th>SCC</th>
<th>MILK COWS</th>
<th>AV. INSPEC SCORE</th>
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<tr>
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<td>4679</td>
<td>302710</td>
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**FLORIDA AVERAGE**

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<th>SCC</th>
<th>MILK COWS</th>
<th>AV. INSPEC SCORE</th>
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<td></td>
<td>45498</td>
<td>412630</td>
<td>562</td>
<td>91.4</td>
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(*) Indicates consecutive years on Top 20 Honor Roll

**NOTE:** "Top 20" producers were determined by multiplying the average annual bacteria count (SPC) by the average annual somatic cell count (SCC). To be considered for the "Top 20", a producer must have met the following minimum standards in 1999:

a) No drug residue violations.
b) An average inspection score of 90 or more.
c) An average bacteria count of less than 15,000/ml.
d) An average somatic cell count of less than 400,000/ml.

**SOURCE:** Dairy Division, Florida Department of Agriculture & Consumer Services
<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>ADDRESS</th>
</tr>
</thead>
</table>
| ABS GLOBAL   | Rodney Moore  
P.O. Box 1257  
Lilburn, GA 30048  
(770)564-8968  
BERNIE HASKINS CO.  
David Anderson, Bernie Haskins  
P.O. Box 1330  
Alachua, FL 32615  
(904)462-1389 |
| BOU-MATIC    | Lee Jarrett  
1230 McEntyre Loop S.E.  
Calhoun, GA 30701  
(706)629-8512  
COAST GRAIN COMPANY  
Bonnie Carney, Fred Smith  
10646-8 Haverford Rd  
Jacksonville, FL 32218  
(904)714-3777 |
| ECOLAB       | Mack Reeves  
5371 Gailey River Rd.  
Stone Mt., GA 30087  
(770)49107545  
ELANCO ANIMAL HEALTH  
David Waagner  
2604 Rolling Rd.  
Valdosta, GA 31602  
(912)241-7522 |
| FORT DODGE ANIMAL HEALTH | Richard Devereaux  
8222 N.W. 226 St.  
Alachua, FL 32615  
(904)418-1184  
H & H EQUIPMENT SALES, INC.  
Carl Hooper  
P.O. Box 468, Hwy 32 W  
Alma, GA 31510  
(912)632-7240 |
| J & D MANUFACTURING | Morgan Lambert  
6200 Highway 12  
Eau Claire, WI 54701  
(715)834-1439  
JE HILL PRECAST  
Tom Jones  
P.O. Box 491356  
Leesburg, FL 34749-1236  
(352)787-5897 |
| LAKELAND ANIMAL NUTRITION | Gary Peeples  
P.O. Box 24868  
Lakeland, FL 33802  
1-800-282-9733  
LARSEN FARMS  
Richard Larsen, Andy Burns  
P.O. Box 429  
Lake City, FL 32056  
(904)755-3300 |
| LEXTRON ANIMAL HEALTH | Richard Alford, Tommy Lynn  
385 SW 60th Ave  
Ocala, FL 34474  
(352)237-1755  
MERIAL  
Tommy Martin  
104 Lake Otis Rd SE  
Winter Haven, FL 33884  
(863)324-3387 |
| MONSANTO DAIRY BUSINESS | Gene Boomer, Jonathan Griffin  
10511 SW 52nd Ave  
Gainesville, FL 32608  
(352)375-5833  
MOORMAN'S, INC.  
Randy Jordan  
2110 SW 83rd Court  
Gainesville, FL 32607  
(352)331-4513 |
| PAUL MUELLER CO. | Frank Bird  
1600 W Phelps, P.O. Box 828  
Springfield, MO 65801  
(417)831-3000  
P & C TEAT DIP, INC.  
Vernon Stevenson  
804 Burns Lane  
Winter Haven, FL 33884  
(941)324-6327 |
<table>
<thead>
<tr>
<th>PEDRICK ENTERPRISES</th>
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<tbody>
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<td>Ed Pedrick</td>
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<td>P.O. Box 833</td>
<td>4625 W. Lowell Ave.</td>
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<td>(912) 263-8136</td>
<td>(813) 835-0346</td>
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<td>PHARMACIA &amp; UPJOHN CO.</td>
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<td>Ed Graf</td>
<td>Terry Creel</td>
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<td>1340 Scottsland Dr.</td>
<td>102 Brown Fox Dr.</td>
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<td>Lakeland, FL 33813</td>
<td>Rome, GA 30165</td>
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<td>(941) 648-9049</td>
<td>(706) 232-2911</td>
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<tr>
<td>WEST AGRO, INC.</td>
<td>WESTFALIA-SURGE, LLC</td>
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<td>Richard Gill</td>
<td>Jim Abercrombie</td>
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<td>11375 122nd Trail</td>
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<td>(904) 364-7784</td>
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<td>FARM CREDIT OF NORTH FLORIDA</td>
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<td>P.O. Box 110920</td>
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<td>Alachua, FL 32616</td>
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<td>Ron McCuddy</td>
<td>Julius Davenport, Jeff Spencer</td>
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<td>(904) 462-4201</td>
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