

Virtual Tour: M&B Products Inc.

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Starting in the early 1940's, Dale McClellan's mother's family had been in the dairy business. That dairy was Sunny Brook Dairy which closed in 1977 with the processing plant closing in 1979. M&B began in 1977 at the old Sunny Brook property. After calming local opposition to a dairy farm starting up in a rural area of Citrus County, M&B Dairy moved north from Tampa, Florida, to its current location on 320 acres near Lecanto in 2003. Eight hundred sixty acres are also leased to grow crops and keep dry cows. The family now spans over four generations.

The farm features two six-row free stall barns with 420 stalls each. The free stalls have dual chambered waterbed mattresses which are covered frequently with composted separated manure solids. Temperature controlled fans and misters are used to keep the cows cool and comfortable. Barn alleys are flushed after cows leave the barn for each milking. The resulting manure-filled water goes through a screen solid separator, then into holding tanks before being spread for irrigation and fertilization over 220 crop acres. The screened solids are windrow composted and reused as stall bedding.

Between the barns sits a double-12 herringbone, rapid exit milking parlor with DeLaval milkers. Milk is cooled and held in 6,000 gallon bulk tanks to hold exactly one tanker load of milk. Currently just under 700 head of cows are milked three times daily, averaging 23,000 pounds of milk per year with an average somatic cell count of 170,000.

Total mixed rations are formulated using a forage base of home-grown corn silage and oats (both stored in plastic bags). Fresh feed awaits the cows after each milking.

Recently M&B Dairy began using an Ovsynch program to improve their conception rate and keep fewer bulls on the farm. All calves are sold shortly after birth. Replacement heifers are generally purchased from Kentucky.

There is a strong time and facility commitment to both youth and community at M&B Dairy. Over the milking parlor an observation deck and meeting room were built with kitchenette and restroom to provide space for tours and local 4-H and FFA meetings. The McClellan family is active in Farm Bureau and numerous other state and local organizations and events in an effort to keep the community informed about the agricultural operations going on around them. By being proactive about focusing on environmentally friendly practices and communicating with neighbors and extended community, neighbor complaints have not occurred since before the dairy was permitted to be built. It is a story M&B Dairy Products, Inc., also tells on its website with a video farm virtual tour found at:
<http://www.mbproducts.com/farmtour/index.html>.

Looking to the future, the plan is to increase herd size while continuing to focus on environmentally friendly practices (perhaps even methane digestion), maintaining community good will, and promoting agriculture to keep foods fresh from Florida..

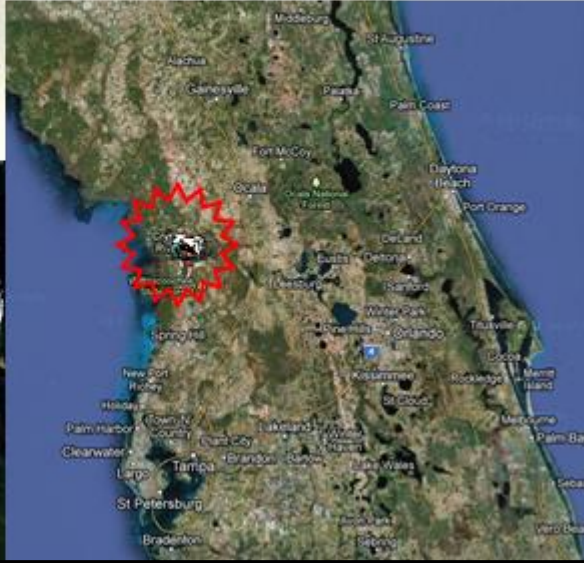
M & B Products, Inc.



Florida Dairy Production Conference
April 10, 2013

Location

Lecanto, Florida
located in Citrus
County



2 Free Stall Barns



COWS

- Currently we milk just under 700 head of cows.
- Three times daily.
- We get our heifers at an auction in Kentucky.



COW COMFORT

- Cow comfort is directly proportional to milk production
 - New Bedding
 - Fans and Misters
- Controlled Environment



Bedding

- We started with rubber mattress
 - Moved to water beds
 - Now we are composting solids to spread on top of the water beds
- This is our affordable solution to the gold standard of sand bedding.



Milk Parlor

- We use a double twelve milk parlor



Milk Tanks

• Specially designed to hold exactly one tanker of milk.



Milk

• Our cows produce an average of 23,000 pounds of milk a year.

• Our average somatic cell count is 170,000.

• We are a member of Premier Milk, Inc. A Florida based Co-op focused on quality milk and Co-op efficiencies.

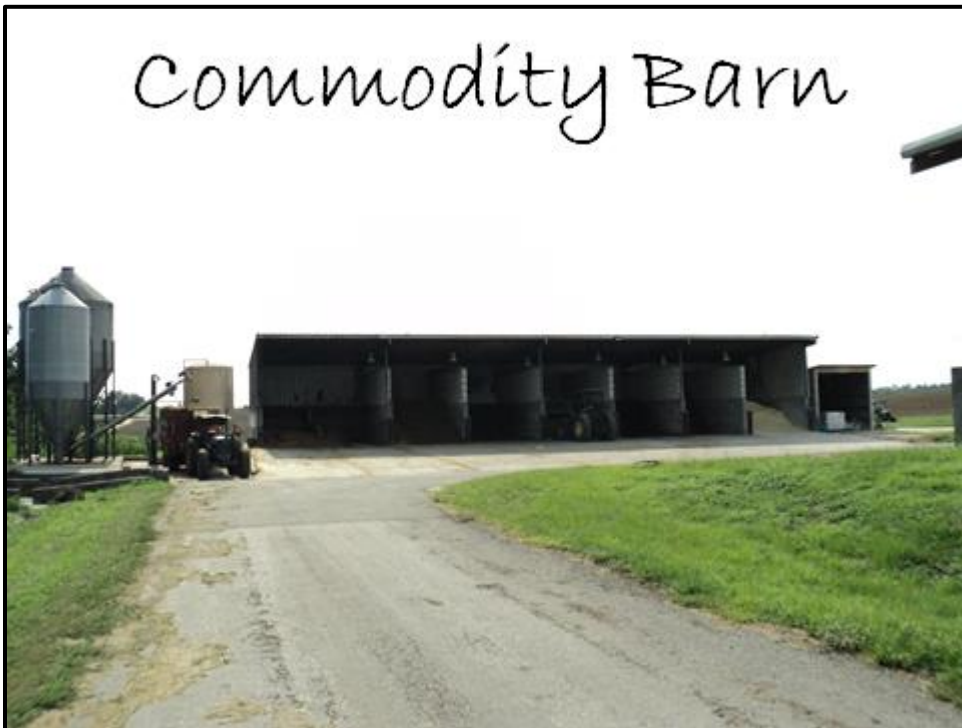


Feed

- Based on milk production and pregnancy stage our cows are fed a very specific formulation of feed ration
- They receive new feed after they leave the milking parlor
- It is a mixture of corn silage, oats, cotton seed, citrus pulp.



Commodity Barn



Utilizing Waste

- While the cows are in the parlor being milked, their barns are flushed.
- That waste water is contained in a large agitating holding pit, there is no lagoon.



Solid Separator

- The waste water from the holding tank is run over the solid separator.
- The nutrient rich liquid waste is contained in one of three 25,000 gallon tanks.



Windrows

•The solids are then spread in windrows to undergo the composting process. They are approximately 4 foot tall by 10 foot wide by 200 foot long.



Inverter

•Each windrow is inverted every three days to speed up and complete the composting process.



Compost Side Slinger



• That is done for 6 weeks and then the finished product is spread over the water beds with a compost side slinger.

• Within three weeks it increased milk production and herd health without sacrificing milk quality.



Irrigation

• The nutrient rich liquid waste that was contained in the tanks is utilized by the crops that are grown on the 220 acres under pivot.



Crops

- With feed costs on the rise we were forced to reevaluate the crops we raised and harvested. We were using green chop and balage.
- Now we raise two corn crops and one oat crop per year.



Corn Silage / Oats

- Our two corn crops are chopped and bagged for corn silage.
- The fall crop yields 15 tons per acre.
- The summer crop yields 25 tons per acre.



- The oat crop is also chopped and bagged.
- It averages 5 tons per acre.

Breeding

OV-SYNC Program

- Breed with Artificial Insemination
- Day 27 they get a shot of GnRH
- Day 33, ultrasound, if open they get a shot of prostaglandin
- Day 35 they get GnRH then bred 16 hours later.



Calves

- New calves are picked up every morning and cared for until our purchaser picks them up.



Changes for the Future

- Methane Digestion
- Increase herd size
- Maintain focus on environmentally friendly practices
- Keep community informed by being active in agricultural, environmental, and economic developmental committees

Invest in Youth

• When our dairy farm was built we invested in an observation deck and meeting room with kitchenette and restroom. It has proven to be useful in tours and local 4H and FFA meetings.



Swisher/Sweets Sunbelt
Ag Expo Southeastern
Farmer of the Year



NOTES
