

**Producer's View of Staying Ahead in the Dairy Business:  
Staying Ahead – Wisconsin Style**

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# STAYING AHEAD- WISCONSIN STYLE

(OR AT LEAST TRYING TO)

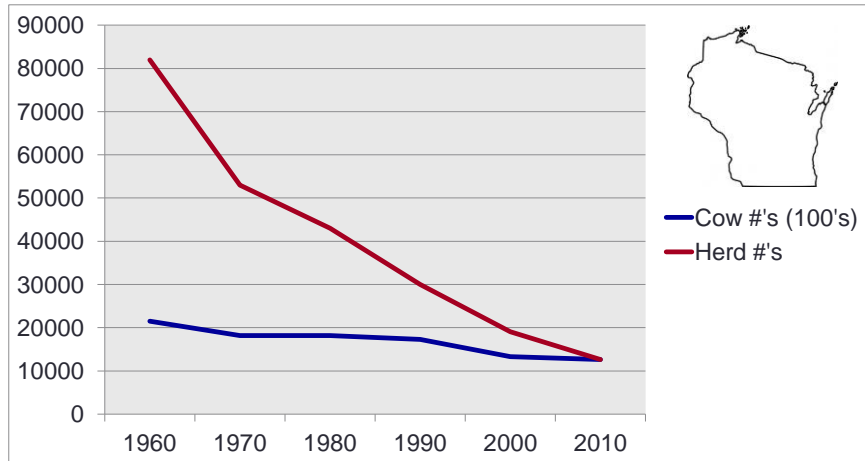
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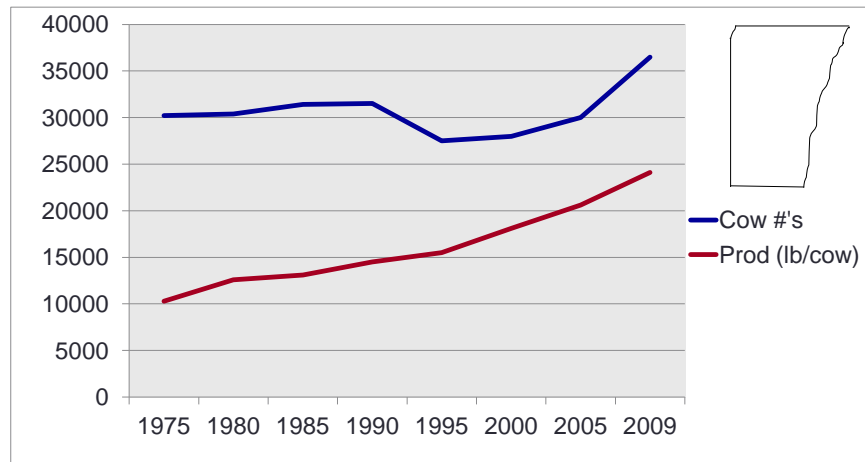
## Overview and History of Kewaunee County

- 2<sup>nd</sup> highest cows/sq mile east of Rockies
- More cows (42,000) than people (30,000)
- More digesters than any other county
- Tremendous dairy heritage
- Strong political support from both parties in Madison

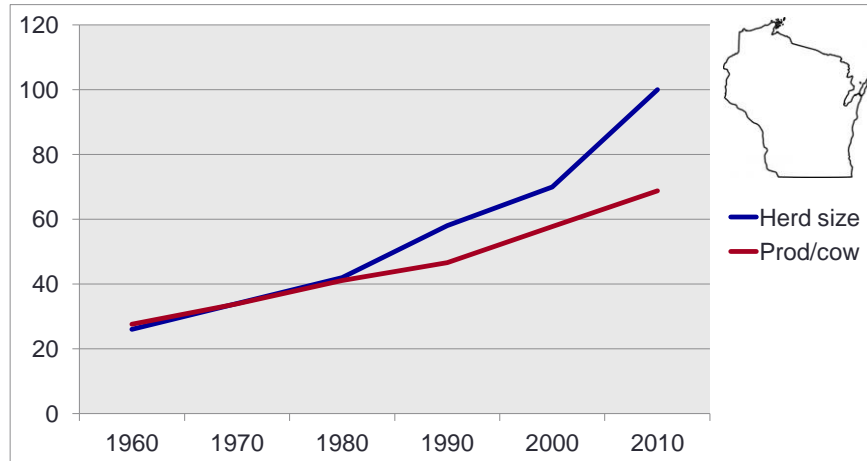
## Wisconsin Cow and Herd Trends NASS



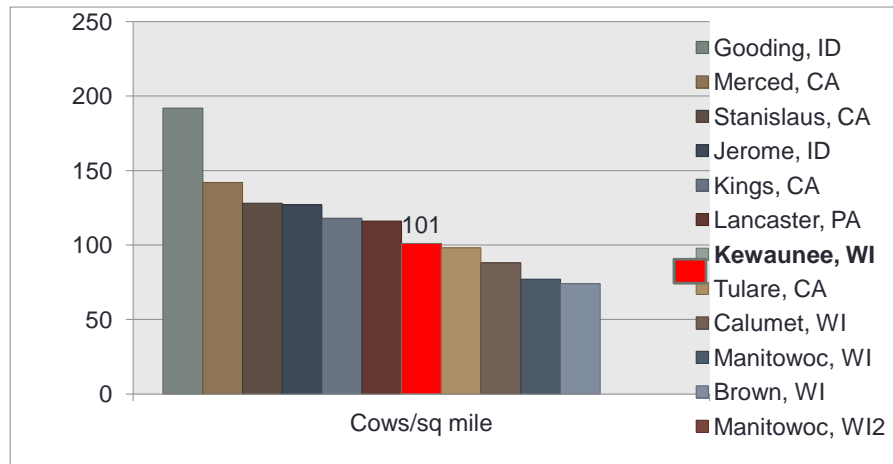
## Kewaunee County #'s Up! NASS UW Ext



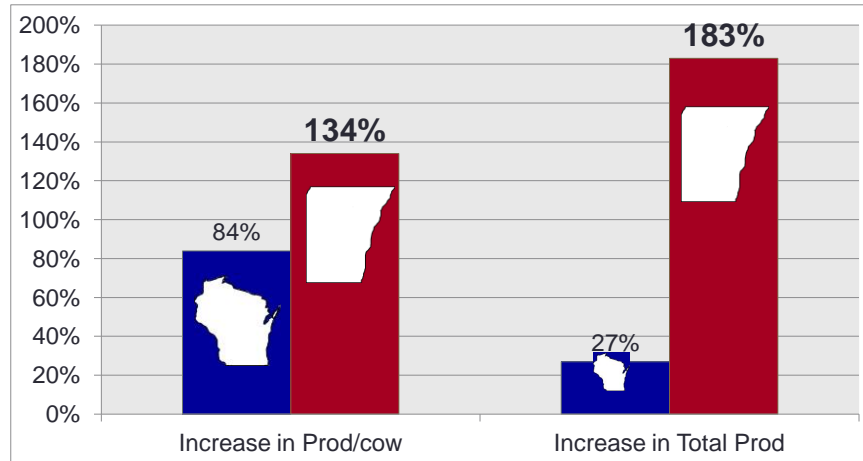
## Wisconsin Production Trends NASS



## USA- Top Dairy Counties Hoard's Dairyman



## Wisconsin Trend vs Kewaunee Since 1975 NASS



## Overview and History of Dairy Dreams



## Overview and History of Dairy Dreams

- Partnership of Don Niles and John Pagel
- Started milking cows in 2002
- Several planned expansions from 1200 to 2800
  - 2004 expanded to 1400 all on one site
  - 2006 expanded to 2100 brought calves home
  - 2008 expanded to 2500
  - 2010 built digester
  - 2012 brought all young stock home

## Recent Shockwave of Environmentalist Activity

## So What Does “Staying Ahead” Mean Now? Two Controlling Factors

- The rest of the dairy industry is constantly improving
  - 3000 cows and competent is no longer a guarantee of success in Wisconsin
- More cows (and more manure) may not be a local option

## Dairy Dream’s Idea of “Staying Ahead”

- We need to continue to extract more value from our current footprint
  - Not a new idea, but a heightened focus
- We need to create and fill a niche as a “Preferred Manure Producer” of Kewaunee County

## Extracting More Value

Year	Milk/Cow
2007	82.4
2008	78.3
2009	83.7
2010	83.2
2011	82.8
2012	85.5
2013	85.4
2014	86.8

## Extracting More Value

Year	Milk/Cow	ECM/Cow
2007	82.4	
2008	78.3	
2009	83.7	
2010	83.2	83.5
2011	82.8	84.6
2012	85.5	90.2
2013	85.4	89.5
2014	86.8	92.6

## Extracting More Value

Year	Milk/Cow	ECM/Cow	Milk/Facility
2007	82.4		139,600
2008	78.3		164,119
2009	83.7		199,817
2010	83.2	83.5	202,737
2011	82.8	84.6	199,612
2012	85.5	90.2	209,684
2013	85.4	89.5	221,667
2014	86.8	92.6	238,134

## Improving and Preserving Genetic Progress

- Preserving
  - Focus on DOA's, Calf mortalities, Fresh culls and deads
  - Goal from birth to fresh is 95%
  - Goal for <60 day culls and deads is 5.0%



## Maternity Protocols



## Calf Protocols



## Improving and Preserving Genetic Progress

Year	DOA	<60 cull
2007	8.30	7.30
2008	7.00	7.10
2009	6.50	6.20
2010	5.60	5.80
2011	3.90	5.20
2012	2.00	4.10
2013	2.00	4.00
2014	1.00	4.30

## Improving and Preserving Genetic Progress

- Preserving
  - Focus on DOA's, Calf mortalities, Fresh culls and deads
  - Goal from birth to fresh is 95%
  - Goal for <60 day culls and deads is 5.0%
- Improving
  - Stratify herd into genetic "donors" and "non-donors"
    - Non-donors
      - Beef crosses
      - Embryo surrogates - Rent a Uterus
    - Donors
      - Sexed semen to meet herd needs

## How much excess resource?

- With 90% survival, no sexed semen, 50% heifers and a 45% cull rate can be supported.
- Therefore, with a 35% cull rate, 30% of the heifer resource will be extraneous.
- How can that excess 30% be put to most profitable use?
- If my heifer resource is worth \$2,244,350 I am talking about managing \$673,305 for greater profit.



## Make greater use of a strategic DNB program.

- Aggressive, focused DNB program
- Examples
  - >3 lact
  - Relv < 90
  - Mast/SCC
    - Save cost of tx and higher risk of reoccurrence
- This is the only tactic which doesn't require a dry period (cost \$250?)
- High value fat cull vs low value fresh cull (difference?)
- Best in a BST environment

## Preferred Manure Producer

- Methane digester
  - Pathogen reduction
  - Odor reduction
  - Renewable power production
- Advanced manure processing
  - Explore new technologies
    - Nitrogen and phosphorus control

## NOTES

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