Presentation Outline

- Dairy History & Operational Overview
- Picture Tour
- Key Dairy Metrics & Challenges
- Optimizing Performance & Welfare
- Q&A During Producer Panel
- GOAL – CONVEY OUR PASSION
About Royal Farms Dairy

- Established in November of 2000
- Located in the Western Kansas (Middle of USA)
- Ownership Consists of 6 Partners
- Expanded the Operation to 2 Sites in 2014
- Milking 9200 Cows
- 9500 Self-Raised Heifers

Operating Model

- Open Lot Facilities with Shades
- Parallel Parlors
- Combination 2X (80%) & 3X Milking (20%)
- 92 Employees – AWESOME PEOPLE!!
- Utilize DC305, RFID, EZ Weights, & FeedWatch
- 100% AI Bred - Utilize Top End Holstein Genetics In Combination With Beef Genetics
- Corral & Manure Management
  - Scrape, Harrow, & Pile Manure to Maintain Soft Beds
  - Land Applicate Dry Manure and Pivot Irrigate Effluent on Crop Ground
Key Operational Metrics

- 82 Pounds of Energy Corrected Milk
- ECM:DMI Feed Efficiency of 1.45
- 150K Somatic Cell Count
- 43% Replacement Rate
- Heifer Program Supports 47% Replacement Rate
- 27% Annualized 21 Day Pregnancy Rate
- Biggest Challenge – Managing Climate in Open Lots

Key Operational Challenges

- Climate – Heat Stress/Blizzard Risk
- Maintaining Corrals for Excellent Cow Care
- Clinical Mastitis
- Efficiency of Converting Feed Into Milk
- Changing Herd Demographics With Growing Heifer Inventories
- Changing Demographic of Labor Pool
Glass Balls for Royal Farms Dairy

- Take Great Care of our Cows
- Take Great Care of our People
- Control our Costs
- Execute on Basic Principles with Perfection
- Operate with a High Level of Integrity, Transparency, & Humility

Optimizing Performance & Welfare

- Royal “Need To Be Better” List
  - Down Cow Handling
  - Timely Euthanasia
  - 1st Lactation Parlor Cow Handling
  - Timely Marketing of Lame Cows
  - Pen Conditions During Inclement Weather
  - Heat, Cold, & Wind Stress on Animals
  - Holding Pen & Exit Alleys
  - Rendering Trucks
Optimizing Performance & Welfare

- High Level Thoughts & Strategies
  - Farm Culture
  - Training & Documentation
  - Cow Comfort & Facilities
  - Nutrition
  - Genomics
  - Robotics

Optimizing Performance & Welfare

- High Level Thoughts & Strategies
  - 3rd Party Verification Programs – FARM Program
  - Milk Marketing Contingency Plan
  - Outside Perception & Reality
Thank You!