

# WISCONSIN DAIRY TOUR

Monday, September 30, 2013

When you take Wisconsin's state motto, "Forward," and partner it with the state's domesticated animal, "the dairy cow," along with the Professional Dairy Producers, the result is a first-class tour featuring two innovative dairies and a boots-on-the-ground dairy research center. When this one-day tour is conducted at the start of the World Dairy Expo in Madison, Wis., a tremendous opportunity is yours!



The three stops on the Wisconsin Dairy Tour include:

- Crave Brothers Farms LLC, Waterloo, Wis.
- University of Wisconsin Emmons Blaine Dairy Center, Arlington Agricultural Research Farm, Waterloo, Wis.
- Rosy-Lane Holsteins, Watertown, Wis.

The tour will start and end at the Sheraton Hotel, 706 John Nolen Drive, Madison, Wis. We'll depart at 8:00 a.m. and return by 5:00 p.m. In between will be an abundance of learning, networking and fun. You just might be surprised what tips and tricks you take home to your dairy.



**Professional Dairy Producers**  
820 N. Main, Suite D  
Juneau, WI 53039

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*Join the Wisconsin Dairy Tour  
The day before  
World Dairy Expo opens*

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**3 EXCEPTIONAL TOUR STOPS PLUS NETWORK WITH DAIRY PRODUCERS ACROSS THE COUNTRY**



Brought to you by  
**Professional Dairy Producers**

www.pdpw.org



YouTube



# WISCONSIN DAIRY TOUR REGISTRATION

(Pre-registration required. Limited space.)

Name \_\_\_\_\_

Farm/Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Credit Card Payment Information

Check one:  Visa  Master Card  Discover

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC code (back of card) \_\_\_\_\_

If paying by check, please make checks payable to PDPW.

**Member Registration Rate: \$150/person**

**Non-Member Registration Rate: \$200/person**

*Registration fee covers tours, transportation to/from hotel, lunch and snacks.*

Individuals Attending	Reg.Fee
_____	_____
_____	_____
_____	_____
<b>Total</b>	_____

Online registration is available at [www.pdpw.org](http://www.pdpw.org)

**Questions? Call PDPW at 800-947-7379**

**Mail completed form to:** PDPW  
820 N. Main, Suite D  
Juneau, WI 53039



## TOUR STOP #1

**Crave Brothers Farms  
Waterloo, Wis.**

What is best for the environment, the cows and the consumers are top of mind at Crave Brothers Farms, owned by brothers Charles, Thomas, Mark and George Crave. To achieve its goals, the dairy capitalizes on each brother's strengths: Charles oversees the bookkeeping and feeding, Thomas handles crop production and maintenance and Mark is the herd manager and personnel manager. George manages Crave Cheese Factory.



Crave Brothers Farms has 1,500 lactating cows, primarily Holsteins, on two locations and crops more than 2,000 acres. About two-thirds of the dairy's milk production is pumped to the family cheese factory, with the other one-third marketed elsewhere. The dairy uses a high-forage ration to achieve its 30,000-pound herd average. It is unique in that it is one of the few CAFOs that utilize pasture in its management plan for bred heifers as well as dry cows.

We'll check out the dairy's parabone milking parlor, freestall barn and calf-raising system and learn about the dairy's manure digester system that produces enough electricity to power the farm, cheese factory and more than 300 area homes. Fiber from the system is used for bedding.

## TOUR STOP #2

**University of Wisconsin  
Emmons Blaine Dairy Center,  
Arlington Agricultural  
Research Station  
Arlington, Wis.**



This premier dairy research facility for the University of Wisconsin-Madison has just under 500 head of milking cows plus 75 calves involved in a variety of research projects. Research is nation-



al in scope, replicates on-the-farm situations and is applicable to the everyday dairy farm.

At any one time, the Emmons Blaine Dairy Center has four to five research projects underway—ranging from calf, animal growth and behavior research to nutritional, physiological and reproductive research. During this tour stop, dairy herd administrator Mike Peters will address current projects, including an ammonia emission project—that studies the environmental impacts of dairy manure—and a feed efficiency project—examining dry matter intake and resulting milk production.

## TOUR STOP #3

**Rosy-Lane Holsteins  
Watertown, Wis.**



Rosy-Lane Holsteins milks approximately 800 cows three times a day and raises a majority of its heifers on the farm.

In 2012, Rosy-Lane Holsteins marketed 30,729 pounds of milk per cow, 1,215 pounds butterfat and 973 pounds protein to the dairy plant. The dairy averaged 1.7 pounds of fat-corrected milk for each pound of dry matter consumed by the milking herd. In 2012, an Arlinda Aerostar daughter owned by Rosy-Lane earned the top spot on the Wisconsin Top Lifetime Cows for Milk Production report. In nine lactations, this cow produced 408,390 pounds of milk, 11,681 pounds of fat and 1,081 pounds of protein. With a reputation for progressive genetics, Rosy-Lane Holsteins typically has eight to 10 bulls go to AI studs each year.

Owners Lloyd and Daphne Holterman, Jordan Matthews and Tim Strobel stress that they like to keep things simple while balancing production and profitability. That said, these owners are big on innovation and doing things right. The dairy genomic tests 90 percent of all females, and, to achieve higher performance from their animals, they are currently feeding shredlage. Operating with the philosophy of "keep cows healthy and the milk comes pretty easy," Rosy-Lane has a health and animal well-being program that results in less than .05% of the milking herd—four cows—typically treated on any one day.

In addition to focusing on these areas, co-owner Lloyd, who is in charge of the dairy's genetics and finance, will also discuss the dairy's partnership which involves two younger owners.