



New London FFA and Agriculture Education

New London HS
1700 Klatt Rd
New London, WI 54961
Fax 920-982-8440

Ag Educator: Mr. Jeff Meske
920-982-8420 x1116
jmeske@newlondon.k12.wi.us
www.newlondon.k12.wi.us/faculty/jmeske

*Small Animal Care, Vet Science, Landscaping, Horticulture, Ag Structures,
Intro to Agriscience, Natural Resources, Agribusiness Management, Employability Skills, Welding*

Our Experience

Two New London FFA members attended the **Youth Leadership Derby** in Ripon, November 5-6, hosted by the Professional Dairy Producers of Wisconsin (PDPW). Trevor Crain, son of Dave and Chris Crain, along with Mike Herzfeldt, son of Peter and Janet Herzfeldt, took part in the tours and learning sessions about the dairy industry. The Youth Leadership Derby is a two-day, hands-on weekend and gives high school and college students the opportunity to learn about leadership skills and careers in the dairy industry.

At the Youth Leadership Derby, Trevor and Mike learned about the global reach of the dairy industry. They learned that New Zealand is the world's leader in dairy exports, with 95% of their production being shipped (only 2% of world's production). The US leads in production per cow at 21,149 pounds of milk over a 305 day milking period (a 1.8% increase from 2010). Japan leads the world in dairy imports, with 3.2 billion pounds of fluid milk and non-fat dry milk reaching their shores. Finland leads the world in consumption of dairy products.

Both saw the technology involved in today's dairy industry. Veterinarians from the Waupun Veterinary Service held several break out sessions. Both Mike and Trevor also saw real time ultrasound where Waupun vets can notice if a cow has twins (93% of twins will cause a sterile female calf because of the testosterone levels from the male calf), at 55 days into their gestation they can also predict the sex of the calf to make better management decisions. Vets also showed quick tests dealing with mastitis, and BVD, along with tracking Johne's.

Another highlight was a tour of Kelley Country Creamery, a fifth generation dairy farm. The Kelleys sell homemade ice cream at their two-year-old country store. More than 80,000 people visited their store last year to sample some of the 180 flavors they sell.

The students also entered one of the 86 wind turbines located in a wind farm off of Interstate 41. There they learned that the four-year old turbines have a life expectancy of 20 years and currently operate about 35% of the year.

Trevor commented how many of the counselors were current students from UW-Madison with dairy backgrounds pursuing careers related to the dairy industry.

On behalf of myself and my two students from New London, I want to express our thanks for your organizing the Youth Leadership Derby. This was my first experience with sending students, and you couldn't find a better way to relate technology and the business side of dairying in WI to our young leaders. I had my third grade daughter tag along for the tours, and I thank you for giving us this opportunity. Again, thanks for your efforts and if there is anything in the future that I can help you with, don't hesitate to contact me. With your quality conference, I feel there is much more potential in getting FFA members there.

Sincerely,
Mr. Jeff Meske, Ag Educator