



Dairy's Bottom Line

Workman Finds Passion in Making Cheese

Finding a career that you are passionate about is truly a gift. Bruce Workman of Edelweiss Creamery, Monticello, found his passion at a young age. He started making cheese when he was a junior in high school.

Following graduation, Workman became a licensed cheesemaker and continued his employment at Northside Co-op in Monticello, which he also owned for a short time.

He tried his hand at other careers in the industry, but soon realized his calling was as a cheesemaker.

Workman became a supervisor at Roy's Dairy in Monroe and at Avonmore in Kent, Ill. Seven years later, he was hired as plant manager of Roth Käse USA. While there, Workman earned the title of Wisconsin Master Cheesemaker.

At the 1994 Wisconsin State Fair, Workman was honored with the title of Wisconsin Grand Master Cheese Maker for Gruyere. Five years later, he received his first Master Cheesemaker certification in Gruyere and Baby Swiss and in years following certification in Havarti, Butterkase and Raclette.

This year he will earn certification for Emmentaler, a traditional Wheel Swiss, and for his specialty Swiss – a low-fat, low sodium, lacy Swiss. Bringing him to hold a total of seven Master Cheesemaker titles by next spring.

He has accomplished much of this while taking on operation of his own cheese plant.

"I had owned a factory before and I decided I wanted to

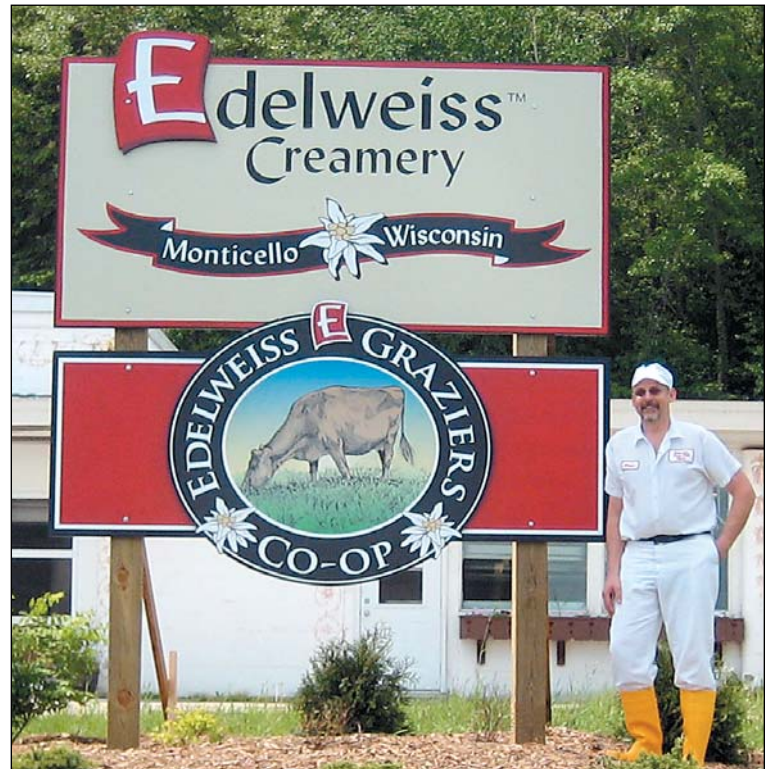
get back into it again," he says, and that he did.

In 2003, Workman made the decision to purchase the original cheese factory near where he got his start in Monticello.

Before production could begin extensive renovation was needed. The tile walls and the

windows are the only parts left of the original cheese factory. Workman is responsible for every aspect of cheese making including overseeing production, intake, packing and shipping.

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Edelweiss Graziers Cooperative

Bruce Workman of Edelweiss Creamery in Monticello has been a cheesemaker since he was a junior in high school. He made his first vat of cheese at the Edelweiss Creamery on April 2, 2004. In July of last year, Workman formed a partnership, Edelweiss Graziers Cooperative, with three grazing dairy farmers and had one more farmer recently join the cooperative. The Graziers Cooperative produces three different types of cheese including Gouda, Cheddar and Monterey Jack.

Photo by Kelsi Hendrickson

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from the board

Drink and Drive: Are You Practicing What You Preach?

It's June - the month designated to formally honor our industry. As we celebrate our industry, it's an appropriate time to dive into self-awareness in regards to milk consumption.

It is truly frightening to read about the major health risks that our generation and those to follow will have simply because they didn't drink milk. Diet soda, fancy bottled waters, flavored drinks - Americans are consuming more and more of these nutritionally empty products. And it's not just urbanites who don't understand the value of dairy. Let's be honest, dairy farmers are also guilty of consuming these products when they could and should be enjoying the product they produce.

We've all been to industry events where attendees can choose milk or a competing beverage. It's incredible to witness the number of people who depend on milk for their livelihood who choose the competitors' products. Imagine your local Chevy salesperson driving a Toyota. Or envision the John Deere dealership owner purchasing a Case IH tractor. Why are these examples uncanny, but it's common for dairy producers to reach for a Pepsi and Coke?

This points to two concerns: 1) How can we encourage others to drink our product if we aren't? 2) Are we consuming enough dietary calcium and also providing it for our families? This is especially alarming when you consider how hard dairy producers push their bodies daily. Are we caring for our skeletal structure? Are we consuming what is good for our heart and other muscles?

As dairy farmers, we know the value of dairy. We've pooled our dollars for years so we could pay for the research and educational information aimed at the general public touting the benefits of dairy consumption.

The USDA's *Dietary Guidelines for Americans* was updated in 2005. We've probably all seen the spiffy new food

"pyramid." The new guidelines call for two cups per day of dairy products for children and three cups per day for anyone over the age of eight. For adults, that recommendation is up from the previous USDA recommendation of 2.2 cups per day.

Several years ago, USDA's Economic Research Service released a study called *Possible Implications for US Agriculture from Adoption of Select Dietary Guidelines*. The study said that Americans would need to increase their consumption of dairy products by 66 percent to meet the government's 2005 dietary recommendations. The same study concluded that U.S. milk production would have to grow by nearly 100 billion pounds annually to meet those recommendations.

Of course, we have known all along about the nutritional benefits of milk and dairy products such as calcium, potassium, protein, phosphorus and vitamins A and D. Our Dairy Checkoff programs spend enormous amounts of money to fund programs designed to help increase demand for and sales of U.S. dairy products and ingredients.

The *3-A-Day of Dairy* program has been very successful in helping to sell more dairy by communicating the health benefits of enjoying three servings

of milk, cheese or yogurt as part of a daily diet. Are we walking the walk? Are we consuming milk? Are we modeling good behavior? What do you drink when you go out to eat, attend a meeting or fill up the grocery cart weekly?

Follow the proof

The National Dairy Council is working to improve the health of America's children through the *Action for Healthy Kids* program. This school-based program is committed to improving the health and well-being of children by introducing them to the benefits of exercise and nutritious foods, including dairy.

And the *New Look of School Milk* program is making great progress in increasing milk consumption among kids. More than 6,000 schools (representing nearly 3.5 million students) now offer milk in plastic bottles, as compared to zero schools in 2000.

Increasing consumption and building loyalty for dairy is a top priority for everyone in the dairy business, perhaps most of all for producers.

PDPW has long believed and taught that as dairy producers who work hard every day to provide safe, wholesome and nutritious milk, we are the most credible spokespersons in com-

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'Face of the Future'

First Year For Waukesha Dairy Ambassador Program

Educating others about the dairy industry is important.

This year Olivia Koszarek and Becca Schlehlein will have an important role as they will be serving as Waukesha Dairy Ambassadors. Through this role, they will inform others about the industry.

"We're trying to inform people about how much of an impact the dairy industry has on Wisconsin and the whole country," Schlehlein says.

This is the first year for the Waukesha Dairy Ambassador Program. To be a part of the program, participants serve a one-year term, are at least 16-years-old and have driver's license.

Both Koszarek and Schlehlein have gone through media training to prepare for their role as dairy ambassa-

dors. They also have coaches, Shelly Mayer and Tom Oberhaus.

"They'll help get us set up with things and help us practice what we're going to say," Koszarek says.

They plan on attending numerous events beginning this summer.

"We will be at the county fair and the state fair, and other functions that we can go to," Koszarek says.

They will also be contacting newspapers and radio stations.

Both Koszarek and Schlehlein have been involved in 4-H for many years and have shown Tom and Joan Oberhaus' dairy cattle. This will be Koszarek's fourth year showing dairy cattle and Schlehlein's eighth year.

Tom and Joan Oberhaus

operate Cozy Nook Farm, located in Waukesha, where they milk 67 cows and grow crops on 250 acres. They currently have Brown Swiss, Guernsey and Holstein cows, but are transitioning to have only Brown Swiss and Guernseys. Each year they also harvest 28 acres of pumpkins and 1,000 Christmas trees.

"We got connected with Tom and Joan Oberhaus through 4-H," Schlehlein says. "We signed up for dairy thinking it would be fun."

Both girls help out the Oberhauses on the farm in addition to showing.

"I milk for them when they need help," Schlehlein says. "Right now I'm clipping some cows, so that they're not as hot in the sun. When

PDPW is a fantastic organization that provides top-level educational opportunities to producers and industry. We find value as members through these opportunities and also networking with other producers.

~Kim Voigts, Voigtscrest Holsteins, Platteville

See Future, on Page 8

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Heat Stress Can Be A Link to Laminitis

Warm weather is here, so it's time to watch your cows for signs of heat stress. That means it's also important to more closely monitor the hoof health of your herd.

Heat stress and laminitis — an inflammation of a thin layer in the hoof called the laminae — sometimes go hand in hand. Jan Shearer, a dairy Extension veterinarian at the University of Florida's Gainesville campus, explains what happens.

When a cow is stressed by heat or a combination of heat and humidity, her coping mechanisms kick in. Her main way to get rid of excess heat is to sweat and pant.

If the heat and humidity rise high enough, and if that cow hasn't been able to cool herself by sweating and panting, she turns it up a notch. She begins breathing through her

mouth. When she does this, she's taking fewer breaths per minute, but each one is deeper.

"The result is respiratory alkalosis as a result of the increased loss of carbon dioxide," Shearer says. "The cow compensates by increasing urinary output of bicarbonate (HCO₃)."

At the same time, this heat-stressed cow has decreased the amount of salivary HCO₃ that can be used to buffer the acid in her rumen. That's because of all the saliva she lost by drooling.

"The end result," says Shearer, "is rumen acidosis because of reduced rumen buffering and an overall reduction in total buffering capacity."

See Laminitis, on Page 26



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Educating Others

Becca Schlehlein and Olivia Koszarek have been influential in developing a dairy ambassador program in Waukesha County. They will be setting up interviews at numerous events throughout the summer including the Waukesha County Fair, state fair and they will also contact newspapers and radio stations. Both girls also show Tom and Joan Oberhaus' dairy cattle and help them out on the farm. Tom, along with Shelly Mayer, are helping coach the girls throughout the dairy ambassador program. Pictured above, left to right, are Joan and Tom Oberhaus, Schlehlein and Koszarek.

Photo by Kelsi Hendrickson

— Future —

Continued from Page 3
we're out here we do little jobs that need to be done."

The girls help on the farm throughout the year as a tradeoff for showing their cattle. They help pick pumpkins during the fall and also help sell trees during the Christmas tree season.

They have gained a lot of experience working on the farm and showing over the years.

"We've gotten to the point where we pick out our own animals to show now," Schlehlein says. "They'll suggest ones that they would like to be shown that year."

There are also about ten other kids from their 4-H club that show Oberhaus' cattle as well.

"We have weekly meetings when all of the 4-H kids come out to the farm," Schlehlein says. "We help them as much as we can with breaking their animals. When fair time comes around, I help clip a lot of the animals for the younger kids that have only been showing for a year or two."

Both girls are very passionate about the dairy industry and have grown a passion for showing dairy cattle, especially Brown Swiss.

"I love going to the shows," Schlehlein says. "You meet so many people and I like working with the cows – shows are my favorite."

Koszarek adds, "I just like being out here. I like working with the cows – it's fun, something different."

Koszarek and Schlehlein are both in FFA through Slinger High School. Currently, their high school doesn't have a FFA program. However, Schlehlein is trying hard to get a program started at Arrowhead High School.

Schlehlein is a senior at Arrowhead High School, where she is involved in

track & field and DECA. Next year she will attend UW-Platteville, where she will major in animal science with a dairy emphasis.

"I want to stay in the dairy industry and stay involved," she says. "I'm not really sure what I'm going to do with a dairy science degree at this point - there are so many opportunities."

Koszarek also attends Arrowhead High School, where she is a junior. She is a member of the Spanish club and also plays volleyball.

Both girls also participate in dairy judging through 4-H and FFA. This year their FFA dairy judging team placed seventh at state. They are also involved in dairy bowl through Junior Holsteins and 4-H. Additionally, they are members of both the state Brown Swiss and Holstein Associations.

Koszarek and Schlehlein have gained a lot of experience through their involvement in the dairy industry.

"It's decided what I'm going to do for the rest of my life with going to UW-Platteville and my major choice," Schlehlein says. "I'm going to try to get a job on a farm there, so it will be nice to have some work experience from here that I can use when I'm applying for jobs there."

Schlehlein says that she might go to vet school to become a large animal vet. But, she's positive that there's a place in the dairy industry for her.

"Before I got involved in this, I really didn't know what I wanted to do," Koszarek says. "I want to major in dairy science and I'm not really sure what I'll do with that – possibly go into genetics because I really like biology."

See Ambassador, on Page 10

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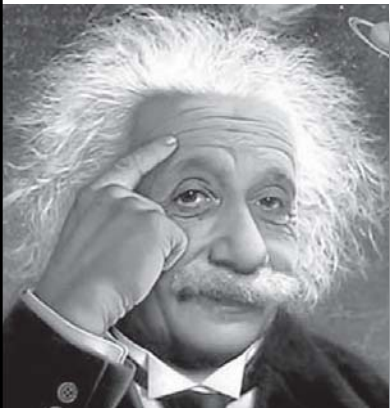
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— Ambassador —

Continued from Page 8

"I'd really like to get into UW-Madison and get a job in the dairy industry," she says.

They have many goals to achieve within their role as ambassadors for Waukesha County.

"We hope to inform more people about the basics of the dairy industry – about how important it is and how much of an impact it has on the economy," Koszarek says.

Tom and Joan Oberhaus have taught both Koszarek and Schlehlein a lot over the years.

"Anytime I have a question, they'll stop what they are doing and take the time to answer it," Schlehlein says.

"Everything that I have done on the farm, most of it I've learned from them," she says. "When we started out here they would teach us basic showmanship skills and

how to clip. They taught me how to milk, to feed calves – I've learned a lot about animal health, what to look for when they're not feeling well."

"When it gets closer to the fair, Joan will come out and have a mock showmanship competition," Koszarek adds. "They let us come to their farm for both of the FFA and 4-H judging practices."

Both girls still plan to help Tom and Joan Oberhaus on their farm.

"It's a great experience and it's really helped me decide what I want to do," Koszarek says.

"I can't stop thanking them for what they've done for me," Schlehlein says. "It's opened up so many doors for me and opportunities. It's basically started to mold the rest of my life."

By Kelsi Hendrickson

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Workers' Compensation: Insurance Companies Don't Pay For Injuries, Employers Do

One of the biggest problems with Workers' Compensation is that very few farm employers really understand it.

"Worse yet, most employers don't even know there's a problem. They are unaware of the true make-up of Work Comp Insurance and tend to believe that it is what it is," says Judy Jacobs, director of Comp-Save Solutions and one of only three Work Comp agents and advisors in Wisconsin certified by the Institute of Work Comp Professionals.

"They're oblivious to the overcharge traps that are scattered throughout the Workers' Compensation Insurance process," she notes. These range from premium audit problems to incorrect or mismanaged experience modification factors, poor employee injury management to inadequate hiring practices that contribute to unnecessary claim problems.

What employers do know is the date Workers' Compensation payments are due and that the rates are too high.

Jacobs certainly doesn't blame producers. Their platters are full with the day-to-day operations of a farm, and employee matters, like Workers' Comp, may be something entirely new and foreign. They're unaware they should prepare for a Workers' Comp premium audit with the same care they'd take for an IRS audit.

Instead, she points a finger at companies that are leaner than ever. Personnel are stretched and easily put aside "less urgent" matters like reviewing Work Comp claims and payroll history, job classifications, experience "mod" worksheets and auditor reports. The insurance industry is overwhelmed with

recordkeeping and formulas.

Farm employers are apt to leave Work Comp to "the experts." However, all mistakes default to the benefit of the insurance company – not the employer, warns Jacobs.

Not like the 'others'

Part of the confusion is that Workers' Comp doesn't work like other insurance, though "claims" are filed and "premiums" paid. It's a method insurance companies use to help employers finance the costs of providing coverage. Jacobs says it is, in effect a "loan," a way for the employer to pay the high cost of injury over time, and it is "one of the most expensive financing contracts you have."

She explains that employers not only pay for past claims, but if it's determined a claim remain "open" for a time, the insurance company creates a reserve to cover anticipated costs of that claim; the reserve amount has the same impact as claims – increased premiums.

Employee impact

Further, there are some workers who take advantage of the system. And the willingness of some companies to "settle" claims quickly in order to reduce costs sends a signal to employees that there's money on the table.

It's the employer's daunting task to help employees understand that insurance companies don't pay for job-related injuries, the employer does, and ultimately so do employees when it comes to wage increases and benefits.

Reducing Work Comp claims and costs starts with hiring the right people. Jacobs makes recommendations:

- Conduct a thorough interview. Ask open-ended questions to see what the

individual would do in certain situations. Don't talk the majority of the time; get to know the interviewee.

- Conduct a thorough background check, with written consent from the candidate. Include job-related injuries, Work Comp claims, substance abuse and safety records as part of a background check.

- Verify past employment claims; pay careful attention to "gaps" in employment history.

- Conduct criminal conviction checks; most public records services have criminal convictions records for almost every county in the United States.

- Consider drug screening; drug users are a larger liability due to possible theft

See Employee, on Page 12

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-Dean Strauss, Majestic Meadows Dairy, LLC, Sheboygan Falls

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– Employee

Continued from Page 11
and injury.

- Verify education and certifications. Schools and universities will be able to verify if an individual graduated. If they claim to have a license or other certification, be sure to call the issuing entity to verify.



Judy Jacobs

- When hiring, it's important to consider safe behavior to prevent Work Comp problems. While you can't ask an applicant medical questions or whether he's ever filed Work Comp claims, you can ask open-ended questions regarding the job at hand.

Mistakes costly

Jacobs stresses that mistakes and overcharges are "rampant" in the Work Comp system, and it's costing employers money. It's been estimated that 60 percent of businesses have incorrect or mismanaged experience modification factors.

Other potentially costly mistakes are being overcharged on the once-a-year premium audit and having employee injuries mismanaged by the insurance company and health care provider. It's important a producer/employer encourage injured workers to see an occupational health expert more in tune with Work Comp and the employer's plight (versus just a family practice doctor). Getting that worker back to work as soon as possible by offering "light duty" is also important.

Premiums paid are based on a "rate" (for your type of business) set by the state (i.e. unchangeable) and dissected into job classifications within the business. There are hundreds of classifications; are they correct for your employ-

ees? The amount of your payroll also figures in, as does your farm's experience "mod." It's an indicator of how safe or unsafe your farm business is compared to others.

Jacobs explains that three years worth of claims and payroll activity goes into the experience mod. For 2007, it'll be the years of 2003, 2004 and 2005. And claims that happen this year will impact premiums in 2009-2011.

She says it's very important a farmer know the "valuation date" for his Work Comp policy. That's the date the insurance company sends your information into the state rating bureau. It's a Kodak moment of all loses, and is six months after a policy renewal or expiration date. For instance, if you have a January 2006-2007 policy, the valuation date is June 2007. Ask your agent when the valuation date is and take care of issues before they impact your rating.

Policy renewal time isn't the right time to correct Work Comp errors and issues. Act before that "magic date" (valuation date) in the middle of the policy period, passes. Mistakes don't just cost you for one year, but three.

Comp-Save Solutions (www.comp-save.com or 800-752-8506), a division of Mosinee Insurance in Mosinee, has checklists available that can help employers determine whether their experience mod is correct.

Premium audit

Comp-Save also has a checklist available for determining whether or not your premium audit is correct by verifying: the dates on the audit are the same as the dates on the policy, accurate classifications, overtime and officer exemptions/limitations, the deposit premium

See Work Comp, on Page 16

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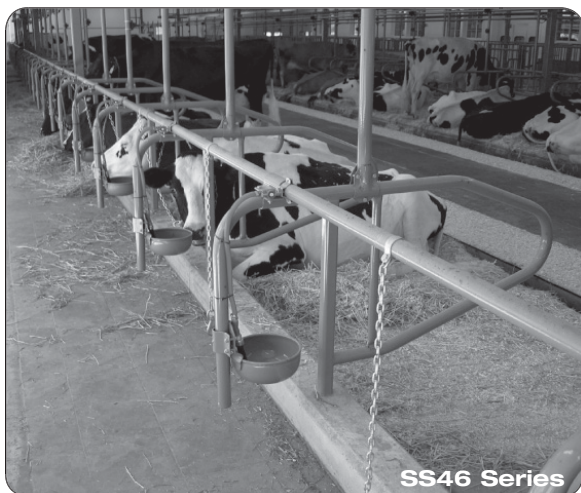
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PDPW's Reinhart Named Dairy Woman of the Year

The stage will be rather crowded this October when Deb Reinhart is recognized as World Dairy Expo's Dairy Woman of the Year. This Wisconsin dairy producer's accomplishments in the industry are worthy of such a prestigious award; yet she'd much rather share it with everyone she's worked with along the way.

"I'm so humbled by the honor," Reinhart says. "It's very difficult for me as a person to receive this honor alone."

She claims the many influences on her life led her to become the woman she is today and for that everyone who had a part in it should be honored too.

Starting with her family, Reinhart was raised as the oldest girl in a family with no gender bias. Her parents also made sure she had the opportunity to receive a college education – something not shared by every woman in her age group, she says.

Her early leadership roots began in 4-H. Then, after she moved to Wisconsin in 1975 she became active in the Farm Bureau. Up until that point many of the women involved in agriculture were members of the Farm Bureau Women's Auxiliary or Extension Homemakers. Reinhart became the first woman to sit on her county's Farm Bureau board and chaired the Young Farmer committee.

In a male-dominated time, "there was opportunity to be had by a bright, articulate woman," she says.

She also gives credit to a group of 20 to 30 women who were movers and shakers in the industry. After years of working side-by-side with

men on the farm, they began stepping into the next arena of agriculture – leadership.

Reinhart was selected to take part in the Wisconsin Rural Leadership Program and Dairy 2020.

Through these opportunities, she formed many relationships and everyone supported one another.

"They coached and took initiative in me as a person," she says, explaining that women in any kind of business tend to be the hardest on each other and don't support others. This wasn't true in agriculture.

"This is a very broad honor for many of us," Reinhart says.

Yet, it was her who was selected based on the impacts she's made on the dairy industry.

Reinhart has been given the opportunity to lead and change the industry in a number of ways.

Starting as a national award winner in 4-H leadership, she went on to take roles in Farm Bureau, Dairy 2020, PDPW and the Wisconsin Livestock Identification Consortium (WLIC).

"I would not be able to chair WLIC if it hadn't been for my previous experiences," she says.

Those experiences allowed for the opportunity for growth or failure and to test her leadership skills.

Reinhart has served seven years on PDPW's Board of Directors and she is looking forward to the challenges of her new role on PDPW's Education Foundation Board. Having never been on a Foundation Board, she is excited to acquire the fundraising skills needed to assist the Foundation in its goals.

For her, the Foundation is significant for the future of the industry through its youth activities, and its part of PDPW's education initiative for producers about different issues on nutrient management and animal welfare. These are issues that really can grow or compromise the industry unless they are proactively addressed, she says.

As mentioned, Reinhart has been elected to her third term on the WLIC board and currently serves as chairperson. Sixty member stakeholders form the Consortium. The board is responsible to the members and meets quarterly in advance of the stakeholder meetings.

WLIC's mission is to be the premises registration arm of the Wisconsin Department of Agriculture, Trade and Consumer Protection. According to the law, every place that houses livestock is supposed to have a premises ID number. That number will aid in accomplishing a 48-hour traceback system that is consistent with the national standard.

The next piece of the animal ID system is to have individual animals identified. This practice is not currently mandatory in Wisconsin.

"Animals in my opinion should be identified if they leave the premises or enter commerce," Reinhart says.

As a producer she says she feels the more quickly animals can be identified, the less liability she thinks she'll have.

Leading by example, all of their animals that leave the dairy have a RFID tag.

See Foundation, on Page 19

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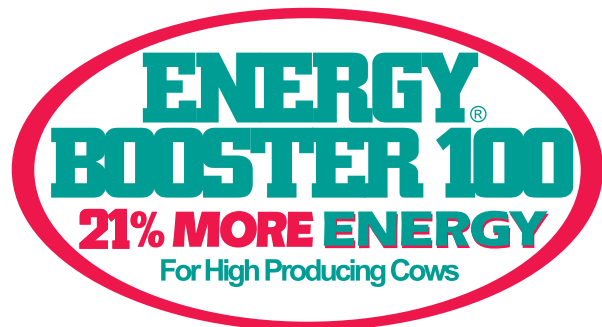
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Work Comp

Continued from Page 12
(how much was paid in) and more.

The premium audit must be handled carefully, just as though you're dealing with the IRS, because the stakes, in terms of costs, can potentially be as high. Jacobs suggests auditors not be allowed to roam around the farm. Beware if he's in and out quickly and schedules the audit for the afternoon, especially a Friday. Always get a copy of the auditor's worksheet and go over for errors.

One thing to watch, she notes, is how contractors you deal with in your farm business are handled. Ask these contractors for proof of their own Work Comp insurance. It's an area of potential overcharge.

Another way to save on Work Comp, is to determine if you can make minor job duty

changes to qualify an employee for a lower-cost job classification.

According to Comp-Save, there are 16 warning signals that your insurance company may have overcharged you on your Workers' Comp premium audit. Examples of red flags include:

- Did your insurance company change your basic classification?
- Was your experience modification increased during the policy period?
- Were changes made for uninsured subcontractors or owner-operators?
- Was your policy cancelled or rewritten with a different effective date?

Officer exemption

Jacobs notes that officers of the business have the option to exclude themselves, but beware that you then veri-

fy with your health insurer that you're not excluded for work-related injury. You'll also likely need a supplement for short-term disability.

She points out that medical-only claims go into future mod calculations at 30 percent of the claim. That's a claim that didn't incur any indemnity payments; the medical expense cost will be reduced by 70 percent for experience mod purposes. That's "great news," she notes of what is, to many employers, still a "secret."

For instance, say you face a medical-only claim of \$2,000 versus a \$2,100 medical and indemnity claim. The medical only works into the mod at \$600, and the three-year premium cost for the business is \$1,800. The medical and indemnity claim goes into the experience mod at \$2,100 and

the three-year premium cost is over \$6,000. That \$100 indemnity costs over \$4,000 in increased premium. Insurance companies don't pay for employee injuries; employers do – often 2 to 3 times over what the insurance company is paying the employees.

Back to work

"Getting people back to work is important (so the incident will be "medical only")," she stresses.

For indemnity to kick in, an employee needs to be off work three days. The clock is ticking even if the person wouldn't normally be scheduled to milk on the days he's out with the injury.

Employers should be proactive and take steps to minimize the possibility of

See Protection, on Page 30

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Fire Up For PDPW's Youth Leadership Derby

Attention high school students, start your engines for a weekend full of dairy fun.

The Professional Dairy Producers of Wisconsin will hold its fifth Youth Leadership Derby on Nov. 3-4 at Marshfield High School. The Youth Leadership Derby is open to anyone ages 15-18 that has an interest in the dairy industry.

Susan Orth, PDPW communications specialist, says there are many new, exciting activities planned for this year's derby.

"We want to rev up their engines for a future in the dairy industry," Orth says.

This year's derby will include a combination of leadership workshops, hands-on labs, tours and a panel of young dairy leaders.

As an all-night lock-in, fun evening activities are planned after the daytime workshops to encourage networking and an enjoyable atmosphere.

As shown in the past, a

favorite activity of participants and coordinators alike are the interactive labs. This year participants will be able to have several hands-on experiences while dissecting udders, participating in a dairy product food science lab, and learning more about hoof care with a professional hoof trimmer.

"By understanding the science of a dairy cow, the students are able to go home and look at their own cows differently," Orth says of the hoof care lab. Many of the derby activities present new skills that can be applied to future experiences.

John Mell, 18, of Poynette, has participated in the youth derby for two years. He also thinks participants can use a lot of what they learn on the farm, but it's also simply a fun experience to play with cow parts that you wouldn't normally see dissected.

Valerie Klessig, 16, of Cleveland, agreed that the

hands-on activities were fun and educational. "We used all of the same tools that an A.I. technician would use," Klessig says of a previous year's A.I. lab. "It was cool because everyone was able to get involved."

New to the derby this year are tours so the participants can experience different perspectives of the dairy industry. The Wisconsin Dairy State Cheese Co. will allow participants to watch the manufacturing of select dairy products and then enjoy fresh cheese curds and ice cream. Maple Ridge Dairy, a 1,000-cow farm, will give the participants an idea of how a large operation functions and the work involved. Finally, a tour of the Dorshorst Family Dairy, an operation that includes not only a dairy farm, but also veterinary services and work in embryo transfer, might help spark the interest of students

See Derby, on Page 24

I think of PDPW as the "Professional Dairy PEOPLE of Wisconsin" because the organization's success and vision depends on a broad range of people who make dairy their business and their passion. There would be no direction for Wisconsin's dairy industry without PDPW to drive it.

-Kim Koepke, Koepke Farms, Inc., Oconomowoc

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Capturing the Ups and Downs With Risk Management

It's summer and all across the country roller coasters are a popular attraction. Many dairy producers feel as if they're on a never-ending ride in terms of milk prices. With all the ups and downs they may even let out a scream or feel their stomach flip from time to time. Thankfully there are risk management tools available to help smooth the ride, but even they can be risky at times.

Scott Stewart, president and CEO, Stewart-Peterson Group in West Bend, recommends producers "be aware of, and prepared for, potential volatility, explosive price action and drastic price collapses. Just as important, be aware of risks and costs of cash contracting, futures and options under these volatile conditions."

In the past, producers could use simple marketing strategies because the market

fundamentals were more stable and prices were less volatile.

With the increasing cost of inputs, we could potentially have \$20 to \$30 milk and not make money, Stewart says. There is potential to have \$7 or \$10 corn prices in the next five years if we have a drought, he predicts.

"There's extreme price volatility ahead and producers may have to look at input costs more than milk," he says.

At \$20 milk, though, risk management is only half the equation. "Producers need to look at opportunity management as much as risk management," states Stewart.

There could be missed opportunity if a producer locked in \$15 milk. That additional \$5 per hundredweight could have been used to pay down debt, fund an expansion, or purchase more equity.

"Managing the upward price opportunity in the market will be more important than ever before. If you allow sky-high prices to slip by without pricing a substantial portion of your (milk), you will be at a considerable disadvantage," he says.

The biggest thing is to "know what tool to use, when to use it and how to manage that tool," Stewart says.

Some forms of price management can take a lot of money and it can get pretty expensive to do, so you don't want to unless you really have to.

"Be an expert or hire one," he suggests. "It takes a fairly sophisticated approach to manage and keep the costs down."

"A smart customer is a good customer," he says, noting it helps if his clients know a thing or two about marketing strategies instead of fol-

lowing blindly.

Having discipline is another strength to risk management. You don't want to be second-guessing all the time.

This is where working with a firm can really help because they have the time to monitor the markets and understand what impact market changes will have.

Stewart compares risk management tools to a combine or a chainsaw. If you don't respect them, they can kill you, he says. Marketing tools are no different. If you're unsophisticated and uninformed about their use, financially, they can kill you.

Most producers make the mistake of using the wrong tool at the wrong time when they begin using risk management. Knowing what to use and when is something to be learned from the experts.

See Risk, on Page 28

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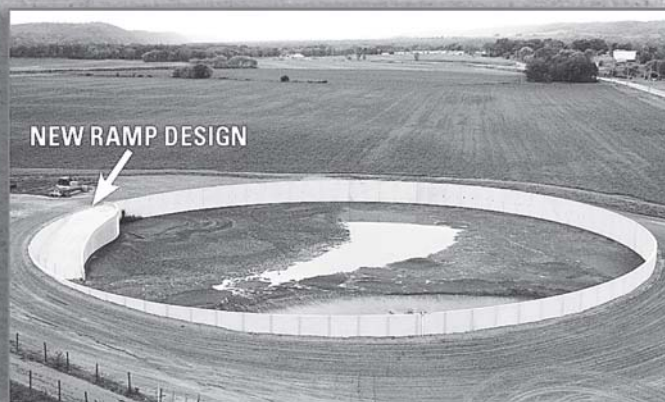
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Continued from Page 14

The third piece in identification is to set up a database that can work within the industry to track the animals from place to place.

"This is an insurance policy for my dairy. The more quickly we can identify an animal, where it came from, who it commingled with...the quicker it's identified. It limits my liability."

In addition, the quicker products can enter commerce, the more protected she is as a businessperson. She adds that if there is a disease outbreak and she can't ship milk for a month, she'll be out of business. Without milk going out, there won't be feed coming in and there will be a ripple effect throughout the industry.

Therefore, she strongly believes in using animal identification as a risk manage-

ment tool.

Through her involvement with PDPW, Reinhart says she's learned the value of land use, nutrient management and zoning and became active in her county and township land use committees.

While a member of the Town of Charlestown planning commission she helped develop the smart growth plan.

She was also a member of the Zoning Board of Adjustments for Calumet County and the county's ag task force to develop standards for siting CAFOs (Concentrated Animal Feeding Operations).

"We need to be very careful how restrictive we are with standards and educate producers how to spread their manure," she says in terms of water quality. "In

Calumet County, agriculture is one of the main revenues and we need to look for middle ground."

Thanks to her participation in the first class of the Wisconsin Rural Leadership Program (WRLP), Reinhart says she was taught how to think about an issue and look for that middle ground.

The WRLP lessons run through her entire life and are the underpinning of her leadership abilities and how she thinks about the issues. It helps her come to a consensus and take action on issues in her everyday life and throughout the industry.

William Penn deeded the farm Reinhart grew up on to her mother's family in the 1600s. It remained in that family until 1962. As a teacher, her mother thrived

See Reinhart, on Page 29

PDPW helps our dairy be prepared for issues facing us today and tomorrow. We look to PDPW for training opportunities for our partners and staff.

-Linda Hodorff, Second-Look Holsteins LLC, Eden

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— Edelweiss

Continued from Page 1

"It takes a team and I've got a great crew," he says. He currently employs six people, two who have earned their cheese making licenses.

On April 2, 2004 the first vat of cheese was produced with milk from just one farmer's 480-cow dairy.

The factory contains one copper vat from Switzerland and three stainless steel vats - the largest of which holds 15,000 pounds of milk, while the other two vats hold 12,000 pounds.

They typically run around 50,000 to 80,000 pounds of milk a day through the factory and process 15 different varieties of cheese.

There are four silos, which can hold a total of 700,000 pounds of milk. Grass-based milk and conventional milk are kept separately to be used in the production of different cheeses.

In July of 2006, Workman and three farmers formed a partnership, Edelweiss Graziers Cooperative.

"They were looking for a market that's not organic, but still has the healthy cows, the benefit of the pasture," he says.

To be a member of the co-op, the farm must provide every cow one and a half acres of land to graze on. Sixty percent of the diet must come from pasture. Forty percent of the diet can be grain - but there is no silage.

Now with four farmers

bringing in 20,000 pounds of milk a day, the Grazier's Co-op produces Gouda, Cheddar and Monterey Jack.

Workman's "flag ship" product would be his Swiss cheese, the Emmentaler. Thanks to help from his previous employer, Workman was able to locate a copper kettle from a factory in Switzerland. The kettle is a necessity in making traditional Swiss cheese.

Four wheels are made daily at Edelweiss Creamery, each weighing an average of 180 pounds. Making Emmentaler is an art because of the length of time it takes to cure. The quality of the cheese is not determined until after three months of curing. Each wheel is then characterized by texture, eye formation and flavor.

This traditional Swiss has a home in Green County. At one time the county was known as the "Swiss Cheese Capital" with over 300 cheese factories making Wheel Swiss.

Cheese made at Edelweiss Creamery is sold to food service, grocery stores and higher end markets. It is an artisan cheese plant that looks to please a smaller share of the market.

"A small cheese factory can provide quality specialty cheese. As a cheese maker I stand behind my motto - pride, tradition and heritage," says Workman, who holds a true passion for artisan cheese and the dairy industry.

— Drink

Continued from Page 2

municating dairy's important messages.

Why not think about ways we as individuals can help to promote the benefits of milk and dairy products? If we really want people to consume our products, let's be sure we're doing a good job of being role models, especially when out in the public eye.

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truth. Let's focus on not only chopping away at our industry's biggest competitors (Pepsi and Coke), let's make sure we are doing our part to ensure sound health in America.

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By Shelly Mayer



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— Derby —

Continued from Page 17
thinking about professional school.

Another new activity to the derby is a question and answer panel of young dairy leaders. These individuals will come and talk about the decisions and steps they took after high school to successfully become involved in the dairy industry. Participants will be given the chance to ask about their experiences and how to become involved.

Many students are familiar with the option to go into dairy production, but the youth derby gives them a chance to explore other opportunities. Some careers, such as food processing, may not be obvious as a potential career.

"The Youth Leadership Derby showcases different opportunities available in the dairy industry and lets these young leaders begin to map their future," Orth says.

"It shows me lots of infor-

mation on how the dairy industry works not only on the farm, but also with a business perspective," Mell says. "It lets us know what the future holds for agriculture."

Another valuable experience participants can take from the derby is the great number of networking opportunities.

"This is the students' chance to meet others with similar interests and enthusiasm towards the dairy industry," Orth notes. In addition to their peers, students are able to connect with presenters, the panel and other dairy leaders present. In fact, the derby has proven to be such a fun time that many times college students and people from the industry will volunteer their time to help and interact with the participants.

Klessig says her favorite part of the youth derby was meeting new people.

"It's really neat to work with a group of truly genuine

people," Klessig says. "You feel more willing to share your thoughts and feel accepted right away." At the beginning of the derby, she recalls participants were encouraged to meet others right away through ice-breaking games and then participate in activities where they needed to put their minds together to find a solution.

"The activities at the derby are designed to allow the students to learn about themselves, their skills and opportunities available for them in the industry," Orth says. "Throughout the derby, we want them to develop a new enthusiasm and passion for the dairy industry."

If you would like to sign-up for the 2007 PDPW Youth Leadership Derby or have any questions, call the PDPW office at 800-947-7379. You can also go to www.pdpw.org, for a complete agenda of derby events.

By Rachael Herschleb

PDPW gives me the opportunity to interact with other dairy producers and provides me with a wealth of knowledge and skills. I get energized by learning new concepts and reassured by hearing how other dairy producers have dealt with issues that I'm facing.

~Brian Barlass, Barlass Farms, Janesville

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– Laminitis

Continued from Page 4

But the link between heat stress and laminitis is not quite that simple. During hot weather, cows – like many people – don't feel like eating much. After all, the process of digestion creates heat.

When heat-stressed cows eat less, there's a good chance they are not consuming enough "effective fiber." This effective fiber is fiber that's long enough to make a cow chew her cud enough to produce lots of saliva – the stuff that buffers the acid in her rumen. Dry hay and haylage containing long particles are good sources of effective fiber.

A heat-stressed cow might also prefer to eat concentrate rather than forage during hot weather. Add that to the lack of effective fiber that she's consuming, along with a loss of saliva caused by drooling, and a cow can be at greater risk of rumen acidosis and lameness, says Shearer. This greater risk, he adds, can exist "despite being fed properly formulated rations."

So heat stress can set a cow up for laminitis. Here's how that might happen.

Shearer says laminitis is "believed" to be associated with a disturbance in the circulation of blood to the part of a cow's hoof called the corium. This disturbance leads to a breakdown of the place where dermal and epidermal tissue meet with bone in the claw of a hoof.

How does rumen acidosis fit in? Scientists believe rumen acidosis contributes to laminitis by releasing substances into the cow's bloodstream. These might include endotoxins, lactate and possibly histamine.

These various "vasoactive" substances set off a "cascade of events" in the hoof's corium, says Shearer. One of these events is a decrease in the amount of blood getting to the hoof.

Because of that lack of blood, other things happen. One is edema, or swelling due to an accumulation of fluid.

Another thing that happens is profuse bleeding in the hoof. Along with that, tissue in the hoof can die.

This inflammation of the corium activates something called "tissue matrix metalloproteinases," or MMPs, for short. These MMPs weaken the bundles of collagen that make up the apparatus that provides bone support within the claw of the hoof.

All these disturbances to the hoof keep oxygen and nutrients from getting to it like they normally would. "This interrupts the normal differentiation of (epidermal) cells and leads to the formation of weaker or softer claw horn," notes Shearer.

Since this weaker, softer claw horn is just that – weaker and softer – it can hurt for a cow to stand or walk. What's more, this weaker claw horn material is more susceptible to mechanical injury, such as being bumped against a hard surface.

It's also more prone to damage from chemicals. And, notes Shearer, these weaker hooves might even be easier for microbes to get into. This might lead to a higher susceptibility to heel erosion.

Of course, heat stress is not the only factor that can lead to laminitis. Anything that creates an overly acidic rumen can do it, as can the hormonal changes a cow goes through before calving.

There are things dairy producers can do to prevent rumen acidosis and laminitis. Among them is reducing heat stress on cows by operating fans or having the curtain side-walls of their barns open in hot, humid conditions. Installing fans and misters is another option, along with making sure cows have access to plenty of clean, fresh water.

If laminitis is a recurring problem in a herd, Shearer says it's "necessary to review the nutrition and feeding program, herd management, and cow comfort."

By Ron Johnson

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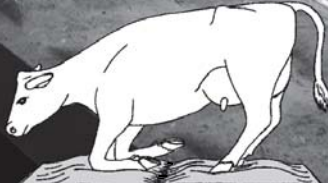
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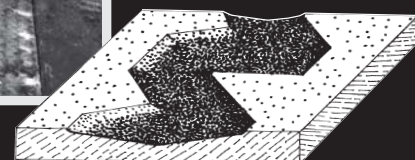
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Risk

Continued from Page 18

If it's done well, Stewart says, price management can stabilize and even increase income. Plus, "you can sleep at night," he adds.

Kim Voigts, a dairy producer from Platteville, is better able to sleep at night because of her farm's risk management planning.

The Voigtses farm about 230 acres and milk 70 cows in a tiestall comfort barn. The herd consists of registered Holsteins and a few registered Jerseys.

They raise all of their high moisture corn and haylage and purchase concentrates to round out their TMR ration. Although feed inputs have risen, Kim says they haven't fared too badly.

"There's not as much impact when you raise your own corn and hay," she says.

Her husband Larry runs the farm with the help of their twin sons. Adam, who's been married to Karen for one year, helps at the farm in the mornings and during fieldwork, but most of his time is spent working at an organic dairy nearby. Matt helps at the farm almost full-time while also doing custom fieldwork and small mechanic repair. He recently married Rosie.

Larry and Kim's daughter Carrie is in her junior year at college, where she's studying biology in pursuit of a career as a chiropractor. Their 10-year-old son Logan just finished fifth grade and spends his time helping on the farm too.

Kim's role on the dairy has been reduced since she became a hedge broker at First Capitol Ag. Now she feeds the bottle calves, helps switch the cows for milking and assists when needed.

She's been at First Capitol Ag for 8 1/2 years helping dairy and grain farmers with their risk management strategies.

The Voigtses use a combi-

nation of risk management tools to protect the price of milk they receive. Kim says they forward contract their milk through Foremost Farms USA. She'll also use put options to place a floor on their milk price and on occasion she'll buy call options.

This all started nine years ago when their bank put on a marketing meeting for its members. "We knew right away we needed to be involved in this," she says. "It made sense."

When they buy puts they know they're not going to have any less money when they are paying bills.

"It takes out the uncertainty as you're budgeting and looking forward," she says.

Plus, if they were thinking of expanding their operation, it would allow them to present a hedge plan to their banker to display a steady income.

Voigts adds, "It helps tremendously for peace of mind."

She does caution there's some risk and producers need to be educated about marketing options before they begin to set up a plan. For instance, if the price of milk goes higher than your floor price you'll lose the premium on your puts.

"In my mind there's more risk not using it. We've all suffered in \$8, \$9 \$10 milk prices," she says.

"Farmers manage their inputs and milk production, this is a way of managing your milk output," she adds.

According to Stewart, "To be successful in the future, advanced option strategies may be absolutely necessary. Learning new techniques and tools during extreme volatility is not ideal. You need to prepare today for tomorrow's battle of managing opportunities and risks that the market presents, using the best risk management tools available."

By Karen Lee

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Leading the Industry

PDPW Education Foundation Board Member Deb Reinhart views leading the dairy industry similar to raising calves on her farm. It takes more than one to make a herd and the leaders of today will impact tomorrow's future.

Photo by Karen Lee

— Reinhart

Continued from Page 19
on education and in turn taught her children the love of the land, the love of agriculture, and that producing food runs deep in the soil.

Reinhart met her husband, David Geiser, through 4-H activities when she was 16 and vows it was love from the moment they met. The relationship evolved and they returned home to his family's farm in New Holstein.

Together, they milk 250 cows three times a day in a parlor/freestall set-up. Reinhart's primary responsibilities are calf and young-stock care and handling financial and human resources for the dairy, which employs six full-

time and two part-time laborers.

Living though the 70s, Reinhart claims to be a "hippie at heart" and has a belief she can change the world.

Together we can all "preserve agriculture but also let it grow and help it flex and bend to survive," she says.

Therefore, "this award simply can't be just about me."

She credits her family for encouragement and the young people like herself that took on leadership roles and those that will become leaders after her.

"It's so much larger than just me," she asserts.

By Karen Lee



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PDPW continues to energize producers and related ag industry for the future of the dairy industry. Living the mission enriches the present and brightens the future.

—Roger Swigart, Farm Credit Wisconsin

— Protection —

Continued from Page 16 injury, Jacobs suggests. Develop safety awareness. Establish a relationship with a medical facility with job-related injury competence. Maintain close and continuing contact with injured workers. Develop a back-to-work program that lets injured employees know they're needed even on a limited or lighter work basis. And, as noted, be careful who you hire. "Most injuries occur at date of hire," she wryly remarks.

There's basically four legitimate reasons why an employee can't come back to work, for light duty. They're hospitalized, contagious, on certain pain medication or bedridden. Nationally, 24 percent of work-related injuries result in lost work greater than three days. Jacobs advises farmers that the "pen wielded by a physician is a blank check to spend employ-

ers' money." Choose the right clinic to work with. And have a list of "transitional job duties" ready to assign injured workers who can't handle their normal duties.

Insurance companies typically view certain claims as "red flags." Those are "cumulative trauma," the claimant is near retirement and low-back pain.

If someone is injured off the job, don't let them back on for light duty even as many times those become Work Comp claims.

Protect yourself

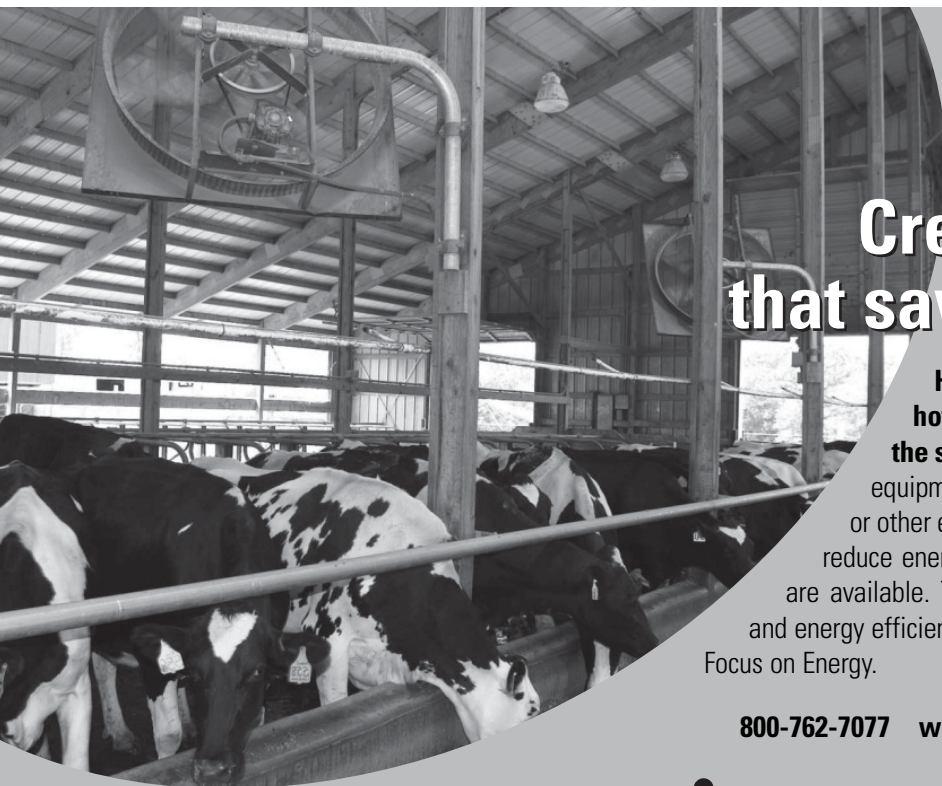
So you're not blindsided by a Work Comp claim, she suggests employers have their workers sign a "no injury" form at termination. Add a clause that they haven't been injured on the job or witnessed an accident to anyone else. If they refuse to sign, then have their supervisor

sign off that they haven't been advised of an injury or accident by the out-going employee during their time of employment on the farm.

Jacobs contends that an insurance agent should serve as an advocate for the policy purchaser. It's the agent's role to analyze Work Comp reports for accuracy and educate the employer. She challenges farm employers to call their agent and ask when the valuation date is. If the agent doesn't know, he's probably not helping you behind the scenes.

"The cost of Workers' Compensation is such that it deserves the full attention of every employer," says Jacobs, noting that employers should, in turn, demand the required expertise to deal with this complicated facet of their business from their insurance agent.

By Jane Fyksen



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2000; Pulliam et al., 2003; Stockland, 1999; Vander
Beke, 1997; Zhou et al., 2002). The other 97/128 com-
prised other saccharides (31), no performance data (22),
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* Rosen, British Poultry Science, 2007; Journal of Animal Science, 2006

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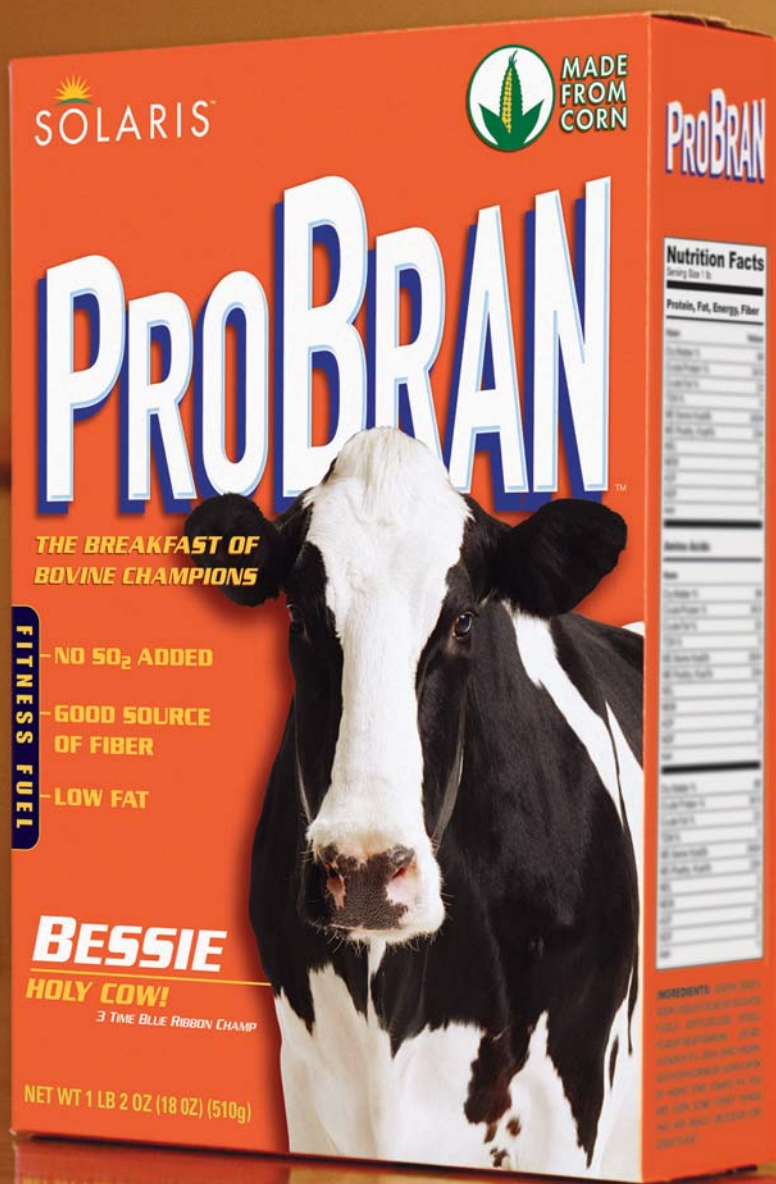
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