

You're invited to participate in the

Mastering the Dairy Business Conference Call Learning Series

A program from the Center for Dairy Excellence

The Center for Dairy Excellence is offering a conference call learning series called "Mastering the Dairy Business" to provide dairy producers with the insight and expertise they need to manage their dairy in an ever-changing industry. Primarily for dairy producers, these conference calls are held around the lunch hour with leading market industry experts who will share their observations on the topic at hand. Participation is free, and the calls are intended to provide dairy farmers with cutting edge information while never leaving their homes.

— Fall 2010 Series —

Aug. 24 -- Forage Management

TUES., AUGUST 24

"Saving More of the Forage You Make,"
with Paul Craig, Penn State Regional Forage Agronomist
12:00—1:30 p.m.



Since 2004, Penn State Regional Forage Agronomist Paul Craig has conducted bunker silo management investigations on 195 bunkers on 85 different farms across Pennsylvania, investigating bunker silo density levels and feedout practices to minimize shrink.

At the foundation of any profitable dairy herd is a good forage management program. How the forage is produced, harvested and stored can greatly affect the quality of the forage. In fact, poor harvesting and storage methods can result in 30 percent shrinkage and potential silage spoilage.

During the call, Paul will discuss common silage harvest practices, silage pile feedout practices, and the density trial results from bunkers, ag bags and upright silos. He will also answer questions on dealing with specific issues related to harvesting the 2010 crop.

Aug. 25 -- Lowering COP

WED., AUGUST 25

"Lowering COP through Feed Efficiency and Improved Cow Comfort,"
with Rick Grant, President, Miner Institute, 12 - 1:30 p.m.



Raised on a dairy farm near Potsdam, NY, Rick Grant has served as the president of the William H. Miner Agricultural Research Institute since 2003. A privately-funded educational research institute focused on dairy, equine and agronomy, the Miner Institute includes a talented team of researchers focused on forage quality, dairy cattle nutrition, animal behavior, and management.

Rick has served as an editor for the Journal of Dairy Science and has held several offices within the American Dairy Science Assoc. He was recently the 2010 recipient of the Pioneer Hi-Bred Forage Award.

During the call, Rick will discuss lowering your cost of production through improving feed efficiency and cow comfort. Part of his discussion will include five things dairy farmers can do today to lower their cost of production long term.

Oct. 7 -- Animal Care

THURS., OCTOBER 7

"Delivering Optimal Animal Care at Central Sands Dairy," with Dr. Gordon Jones, Central Sands Dairy in Nekoosa, Wis., 12:00—1:30 p.m.



Dr. Gordon A. Jones is the managing partner at Central Sands Dairy, a 3,800-cow dairy in Nekoosa, Wis. He works for Quality Milk Sales as a production consulting specialist and nutritionist for several large dairies, including Fair Oaks Dairy in Indiana.

With 25 years of practicing veterinary medicine, Dr. Jones has consulted with dairy producers and veterinarians throughout the world on herd performance, nutrition, environments and housing design to keep cows clean, dry and comfortable.

To assemble the herd at Central Sands, Dr. Jones purchased cattle from 19 states and promotes the "ABCs" of animal care — air, bunk (or nutrition), and comfort. At Central Sands, the SOPs are critical, with optimal health a priority to get optimal production. Their success is in the results, with only five Displaced Abomasums last year from 4,150 calvings.