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# FARM SHINE

We rise every week to cover farmers and agribusinesses



Mailed the day before → January 26, 2024  
Farmshine • Volume 45, Number 21 • \$20 one year

*Jackie Behr proves it can be done*

## Milk message mastered

By RENEE TROUTMAN  
Special for Farmshine

STEVENS, Pa. — It may be the most curious and catchy dairy internet domain name out there. It's www.97milk.com and in just five short years this website has become a powerhouse resource for nature's powerhouse drink. Just a few minutes spent perusing the links and features on the site proves that 97milk.com is a wealth of information for all things whole milk.

Behind the website is Jackie Behr, who not only is the marketing manager of R&J Dairy Consulting but also volunteers in the same capacity for 97 Milk. The creation and growth of the website is fueled because of Jackie's ardent promotion of milk education as well as her desire to see family farms succeed.

The website came because of the bale. In December of 2018 Berks County dairy farmer Nelson Troutman painted "Drink Whole Milk - 97% Fat-Free" on the side of a plastic-wrapped round bale.

The bale had only surfaced for a few weeks before Jackie learned about it. "I overheard Nelson and Bernie (Morrissey) talking about it at the R&J Dairy Consulting meeting we had in January," Jackie reflected. "Nelson said he had to paint more bales because people were asking for them."

Since the bale had everyone talking, some began to wonder how to take its message to the next level. A group of farmers and industry people got together to brainstorm and Jackie was one of them.

"It's always burdened me, as someone coming from the industry and from marketing, that we're missing something," Jackie stated. "Something is missing here! Why aren't we sharing all the awesome things about milk?" As Jackie thought about the bale and the message it contained she was convinced it held the key for what she always felt the industry needed.

The first meeting that spawned 97 Milk as an organization determined that, first and foremost, people seeing the bale needed a place to go to get more information. There needed to be a website. Thanks to Jackie, within 10 days there was a website. "Looking back I wonder how I had it up and running so

quickly, but I did," Jackie said. It must have been an underlying motivation to finally get the good news of whole milk out to the world.

Since its humble beginnings, the website has developed into a location of whole milk resources already found on the internet, but also a collection of unique and original whole milk promotion materials all because of Jackie's work that she has generously given to the efforts of 97 Milk. "We are a resource for people to go and get information so everything that is there is free for people to access and use," Jackie shared.

Jackie feels the Milk Fact section is the best feature on the site. "I think anybody can go there and look over those 30 or so bullet points and come away having learned something," Jackie said. "I know for me, I don't have time to read or do a lot of study, but those fact points do the research for you. They are quick and easy to read." What's remarkable is that the 97 Milk site will come up on the first page of results when you type the phrase "milk facts" into the Google search bar.

Another valuable source available on the website is found in the Downloads section. Here dozens of Jackie's 97 Milk promotional resources can be found. People have already been using what is available there for a multitude of purposes. Some have turned them into billboards or paid advertising in their local paper. Medical facilities have printed them to hang as posters. Dairy princesses have used them to create materials for their booth promotions. The downloads can be printed and used as handouts. They could be used as a point-of-purchase visual at grocery stores.

Any print shop should be able to take the files available in the Downloads section and turn them into any size promotional item from a banner to a postcard. Jackie holds all the design files so if there is ever an issue with print quality contact her through the website for help.

The website continues to grow and improve. One of the newest features is a search bar to make finding a particular item or topic easier. There's a link to donate to the cause of 97 Milk, which is now a 501c3 organization making all donations tax deductible. And if

turn to page 3

**97MILK.com**

Support local dairy farmers!

Drink Whole Milk!

An immeasurable amount of gratitude is owed to Jackie Behr for the work and creative energy she has put into making 97 Milk what it is today. The 97 Milk website and social media pages have filled a huge void in the need for solid milk education and enlightenment for the public.

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**LAST CALL**  
**HAUSA award nominations are due by January 31**

BRATTLEBORO, Vt. — Outstanding Holstein breeders and dairy industry leaders are recognized each year with Holstein Association USA’s annual awards. These include the prestigious Distinguished Young Holstein Breeder, Distinguished Leadership, and Elite Breeder recognitions.

“A highlight of every National Holstein Convention is recognizing our deserving award recipients for their contributions to the Holstein breed, Holstein Association USA, and the greater dairy community,” says Holstein Association USA CEO John Meyer. “We look forward to continuing to add to the high-caliber list of award recipients and encourage you to nominate people you feel are deserving.”

Holstein enthusiasts are invited to submit nominations for the Elite Breeder and Distinguished Leadership awards. Applications for the Elite Breeder and Distinguished Leadership awards are considered for three years after initial submission. Current Holstein breeders between the ages of 21 and 40 are encouraged to apply for the Distinguished Young Holstein Breeder award.

**About the awards:**

- The Elite Breeder Award honors a living Holstein Association USA member, family, partnership, or corporation who has bred outstanding animals and thereby made a notable contribution to the advancement of U.S. Registered Holsteins.

- The Distinguished Leadership Award is given to an individual who has provided outstanding and unselfish leadership that has contributed to the improvement of Holstein Association USA and/or the dairy industry.

- The Distinguished Young Holstein Breeder Award recognizes significant accomplishments of young Registered Holstein® breeders ages 21 to 40. Submissions can be made for individuals, a couple, or business partners. The winning applicant will receive travel and lodging expenses (for up to two people) to National Holstein Convention, complimentary tickets to the Convention banquet, and a \$2000 cash award.

Award applications are available on the Holstein Association USA website at [www.holsteinusa.com/awards/individuals](http://www.holsteinusa.com/awards/individuals)

Nomination applications must be post-marked by January 31, 2024.

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 — Kevin Stoltzfus

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Kevin and Dina and children Kolby, Karli and Kaila are all involved in the dairy. They earned 2023 Premier Exhibitor at the National Guernsey Show in Louisville, where their Sybil was first-place milking yearling, also first at Harrisburg. Of their 50 milkers, 12 made the 2022 Top-100 Component Queen Cows of the Breed.

Their ‘Queens of the Breed’ averaged 25,110M 5.9F 3.3P, with an 89-pt average score, and 5 were nominated All-American in milking form.

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# Jackie Behr from page 1

you want to purchase some of the many promotional merchandise items 97 Milk has created, there is also a store.

Jackie fields numerous questions from consumers that come in through the website and social media. Any consumer with a question is encouraged to just click on the "Dairy Desk" icon for a personalized response to their inquiry.

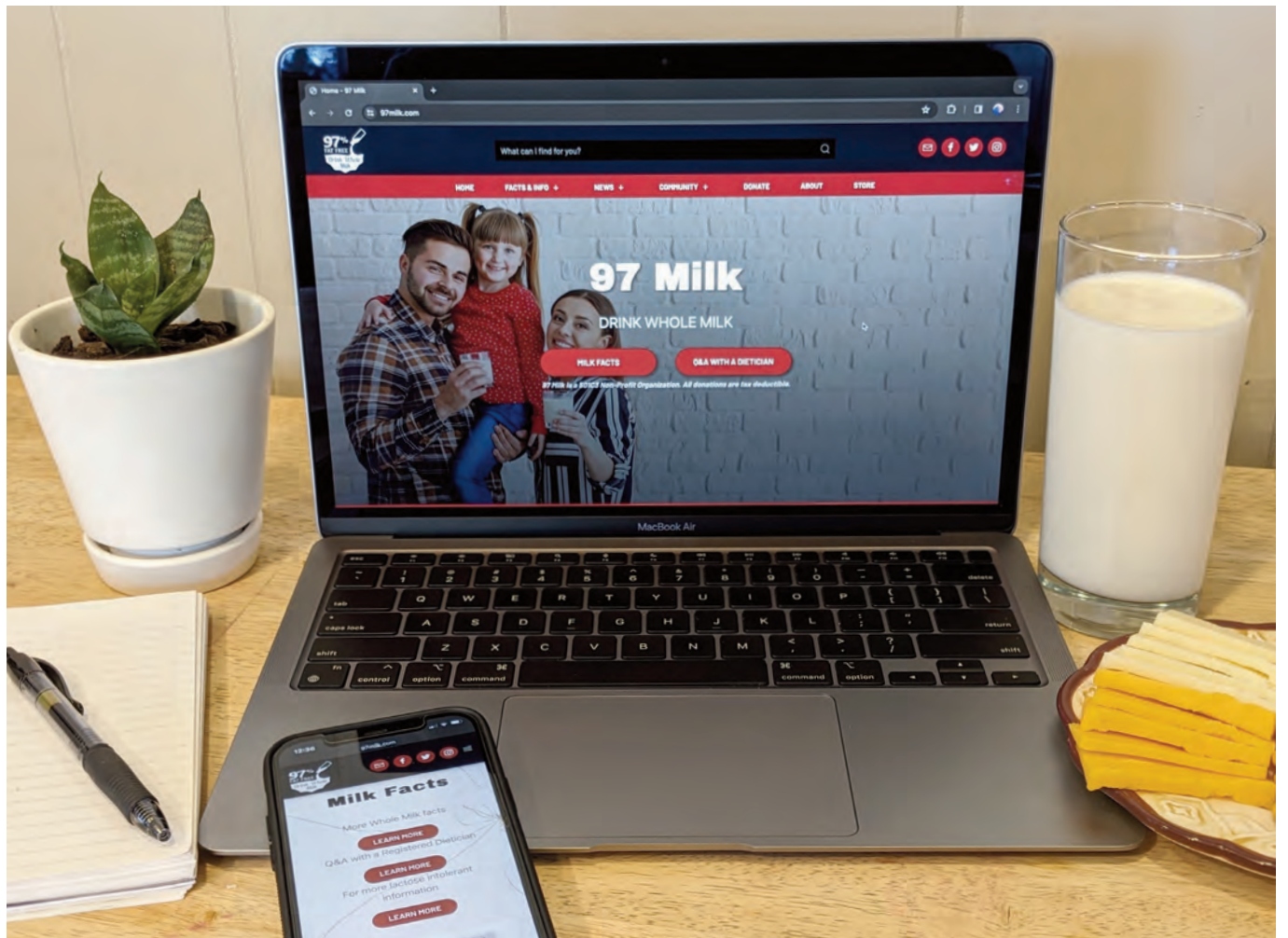
She recently created another important area on the site and that is a Q&A with a Dietician. This can be accessed right from the home page. There is a plethora of articles and videos archived on the website. As Jackie finds useful resources on the internet she makes them as easily available as a simple click for people to find helpful information about whole milk.

While 97 Milk seeks to focus on milk education and does not prioritize legislative issues, many people have questions and want to be updated on the efforts to return whole milk to schools. There is an area on the website with resources to help people understand the particulars of the issue and how to take the call to action by contacting legislators.

97 Milk would like agri-businesses that have a website to provide a link to the 97 Milk website from their own home page. This costs nothing to the business but can be a great way to increase traffic to the 97 Milk site. Contact Jackie through the website to find out how to support 97 Milk in this easy way.

*Farmers should send Jackie their personal pictures and dairy life stories. This would help her create positive content for the website and social media to share about dairy farming and teach about the care farmers provide for their animals.*

The 97 Milk website is being visited by



The 97 Milk website and social media pages have filled a huge void in the need for solid milk education and enlightenment for the public. Photo by Renee Troutman

more than 1500 people each month. Over 80% of those are first-time viewers. While most of the website views are done on mobile devices, a large number are from desktop computers, which could suggest people are sitting down to take a serious look at all the website has to offer. There's a large percent-

age of people returning for repeat visits.

The website also leads consumers to social media platforms where Jackie posts six times a week. On average these posts reach more than 350,000 people each month.

The 97 Milk website and social media pages have filled a huge void in the need for

solid milk education and enlightenment for the public.

*An immeasurable amount of gratitude is owed to Jackie Behr for the work and creative energy she has put into making it all happen. Thank you, Jackie!*

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# Farmshine Editorials

By Dieter Krieg  
Farmshine Editor



Whatever thy hand findeth to do, do it with all thy might.

—Ecclesiastes 9:10

## The 97 Milk website is uniquely awesome and inspiring

It would do you good to visit the 97 Milk website, if you haven't done so lately. It's phenomenal, top to bottom.

A perfect fit for God's most perfect nutrition offering — Whole Milk — the website serves as a highly valued and widely-used dairy education resource for the public.

In part, 97 Milk was born out of frustration. Bluntly stated, every dollar of the \$300 million fleeced annually by the mandatory dairy check-off, was going to waste ... and it still is.

The definition of "fleece" according to the Cambridge Dictionary is: "To take someone's money dishonestly, by charging too much money or by cheating them."

That's precisely what has been happening since the Dairy and Tobacco Adjustment Act, which created the National Dairy Promotion and Research Board, went totally off course three decades after it became law in 1983. Check-off money was (and is) being spent foolishly, disloyally and lavishly without any benefit to milk producers whatsoever.

Nelson Troutman's frustration with the rip-off check-off turned to motivation one day. "I was so frustrated after milk marketing meetings, I felt like I had lost my best cow," he declared. "I looked around the farm and an idea came to mind to paint the bale."

And so he did. He painted a plastic-wrapped round bale



The history of 97 Milk traces back to a plastic-wrapped round bale like this one, with wording that whole milk is 97% fat-free. Creator Nelson Troutman of Berks County, Pennsylvania, remembers that the simple message was the result of frustration over useless milk marketing meetings. He placed the first painted bale by a roadside corner of one of his fields in January of 2019. Merely five years later, this humble beginning stands as a remarkably successful chapter of American dairy history.

with the words that whole milk is 97% fat-free and placed it by a roadside corner of his farm. A most humble grassroots effort for sure, that single bale inspired a movement

to bring meaningful and surprisingly effective dairy education messages to the public's attention.

*There is something to be said about humble beginnings. Two thousand years ago, the King of kings was born in a primitive stable; not a royal palace. You know the story.*

Nelson's bale became the spark which in a very short time ignited 97 Milk. You see, he wasn't alone with his frustration. A lot of people shared his feelings, including Bernie Morrissey, who was instrumental in forming the Pennsylvania Dairy Advisory Committee. They got behind 97 Milk and relentlessly pushed it forward.

Did they have distracters? You bet! Namely anyone who had close ties to Dairy Management, Inc. (DMI), the backstabbing outfit that routinely mishandles check-off funds. Farmshine has repeatedly used the headline: "Dairy Farmers Are Funding Their Own Demise" because that is undeniably what check-off funds are being used for. Farmshine contributor Sherry Bunting has connected the dots that lead all the way back to "the devils in Davos" as well as the United Nations and our own United States Department of Agriculture. DMI is seated very prominently at their respective tables.

In sharp contrast to DMI's treasonous collaboration with anti-animal agriculture movements, climate alarmists and global elitists, 97 Milk is realistic, honest, and totally grassroots.

Unlike DMI, and its massive waste of funds — including spending millions of dollars on salaries and lavish "meetings" — the 97 Milk group is an all-volunteer organization. The funding comes from individuals and businesses that genuinely care about the well-being and future of family dairy farms.

Jackie Behr, whom we proudly feature on this week's front page, is one of those volunteers, doing the work of an entire advertising agency. For free! Just one look at the website is all it takes to convince a person that she is a person with strong abilities, loyalty and integrity.

We thank you, Jackie! Please keep up your excellent work. God bless you!

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# Care and quality go together like horse and buggy

By DANIELA ROLAND  
Penn State Extension  
Dairy Educator

CHAMBERSBURG, Pa. — Taking steps to improve milk quality and adhering to recommended best management practices for animal care can benefit not only your dairy animals but your farm's overall profitability.

Studies have shown a positive correlation between milk production and healthy, well-cared-for animals. For example, research has shown that herd-level management practices to promote feed access, such as increased bunk space can increase milk yield and lower somatic cell counts. A more recent study from 2021 found that when cows were able to ruminate while lying down, they tended to have greater dry matter intake and greater protein and milk fat content.

These results indicate that encouraging lying while ruminating has positive benefits for the dairy cow and her production.

According to the National Milk Producers Federation (NMPF), 99% of the U.S. fluid milk supply in 49 states participates in the Farmers Assuring Responsible Management (FARM) Animal Care program. The FARM Animal Care program has evolved to include a comprehensive set of animal care recommendations, and most U.S. dairy farms have been through one or more animal care evaluations. The program's goal is to encourage continuous improvement regarding animal care practices.



Developing, following, and regularly reviewing animal care protocols can help dairy producers identify room for improvement.

Photo by Daniela Roland

The FARM Animal Care Program covers a range of animal care topics, recommended standards, and observation-based outcomes that must be met.

Dairy producers participating in the FARM program more than likely have a written herd-health plan that includes protocols for the following:

- Pre-weaned calf care
- Stockmanship
- Non-ambulatory animals
- Fitness to transport
- Euthanasia

These five areas frequently come under consumers' scrutiny. Below is a condensed

checklist for each animal care area with some reminders to help producers evaluate their animal care program on their farm:

## Pre-weaned calf care

- Provide the proper quantity and quality of colostrum, milk, or milk replacer. For example, with colostrum, feed 4 - 5 quarts of high-quality colostrum or colostrum replacer (for smaller dairy breeds, give 3-4 quarts) or an amount equivalent to 10% of the calf's body weight within the first six hours of life. This can be given in one or two feedings (FARM Animal Care V4).

- Provide feed and water by three days of

age. Ensure water is offered even in cold weather.

- Disbud calves before eight weeks with pain mitigation as your veterinarian recommends. Research shows that any method of disbudding and dehorning causes pain (FARM Animal Care V4). Work with your veterinarian to develop a disbudding protocol that works for your animals and you and your employees.

- Move calves by walking, lifting, or using properly designed equipment like a clean wheelbarrow. Calves should never be pulled by the tail, ears, limbs, or dragged.

## Stockmanship

- Family or employees who interact with the animals should undergo initial and routine training on proper stockmanship or animal handling procedures. While written protocols are

necessary, following up with family or employees for hands-on training is critical. For example, be sure to train your part-time employee how to move cows safely and calmly to the parlor or train the new hire who will be handling newborn calves.

- Any family or employees working with animals should use the least amount of force to move or control the animal. Loud noises to move animals should be avoided, and workers should not use their tails aggressively to move an animal.

- Continuing education is recommended annually for any family or employee with

turn to page 12

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## Dairyman's Datebook

**JANUARY 25-26**, Northcentral Ohio Grazing Conference, Mt. Hope Event Center, 8074 State Route 241, Mt. Hope.

**JANUARY 27**, Maryland Holstein Junior Jamboree, Carroll County Extension Office, 700 Agricultural Center Drive, Westminster.

**JANUARY 30**, 9 a.m. Franklin County Crops Day, Kauffman Ruritan Community Center, 7289 Ruritan Drive, Chambersburg, Pa.

**JANUARY 30**, 9 a.m. King's Agriseeds informational meeting at The Rail Center, 224 Young Road, Lewisburg, Pa.

**JANUARY 30**, 9:30 a.m. Rob-See-Co. Forage Summit about "real silage dairy" Hilton Garden Inn, 959 Dover Road, Wooster, Ohio.

**JANUARY 31**, 8:45 a.m. R & J Dairy Consulting Dairy Seminar, featuring Dr. David Kohl and Dr. Paul Fricke, Shady Maple Smorgasbord, 129 Toddy Drive, East Earl, Pa.

**JANUARY 31**, 9 a.m. Crop Production Seminar presented by Bottom Line Ag Supply, Yoder's Restaurant, 14 South Tower Road, New Holland, Pa.

**JANUARY 31**, 9 a.m. King's Agri

Seeds informational meeting at Garden Spot Fire Company Station 1, 339 East Main Street, New Holland, Pa.

**JANUARY 31**, 9:30 a.m. Rob-See-Co. Forage Summit about "real silage dairy" The Silk Mill, 328 East Main Street, New Holland, Pa.

**FEBRUARY 1**, 9:30 a.m. Cornell Cooperative Extension NWNY Dairy Day at The Chalet at East Hill Creamery, 346 Main Street South, Perry, N.Y.

**FEBRUARY 1**, 9 a.m. King's Agri Seeds informational meeting at Woodsmen of the World, 3045 John Wayland Hwy., Dayton, Va.

**FEBRUARY 1**, 9:30 a.m. Rob-See-Co. Forage Summit about "real silage dairy" at Mrs. Gible's, 7325 Molly Pitcher Hwy., Greencastle, Pa.

**FEBRUARY 1**, 6:30 p.m. Taste of Maryland Agriculture Celebration at Live! Casino & Hotel Maryland at Arundel Mills, 7002 Arundel Mills Circle 7777, Hanover, Md. For more information, please call Gail Yeiser: 410-353-3069.

**FEBRUARY 2**, 9 a.m. King's Agriseeds informational meeting at Middletown Fire Department, 1 Fireman's Lane, Middletown, Md.

**FEBRUARY 2**, 9:30 a.m. Rob-See-Co. Forage Summit about "real silage dairy" at Benton Fire Hall, 932 State Route 14-A, Penn Yan, N.Y.

**FEBRUARY 2-3**, noon to noon, New York Farm Bureau Young Farmers & Ranchers Leadership Conference at Cornell University. See nyfb.org/events to register.

**FEBRUARY 9-11**, Pennsylvania Holstein Convention, Hilton Scranton & Conference Center, 100 Adams Avenue, Scranton.

**FEBRUARY 19**, noon, Farm succession webinar/analysis. Registration is free, but required. Learn more at www.pafarmlink.org/register-succession-webinar.




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## Auction Guide

**JAN. 25-JAN. 30**, Estate of John Kasmer, Jr., NetAuction Edition 2, Elba, N.Y. Sale managed by RTI Auctions.

**JAN. 31**, 10:30 a.m. Dairy Cow & Heifer Sale, New Holland Sales Stables, New Holland, Pa. Sale managed by New Holland Sales Stables.

**FEB. 2**, 8 a.m. Special Catalog Draft Horse Sale, New Holland Sales Stables, New Holland, Pa. Sale managed by New Holland Sales Stables.

**FEB. 3**, 10 a.m. Estate of Allen Tignor (Deceased) and Benjamin B. Ellis, Inc. Absolute Auction, Bowling Green, Va. Sale managed by Roger Miller Auctions & Appraisals.

**FEB. 8-9**, 10 a.m. Conrad Farms Reg. Holsteins Complete Dispersal, Grafton, Ohio. Sale co-managed by KIKO Auctioneers and Daniel Brandt.

**FEB. 9**, 11 a.m. Special Organic Dairy Sale, Fisher's Quality Dairy Sales, Ronks, Pa. Sale managed by Fisher's Quality Dairy Sales.

**FEB. 10**, Pa. Holstein Convention Sale, Scranton, Pa. Sale managed by Pa. Holstein Association.

**FEB. 10**, 11 a.m. Allegen Farms (Kevin and Judy Smoker) Complete Farm Machinery Dispersal, Genesee, Pa. Sale managed by Fraley Auction Company.

**MARCH 23**, DVU Green & Gold Spring Spectacular, Doylestown, Pa. Sale managed by Pa. Holstein Association.

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## Dairy Summit break-out sessions feature management to emulate

HARRISBURG, Pa. — The Pennsylvania Dairy Summit will take place on February 7-8 at the Lancaster Wyndham Resort and Convention Center in Lancaster, Pa.

“Whether you’re trying to attract employees or retain those who are currently working at your dairy, or you want to learn ways you can achieve a more productive lifespan for your dairy herd and navigate the generational differences between family members, there are sessions for everyone at this year’s Summit,” said Andy Bollinger, a dairy producer from Lancaster County and the chair of the 2024 Pennsylvania Dairy Summit.

“This is one of those conferences that is well worth your time getting off the farm for a few days – not only for the in-depth sessions, but the time spent catching up with other producers.”

Hosted by the Professional Dairy Managers of Pennsylvania and Center for Dairy Excellence, the 2024 Dairy Summit is a nationally recognized conference for dairy farmers in all types of production. The event will feature four keynote speakers who will lead dynamic sessions on real-time industry issues, including creating a multi-faceted family farm, building trust inside and outside the farm gate, innovating a producer-led marketplace, and navigating shifting dairy market dynamics.

Along with these keynote sessions, there are four specific breakout tracks with sessions led by dairy producers and industry professionals on relevant topics that appeal to all members of dairy teams. Some of the sessions on the program are:

- **For your employees** – Building culture and connecting with your team with Jorge Delgado. To attract employees and retain those who are currently working at your

dairy, it all starts with your ability to connect with your team and empower your workforce. Learn tangible ways you can unlock a positive and team-oriented culture on your dairy operation.

- **For your dairy:** The Maturity Problem with Dr. Gavin Staley. The productive lifespan of commercial dairy cows is short compared to their natural life expectancy. In fact, the average is between 2.5 and 4 years in most developed dairy industries. However, cows in the third lactation pay for themselves. If they are culled too early, we are left with a herd full of expensive heifers. Whether you have 20 cows or 1000 cows, learn how you can grow a tall “lactree” and achieve a more productive life herd.

- **For your future:** A Practical Approach to Biosecurity Planning - A Tale of Two Farms with Dr. Hayley Springer. Everyday biosecurity doesn’t have to be overwhelming. During this session, take a practical, ready-to-apply approach to biosecurity planning by looking at real examples from two working dairy farms. You’ll walk through each plan, with a range of factors and difficulty levels, and see how you can apply some of their approaches to biosecurity planning on your farm.

- **For your perspective:** Navigating Personality Styles and Generational Differences with Josh Keefer. When working with family and multiple generations on the farm, unresolved conflicts, resistance to change and other communication barriers can all contribute to poor business performance. This session will offer strategies for unlocking the potential of leaders of all ages on your team.

Visit [www.padairysummit.org](http://www.padairysummit.org) to register for the conference or contact the Pennsylvania Dairy Summit Business Office at 814-355-2467.



## ANNUAL MEETING & BANQUET

SATURDAY, FEBRUARY 24, 2024 6:30PM  
HOWARD COUNTY FAIRGROUNDS - DINING HALL

Please, join us for our annual meeting and banquet!

We will honor scholarship award winners, Guest of Honor recipients that have paved the way for the Maryland dairy industry, and more!

Don't forget to bring checks for our silent and fun auction to raise money for the Maryland Dairy Shrine and Maryland PDCA!

### RSVP by Thursday, February 15

Electronically online at <https://sites.google.com/site/mddairyshrine> or by detaching the bottom of this letter and mailing to Nicole Hood, Secretary, at 10226 Downsville Pike, Hagerstown, MD 21740. Make checks payable to Maryland Dairy Shrine, Inc.

Name(s): \_\_\_\_\_

Adult Meal Ticket: \_\_\_\_\_ x \$20 = \_\_\_\_\_

Youth (Ages 5-10) Meal Ticket: \_\_\_\_\_ x \$8 = \_\_\_\_\_

Youth (Ages 4 & Under) Meal Ticket: \_\_\_\_\_ = FREE

Banquet Sponsorship: \_\_\_\_\_ x \$100 = \_\_\_\_\_

Sponsors get a printed business card ad in our program and verbal recognition at our banquet. Sponsorship ads are due to Nicole Hood at [mddairyshrine@gmail.com](mailto:mddairyshrine@gmail.com) by February 10th.

TOTAL DUE: \$ \_\_\_\_\_




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NEW HAMPSHIRE

Grafton County

GRAFTON COUNTY FARM	52 HO	30299	1233	955
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GRAFTON COUNTY FARM	10 JE	19591	1020	734
MINOT, WILLIAM & DIANNE	15 XX	17387	725	607

HERDS WITH A RHA SCC LESS THAN 200,000

GRAFTON COUNTY FARM	HO	56	52
MINOT, WILLIAM & DIANNE	XX	141	15
GRAFTON COUNTY FARM	JE	142	10
PATCH FAMILY	HO	160	86

Merrimack, Belknap Counties

BOHANAN FARM	137 HO	26358	1076	849
CATE, JONATHON	58 XX	17873	826	618

HERDS WITH A RHA SCC LESS THAN 200,000

BOHANAN FARM	HO	186	137
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Sullivan County

GARY LECLAIR	271 HO	29605	1212	954
PUTNAM FARMS, INC.	423 HO	26543	1139	845
MACGLAFLIN FARM LLC.	525 HO	24545	1191	787
PUTNAM FARMS, INC.	69 XX	22193	1106	773
LUTHER, JOHN W.	29 HO	23291	865	734
CLARK, GREGORY & MARCIA	26 HO	21211	832	669
LUTHER, JOHN W.	14 JE	16628	833	615
CLARK, GREGORY & MARCIA	35 MS	16735	613	522

HERDS WITH A RHA SCC LESS THAN 200,000

CLARK, GREGORY & MARCIA	HO	64	26
PUTNAM FARMS, INC.	XX	91	69
LUTHER, JOHN W.	HO	104	29
PUTNAM FARMS, INC.	HO	146	423
MACGLAFLIN FARM LLC.	HO	161	525

VERMONT

Addison County

VORSTEVELD FARM	1476 HO	28990	1269	983
HOWLETT, TIM & JULIE	690 HO	28071	1129	915
DEGRAAF, HAROLD & ANJE	11 HO	29098	1254	908
LIVINGSTON, PHIL & DIANE	856 HO	28587	1124	905
DEGRAAF, HAROLD & ANJE	170 HO	27544	1182	867
BRISSON, MARC & NORRIS	1106 XX	25784	1076	842
ANDY NOLAN	318 HO	25024	1101	836
FIFIELD, JEFF	124 HO	23902	963	771
TACONIC END FARM	30 JE	13996	670	501

HERDS WITH A RHA SCC LESS THAN 200,000

DEGRAAF, HAROLD & ANJE	HO	118	170
PHILLIPS, DANIEL T.	XX	133	45
BRISSON, MARC & NORRIS	XX	152	1106
LIVINGSTON, PHIL & DIANE	HO	158	856
ANDY NOLAN	HO	159	318
VORSTEVELD FARM	HO	163	1476
DEGRAAF, HAROLD & ANJE	HO	186	11
HOWLETT, TIM & JULIE	HO	199	690

Caledonia County

WAYSIDE MEADOW FARM	345 HO	30014	1254	1014
DON-SIM FARM	126 HO	26116	1064	847
FREMONT & ETHAN NELSON	229 HO	24371	1026	780
LUCKY HILL FARM	176 JE	19387	1053	759
JAMES W. SEYMOUR	75 HO	23138	1045	758
ACKERMANN DAIRY	66 HO	21931	904	703
LAGGIS BROS.	509 JE	18184	953	651
FREMONT & ETHAN NELSON	27 XX	18447	829	639
BRIAN NICHOLS	105 XX	17646	838	639
WILLSON, DOROTHY & A.	83 XX	16489	797	605
SOMERS, BRIAN & KATHLEEN	44 JE	14656	724	530

HERDS WITH A RHA SCC LESS THAN 200,000

FREMONT & ETHAN NELSON	XX	88	27
SOMERS, BRIAN & KATHLEEN	JE	96	44
JAMES W. SEYMOUR	HO	103	75

WAYSIDE MEADOW FARM LLC.	HO	106	345
ACKERMANN DAIRY	HO	122	66
FREMONT & ETHAN NELSON	HO	125	229
BRIAN NICHOLS	XX	132	105
DON-SIM FARM	HO	148	126
LUCKY HILL FARM	JE	155	176
BEAN, ERIC	JE	162	41
LAGGIS BROS.	JE	182	509

Chittenden County

CREAM	63 HO	26865	1086	845
TAFT, BRUCE & MARY	313 JE	18200	1020	694
SHELBURNE FARMS	116 BS	17860	749	601

HERDS WITH A RHA SCC LESS THAN 200,000

SHELBURNE FARMS	BS	114	116
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Essex County

ROUTHIER & SONS, INC.	328 HO	25320	1070	815
RUSSO, STEPHEN & CARLA	16 HO	22145	940	710

HERDS WITH A RHA SCC LESS THAN 200,000

ROUTHIER & SONS, INC.	HO	84	328
RUSSO, STEPHEN & CARLA	HO	109	16

Franklin County

HOWRIGAN HOME FARM	279 HO	31558	1119	1001
HOWRIGAN, H.J. & A. & LAW	353 HO	29123	1103	930
HOWRIGAN H-9 DAIRY	348 HO	28582	1099	908
MIKE BENJAMIN	546 HO	26741	1081	853
HOWRIGAN, HAROLD J. & SO	343 HO	24930	996	815
MCGARRY DAIRY LLC.	122 HO	24993	1025	808
DUHAMEL, JAMES & HOLL	363 HO	25424	896	800
BALLARD ACRES	242 HO	24390	1069	793
DALESTEAD FARM & MAPLE	100 HO	23172	981	737
CARPSDALE FARMS LTD.	68 HO	23006	899	732
WRIGHT FARM	186 HO	21687	960	718
RANDY & AMY FERRIS	76 JE	16661	780	585
PAUL-LIN DAIRY LLC.	26 JE	15500	731	582
WILLIAMS, BEN	74 HO	17821	722	550

HERDS WITH A RHA SCC LESS THAN 200,000

WILLIAMS, BEN	HO	75	74
MIKE BENJAMIN	HO	89	546
CARPSDALE FARMS LTD.	HO	99	68
HOWRIGAN, HAROLD J. & SONS	HO	110	343
PAUL-LIN DAIRY LLC.	JE	117	26
HOWRIGAN HOME FARM	HO	130	279
WILLIAMS, BEN	JE	130	36
RANDY & AMY FERRIS	JE	130	76
BALLARD ACRES	HO	137	242
MCGARRY DAIRY LLC.	HO	139	122
HOWRIGAN, H.J. & A. & LAWRENCE	HO	145	353
JOHN & CASSIE TIFFANY	XX	158	88
BLODGETT, JAMES & DAWN	JE	160	54
DALESTEAD FARM & MAPLE LLC.	HO	180	100
GREG BOUCHARD	XX	196	126

Grand Isle County

J. & M. LADD FAMILIES FARM	72 XX	19436	697	595
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HERDS WITH A RHA SCC LESS THAN 200,000

J. & M. LADD FAMILIES FARM	XX	100	72
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Lamoille County

MORRILL, ARTHUR & LARRY	29 HO	21612	948	704
KEEWAYDIN FARM	94 JE	17971	917	678

HERDS WITH A RHA SCC LESS THAN 200,000

MORRILL, ARTHUR & LARRY	HO	45	29
KEEWAYDIN FARM	JE	87	94

Orange County

GLADSTONE, WALTER & MA	1951 HO	32534	1277	1084
GLADSTONE, WALTER & MA	43 JE	22964	1256	898
HARKDALE FARM, INC.	60 HO	26117	1164	855
WHITE, ELIJAH & MARY	126 HO	22230	989	752
HARKDALE FARM, INC.	115 JE	18017	1027	693
SILLOWAY FARMS	67 HO	21284	830	669
WHITE ROCK FARM	147 JE	17785	933	651
ALLENVILLE FARM	90 HO	20888	811	643
GRAY, KIM	23 JE	16906	833	636

turn to page 24

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- Your results:**
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## PHA members called to 2024 annual meeting

STATE COLLEGE, Pa. — The Pennsylvania Holstein Association invites all paid members and supporters of the Association to the 111th annual meeting on Friday, February 9, at the Hilton Scranton & Convention Center at 100 Adams Avenue in Scranton, starting at 1 p.m. There is lunch available prior to the meeting from 11:30 to 12:30.

Attendees must buy a ticket through Convention Registration for lunch. This notice of the annual meeting is given so that PHA members can be advised to plan on attending.

The annual meeting will be combined with the board of directors meeting and will include the election of a president and vice-president. Also, reports from the Resolutions Committee, President, and Executive Director.

The Association encourages your attendance. Direct questions to contact@paholsteins.com or 814-234-0364.

## Crops day coming up

CHAMBERSBURG, Pa. — Franklin County Crops Day will be held on Tuesday, January 30, at the Kauffman Ruritan Community Center, 7289 Ruritan Drive, Chambersburg.

Starting at 9 a.m., the program will provide an informative recap of the 2023 crop production season and unveil new innovations for the upcoming season. It's an opportunity to stay informed and prepared for the changing landscape of crop management. Crops Day events, conducted across the state, feature specialists and Penn State Extension educators with region-specific information.

We would like to extend our sincerest thanks to all of our customers in 2023. We wish you all the best and hope you enjoy many years of satisfaction with your new grooving!

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## Got Brown Swiss?

### They're welcome at the April 20th sale

FREDERICK, Md. — The Mid-Atlantic Brown Swiss Calf Sale turns 50 this year and is dedicated to the memory of Ronnie Heffner, a dear friend and driving force behind these years of successful sales.

The 50th anniversary sale will be held on Saturday, April 20, at the Frederick Fairgrounds, starting at 10:30 a.m.

Considered one of the most successful spring sales in the Brown Swiss arena, it is noted for consistently offering outstanding calves. Many have developed into national show quality animals, state and national Bellringers, All-Americans, and profitable additions to herds. Many success stories have come out of this sale with Junior-purchased animals. Quality of pedigrees and top consignments have been the tradition for 50 years.

Brown Swiss breeders from across the region are invited to be a part of this fast approaching historic sale. Now is your chance to consign a heifer. Check those calf pens and pedigrees and see what you can offer.

The sale committee is accepting spring yearling age to anticipated spring heifer calves for consignments - so think March 2023 through March 2024. The committee is looking for a strong group of animals that combine the unique blend of production and type that anyone, from junior buyers of 4-H project animals, to the investment buyer, is looking for. This is a multi-level sale that offers something for everyone.

You are invited to be a part of this sale with a consignment or two. If you are interested in consigning, or want additional information about the sale, please contact one of the following:

- Cindy Warner - cell: 301-639-6887; bscow@comcast.net  
Mailing address: 7417 Round Hill Rd., Frederick, Md. 21702
- Jeff Hubbard - 301-401-5000; hubbard100865@gmail.com
- Jenna Lenhart - 814-931-3726; smithjenna12@gmail.com
- Emmy Heffner - 240-344-6399; eheffner@lswg.cpa

## Enter your herd by Feb. 12

### Herd challenge invites Holstein breeders

ATGLEN, Pa. — Holstein breeders in Chester and Lancaster counties are invited to enter the LanChester On-Farm Herd Challenge, to be held February 27-29.

The deadline to enter this competition is February 12 and is on a first-come first-served basis until the schedule is full. To make reservations, call or text Ken Umble at 484-678-5707. The entry fee is \$15 per cow and you may enter up to 10 cows.

The On-Farm Herd Challenge has the judge come to your farm to see the cows that you have selected for the "challenge". They'll be judged as they are, as opposed to fitted for the show ring. There's no cost for transportation or preparation and it saves a lot of money as well as time. Justin Burdette of Windy-Knoll-View Farm in Franklin County will be the official.

An awards dinner will be held on March 1 at noon, to which all participants are invited.

Questions? Please contact Glenn Ranck at glranck@zoom-internet.net or call him at 484-645-7373.

## Have difficulty sleeping? Try drinking chocolate milk



By COURTNEY MARVIN  
Susquehanna Dairy Princess

SUSQUEHANNA, Pa. — The invention of chocolate milk goes back to the 1680's when a physician named Sir Hans Sloane mixed milk with cocoa. He introduced his mixture of cocoa and milk as a medicine.

Today, chocolate milk is loved by people of all ages. We drink milk because we love the flavor or recognize chocolate milk's link to athletes as a post recovery drink. Chocolate milk is filled with health benefits but did you know that chocolate milk can help you sleep?

Well, it's true and I would like to challenge you to try a glass of chocolate milk in the evening to

help you sleep. Chocolate milk contains tryptophan, which is a protein-rich amino acid that creates melatonin and serotonin which are known as the sleepy hormones. When drinking chocolate milk to help you sleep you should drink it about two hours before you go to bed. So, next time you are having a difficult time falling to sleep try adding a glass of chocolate milk to your evening routine. You can drink it cold or heat it up and add some marshmallows for a delicious evening treat.

Susquehanna County Dairy Princess Courtney Marvin shares an evening treat idea that makes a good night's rest easier to come by.

## NYFB president (a dairy farmer) says:

ALBANY, N.Y. — The following statement can be attributed to dairy farmer and New York Farm Bureau President David Fisher.

"New York Farm Bureau remains committed to working with Gov. Hochul and the state legislature to invest in agriculture and support common sense laws and regulations that will provide opportunities for the state's family farms. In her State of the State, the governor promises to fight for farmers, especially as they face climate and labor challenges. We appreciate the recognition as these issues weigh heavily on New York agriculture.

Her full agenda highlights mental health services, investment in dairy processing and milk storage, support for agricultural workforce development and our youth, and increased

funding for the New York Center for Agricultural Medicine and Health as well as recognition for the state's growing aquaculture industry. These are all laudable goals that will support the diversity of the state's family farms.

The upcoming executive budget proposal will provide a better view of her funding priorities for these initiatives and all of agriculture. We are hopeful that she will continue to fully fund much needed programs that support environmental conservation, research, and agricultural promotion as well as the expansion of food access programs like Nourish NY and Healthy School Meals for All. Investing in agriculture is an investment for all of New York State."

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"Agri-Trac works so good after they milled our floors our milk count went up 2lbs per day without changing anything else! You can see the confidence our cows have now when walking and running. No more down cows with grooving! Thank you AGRI-TRAC!"  
**Ron Deboover, Vince Deboover Farms**  
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"Right after my barn floors were milled we had real Traction for the first time since we started milking cows. I realized a 5lb per cow increase right off. My cows are completely different. I will never groove again! Thank you AGRI-TRAC!" **Derrick Nop, Montgomery, NY**

"I still lost cows when I grooved. Agri-Trac came in and changed that! This is real Traction for my cows! I noticed the difference right away! I liked it so much I had them come back and do the rest of my barns! No more grooving for us! Thanks Agri-Trac!"  
**Unc Brock, Schaghticoke, NY**

"We had slippery floors and lost cows. Now my cows have real traction! This is a game changer for us. Thanks to Agri-Trac now our cows are happy. This is a game changer."  
**Matthew Rohrer, Rockingham, VA**

"AGRI-TRAC Traction Milling works 100%! I have grooving and it does not work! AGRI-TRAC milled right over my grooving and fixed it! I will stick to AGRI-TRAC in the future!"  
**Robert Musser, Shippensburg, PA**

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# Laziness defines many in today's population

By **BARB LUMLEY**  
Ohio Farm Wife

When Daxton and Emily came to spend the day with me I was very glad to see them and knew that we would have a good day. They had been busy with numerous summer activities.

Emily played softball and she had a lot of practices and games. Her team was called the Carrollton Lady Warriors and they won the championship. She was a catcher and also played in the outfield. She explained playing the outfield to me.

"Outfield is really important, as you have to get the ball in or they can score runs." She had fun going to the Harrison County Fair where she enjoyed seeing the animals, the piggies, and said Emily: "I saw the fuzziest bunny on earth! It looked like a poodle!" She also enjoyed the cotton candy.

Daxton played T-Ball and had lots of fun. He wants to play baseball next year but not softball; softball is just for girls! He has been going fishing with his Grandpa, Nano, but he didn't catch any fish last time. He told me: "Nano fishes for bass in tournaments for prizes and the fish need to be big. Last time he just kept pulling them in over the bow of the boat and saying, not a "keeper" and throwing them back!

A friend of Nano's went along, but he only caught rock bass, one little one and one big one. They are called "rock bass" because they run through the rocks"! Their summer was filled with many activities, swimming in their pool, sleepovers with friends, and more. They also both enjoyed attending Bible School.

As our day went along, they watched cartoons, played with some of their toys, and colored and drew pictures. And then Daxton asked me a question:

"Great-Grandma, can I do some work for you?" Daxton is

only 5 years old, but he likes to be busy and doing things to help. He is very good about helping to clear the table after lunch, carefully placing the dishes in the sink. He gets the broom and dust pan and sweeps up the crumbs on the kitchen floor. He likes to run the sweeper in the other rooms. He gets my mail, and helps in many other small ways.

Emily, who is 8, helps me prepare their meals, takes my many letters to the mailbox, likes to "Swiffer" the kitchen floor and also helps in numerous ways. They both ask me, "What can we do?", when they spend the day.

As we look around our community and our country, we see sign after sign with the words "Help Wanted", "Hiring Now", "Help Needed", "Position Available" as well as ads for help in all the newspapers. Workers of all types are needed everywhere! When my son and I made plans to stop at our local Airport Restaurant for an evening meal, we were very disappointed to find it closed at 5:45 on a Saturday evening. It is a popular restaurant where many local people like to go to have a meal. It is also a fuel stop for small airplanes and many pilots stop there not only to get fuel, but also to enjoy the delicious homemade pies served there.

The problem was having employees that will work on the weekends! This has a terrible effect on the owners, the employees who are willing to work and the customers! Workers are hired at jobs all over the country and many will work a day or two and say the work is too hard and quit! Many show up late and think nothing of it! Many come in two or three days and don't show up for the rest of the week!

So many people who must hire employees would love to hear the people who apply for a job ask: "Can I do some work for you?" and really want to do the work, to be willing to work hard and to do a good job!!

We used to be taught that no matter what our job was, if we completed it and did it well, we were deserving of respect. People took pride in the job they did, regardless of what that job was and they worked hard to show their abilities, to earn people's respect and to make a good living for their family. It was very important to them!

So sad that so many of the people in today's world do not have Emily's and Daxton's desire to work and to do their best at the job. Things would be so much better for everyone, not only in our lives but also in our country.

**Thank You**  
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• 300 Sunset	• 700 Mueller M	• 1500 Gal. Storage
• 400 Mojonnier	• 735 Sunset	• 1500 Mueller OH
• 400 Mueller M	• 800 Delaval	• 2000 Delaval
• 415 Sunset	• 800 Mojonnier	• 200 <b>SOLD NY</b> OE
• 500 Mojonnier	• 800 Mueller OH	• 2000 Mueller OE
• 545 Sunset	• 1000 Mueller M	• 2000 Mueller OH
• 600 Delaval	• 100 <b>SOLD PA</b> OH	• 3000 Surge
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## Whole milk bill moving in Senate, but S. 1957 needs more cosponsors!

The Whole Milk for Healthy Kids Act is moving in the Senate, but more cosponsors are definitely needed to push it past some barriers and get it to the Senate floor for a successful vote.

In December, Senator Debbie Stabenow (D-Mich.) blocked the unanimous consent motion by Senator Roger Marshall (R-Kan.). Marshall was seeking an immediate Senate vote on H.R. 1147 – Congressman G.T. Thompson's bill – on Dec. 14, 2023, just one day it was overwhelmingly passed in the House of Representatives by a bipartisan 330-99 vote.

Marshall chugged a glass of whole milk and gave an inspiring speech about getting the bill to the President's desk for Christmas. Sen. Marshall is a medical doctor, an obstetrician, and a member of the Senate Ag Committee.

"This is a slam-dunk for American families," he said.

Sen. Stabenow objected to the unanimous consent request. That's not the end of this story, but just the beginning. The U.S. Senate has an identical companion bill, S. 1957, The Whole Milk for Healthy Kids Act. It was introduced in June 2023, and it was read twice on the Senate floor and referred to the Senate Agriculture Committee, chaired by Sen. Stabenow of Michigan.

She stated on the Senate floor that these decisions about milk in school should be made by the scientific committees. She wants to "keep having these conversations."

Let's take her up on that by having conversations with our Senators to cosponsor S. 1957. The Dietary Guidelines Advisory Committee has for three cycles and over 15 years refused to consider the preponderance of sound evidence about the benefits of milkfat that the USDA keeps screening out of their deliberations process.

The DGA Committee is meeting right now for 2025-30 DGAs that seek to refine the current dietary patterns, not re-evaluate them. Even the DGA Committee in 2020 admitted their recommended dietary patterns are deficient in key nutrients that milk delivers.

S. 1957 was introduced in June 2023 by Sen. Marshall (R-Kan.), along with Senators Peter Welch (D-Vt.), Kirsten Gillibrand (D-N.Y.), Ron Johnson (R-Wis.), John Fetterman (D-Pa.), Chuck Grassley (R-Iowa), Cindy Hyde-Smith (R-Miss.), James Risch and Mike Crapo (both R-Idaho), Susan Collins (R-Maine), and Angus King (I-Maine).

In the past two weeks, three more cosponsors have been gained, they are Senators J.D. Vance (R-Ohio), Jerry Moran (R-Kan.), and Marsha Blackburn (R-Tenn.).

As of Jan. 24, S. 1957 has 14 sponsors from 11 states. Of these, 6 are on the Senate Ag Committee (Marshall, Hyde-Smith, Gillibrand, Fetterman, Welch, Grassley).

We need the rest of the Ag Committee, including Ranking Member John Boozman (R-Ark.). If you live in Minnesota, contact Ag Committee Senators Amy Klobuchar and Tina Smith; in Illinois, Sen. Richard Durbin; in Ohio, Sen. Sherrod Brown; in Kentucky, Sen. Mitch McConnell; in Iowa, Chuck Grassley has already signed on, but Joni Ernst has not; in North Dakota, talk with Sen. John Hoeven; in South Dakota, Sen. John Thune; in Indiana Sen. Mike Braun; in Nebraska, Sen. Deb Fischer; in Georgia, Sen. Raphael Warnock; in New Mexico, Sen. Ben Ray Lujan; in Alabama, Sen. Tommy Tuberville; in Colorado, Sen. Michael Bennet; and in New Jersey, Sen. Cory Booker.

This is about options, choice, and a future for kids and dairy farms. Will YOU call or write your TWO?

Let's keep this bill moooving. Every state has two U.S. Senators. Please see page 23 in this edition of Farmshine for a state-by-state directory and a sample letter template for mailing or for use in a phone call.

Farmshine readers from Michigan, please help Sen. Debbie Stabenow understand this issue is about lifting the federal school lunch and breakfast ban that was placed on delicious nutritious whole milk in 2012 so that school districts, parents and students can make healthy milk choices that are enjoyed and not discarded. This bill is not a mandate for whole milk. This bill ends a mandate against whole milk.

If we want children to benefit from the nutrition milk delivers, then we need to deliver the permission for our children to be able to choose milk they will love at school where they have two meals a day, five days a week, three-quarters of the year. That's how they actually benefit from the complete protein and 13 essential nutrients milk delivers.

The Grassroots Pennsylvania Dairy Advisory Committee, under chairman Bernie Morrissey's leadership, has launched a letter-writing campaign seeking cosponsors for S. 1957. They have put together the tools, but grassroots farmers and citizens must be the ones to carry it out and send the letters and make the calls.

Whole milk sales gains are also raising the entire fluid milk category which marked year-over-year gains for two back-to-back months – October and November 2023 – according to USDA's most recent data Friday. This is the first time in over a decade that we saw back-to-back months with year-over-year total fluid milk sales gains.

The Whole Milk for Healthy Kids Act is an opportunity for dairy farmers to revitalize and renew fluid milk demand, but more importantly, it's an opportunity for schoolchildren to choose milk they will love for life and health.

## Class III milk futures lose again

Class III milk futures declined again this week, while Class IV futures were unevenly steady to lower in the front half and unevenly steady to higher on the back half of the year. The result widened the spread between the two. On the close Wed., Jan. 24, Class III futures for the next 12 months (Jan-Dec 2024) averaged \$17.17, down 26 cents from the previous Wednesday. Class IV contracts averaged \$19.66/cwt Wednesday, up 2 cents from the previous Wednesday.

## Dry whey surges higher

Dry whey prices surged higher this week in an otherwise generally steady spot dairy products market. Spot butter on the CME daily cash market started the week down 3 cents, but gained it back Wednesday on bids with no offers and no sales. The spot butter price Wed., Jan. 24 was pegged at \$2.5775/lb, a fraction of a penny lower than the previous Wednesday. Grade A nonfat dry milk was also just a fraction of a penny lower on the week, pegged at \$1.1925/lb with a

single load changing hands. On the Class III side, 40-lb block Cheddar was firm at \$1.50/lb with zero loads trading; 500-lb barrel cheese, at \$1.4575/lb, was a fraction of a penny lower than a week ago with zero loads trading. Dry whey surged daily, landing at 44 1/4 cents/lb, up over 4 pennies, with a single load trading Wednesday.

## Feb. Class I mover \$17.99

The February Class I advance base price 'mover' was announced Thurs., Jan. 18 at \$17.99, down 49 cents from January and \$2.79 below year ago. If the skim portion had been calculated using the previous 'higher of' method, the February Class I mover would be \$19.48 instead. That's a formula-based loss to dairy farmers of \$1.49 per cwt. on all Class I milk next month, following a 98 cents/cwt loss this month (Jan.), a \$1.09/cwt loss last month (Dec.), and a 75-cent/cwt loss in November.

The cumulative net loss for 58 months since implementation in May 2019 is now estimated at \$1.13 billion. Net loss for all of 2023 is estimated at \$114 million. The estimated loss for just the first two months of 2024 is \$84 million. Formula losses could be with us all year, given where Class III and IV futures markets are positioned.

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# Center for Dairy Excellence introduces person to know

HARRISBURG, Pa. — The Center for Dairy Excellence has named LeeAnn McLaughlin manager of Dairy Policy and Industry Relations to help provide opportunities and resources to dairy farmers who work with the Center. She will also support the growth of the Dairy Excellence Foundation, a private 501C3 charitable organization supported by the Center team. She joins a team of employees who provide resources and support to Pennsylvania dairy farmers and develop dairy education programming for students of all ages.

“LeeAnn’s passion for the dairy industry combined with her strong background in building relationships and understanding public policy will be incredibly beneficial to the Center and the Foundation as we work to grow our programming and our reach,”

said Jayne Sebright, executive director for the Center and Foundation. “We are excited to have her join our team as an advocate for dairy and our next generation.”

McLaughlin is a seasoned professional with a background in policy and grassroots organizing. A Penn State graduate with a degree in animal science, she is dedicated to agriculture and fostering connections within the community, both personally and professionally. Aside from her new responsibilities, she operates a dairy farm in Perry County, Pa., alongside her husband, Cole and



LeeAnn McLaughlin

son, Kase.

“I am thrilled to join a team known for setting the gold standard in supporting Pennsylvania dairy. My passion aligns perfectly with the hard-working culture here at the Center,” McLaughlin shared.

“I am motivated by my son’s endearing ambition to be a “farmer like Daddy” when he grows up. His dreams fuel my commitment to the Center for Dairy Excellence and Dairy Excellence Foundation, where I aspire to create an environment that supports his dreams and fosters a broader culture of re-

spect and care for land, cattle and farmers alike,” she added.

In addition to McLaughlin, seven other individuals serve the Center and the Foundation. Staff members include Sebright; Melissa Anderson, dairy programs and operations manager; Emily Barge, communications and marketing manager; Allen Hess, customer relations specialist; Karen Purnell, accounting manager; Michelle Shearer, workforce development manager; and Brittany Snyder, dairy education program manager. Dr. Charlie Gardner and Dr. Brian Reed also serve as contractors for the Center, supporting dairy transition and transformation teams coordinated through the Center.

For more information about the Center, the Foundation and its staff, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).

## Care and quality

from page 5

imal care responsibilities.

- Animal abuse should never be tolerated.

### Non-ambulatory animals

• Ensure you have the proper equipment and trained family/ employees to move the animal. Moving a 1200-pound down cow can be a difficult task and can take some innovation. Ensure you have the proper equipment, like a sled or large skid loader bucket.

• Don’t use the animal’s tail, limbs, or head as handles. Unless absolutely necessary for a short distance, do not drag cattle across the ground.

• Once moved, provide the animal with timely medical care, shelter, and access to feed and water. Also, provide isolation from ambulatory animals and protection from predators.

### Fitness to transport

• Promptly decide to cull an animal while considering its well-being and ability to make the journey.

• Milk lactating cows right before transport, if possible.

• Ensure the proper milk and meat withdrawal times are followed before culling an animal.

• Avoid transporting animals that have a body condition score lower than 2.

• Refer to the FARM Animal Care Fitness to Transport chart for a complete list of considerations.

### Euthanasia

• Make sure you have established criteria for identifying animals that need to be euthanized.

• Have a properly trained and designated family member or employee perform the euthanasia. If you are away from the farm for an extended period, your written protocol

should have a plan for whom to call in the event of an emergency case (such as a veterinarian or an experienced neighbor farmer).

• The euthanasia method must follow the approved methods of the American Association of Bovine Practitioners (AABP) and/or the American Veterinary Medical Association (AVMA).

• Be sure to properly dispose of the carcass using the appropriate method according to your local ordinances.

### Additional tips

Here are some additional tips for staying in compliance with the FARM program:

• Have an up-to-date signed Veterinarian Client Patient Relationship Form. This should be signed annually by you and your veterinarian.

• Develop and update a written herd health plan. This should be done in consultation with your veterinarian and reviewed an-

nually. Be sure to review these with family members and/or employees who work with your herd. There are fillable templates available on the FARM Program website, or you can ask your veterinarian for herd health plan template recommendations.

• Keep up-to-date treatment records. These records can be digital if you use online dairy record-keeping applications or as simple as a notebook with hand-written treatment records.

Having thorough written protocols and implementing best animal care practices can help you improve your overall farm management. At the end of the day, this will not only help you achieve positive improvements in your operation, but it will also help reassure the dairy consumer when they reach for that dairy item at the grocery store.

For more information or answers to questions, contact Daniela Roland at 717-809-2194 or [djr6158@psu.edu](mailto:djr6158@psu.edu).



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**See you at the PA Dairy Summit Feb. 7-8 at Lancaster Wyndham Resort**

## Holstein enthusiasts in the Garden State met for an informative and warm luncheon

By DIETER KRIEG  
Farmshine Editor

RINGOES, N.J. — The most pressing concern for New Jersey's Holstein breeders at this time is that Futurity entries are due by March 1. Instead of a multi-stage fee that is common in some states, the Futurity entry fee in the Garden State is a one-time payment of \$20.

Junior members of the N.J. Holstein Association had a good year in 2023 and are reminded to apply for scholarships by June 1. The original deadline has thereby been extended.

Also noted at the Association's annual meeting, held here at the Amwell Valley Fire Company on January 13, is that the Eachus Family of Myerwood Farm in Salem County will host the summer picnic. The date is July 20.

Per a report given by the Association's secretary, Melanie Richman, the Association has 121 senior members, not all of whom have functioning dairy farms. Only 28 members showed up for the luncheon.

Prayerfully remembered were two deceased members: Martha Hubschmidt and Genie Roberts, who served over 50 years as the Association's secretary.

Two of the next generation of Holstein breeders in the Garden State were at the table along with their parents and a special guest. Pictured left to right are Sarah Lyness; New Jersey State Dairy Princess Kimberly Kolibas holding Brynnlee Baldwin; the baby girl's parents Julia and Brett Baldwin, and baby Nathan Lyness held by his father, Dan Lyness.

Photo by Dieter Krieg



## Judges for WDE announced

MADISON, Wis. — The eight individuals who will serve as official judges during World Dairy Expo 2024 have been confirmed. Nominated and selected by Expo's 2023 Dairy Cattle Show exhibitors, these individuals will evaluate North America's finest dairy cattle on the colored shavings, Sunday, September 29 through Friday, October 4.

The group of official judges for the 57th World Dairy Expo is as follows:

### International Ayrshire Show

Official: *Brandon Ferry, Hilbert, Wis.*  
Associate: *Michelle Upchurch, Hebron, Ill.*

### International Brown Swiss Show

Official: *Phillip Topp, Botkins, Ohio*  
Associate: *Kaleb Kruse, Dyewrsville, Iowa*

### International Guernsey Show

Official: *Lynn Harbaugh, Marion, Wis.*

Associate: *Herby Lutz, Chester, S.C.*

### International Holstein Show

Official: *Jamie Black, Batavia, N.Y.*  
Associate: *Aaron Eaton, Marietta, N.Y.*

### International Junior Holstein Show

Official: *Mandi Bue, Freedom, Wis.*  
Associate: *John Erbsen, Lanark, Ill.*

### International Jersey Show

Official: *Ryan Krohlow, Poynette, Wis.*  
Associate: *J.P. Charest, St. Alexandre, Quebec*

### International Milking Shorthorn Show

Official: *Chris Lahmers, Marysville, Ohio*  
Associate: *Mike Maier, Stitzer, Wis.*

### International Red & White Show

Official: *Kevin Doeberiner, West Salem, Ohio*  
Associate: *Adam Hodgins of Ontario*

## A reader is thankful for Farmshine

### Editor:

A special thank you to Dieter Krieg and Farmshine. At the Keystone Farm Show, a three-day event held in York, Pa. earlier this month. The Dairy Princess Association and 97 Milk have had a booth at this event for the last few years giving away free chocolate

milk. So how many chocolate milks did this three-day event need?

Yes, that is correct, 4300 8-ounce (containers), all sponsored by Dieter Krieg and Farmshine. Thanks again,

Mark Leid  
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# Modern dairy farming at a glance



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Below is the detailed list of the meetings. The Forage Summit meetings will be 9:30 a.m. to 2:00 p.m. local time (regardless of time zone).

To register, contact Scott Harris 618-697-7864 or Amy Hoy at 724-263-4778.

Please register at least 1 week in advance of the meeting.

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CITY	STATE	DATE	MEETING LOCATION
Wooster	OH	Tuesday, January 30, 2024	Hilton Garden Inn – 959 Dover Rd, Wooster, OH 44691
New Holland	PA	Wednesday, January 31, 2024	The Silk Mill – 328 E Main St, New Holland, PA
Green Castle	PA	Thursday, February 1, 2024	Mrs Gibbles – 7325 Molly Pitcher Hwy, Greencastle, PA 17225
Penn Yann	NY	Friday, February 2, 2024	Benton Fire Hall – 932 State Route 14-A, Penn Yan, NY 14527

Take a glance at this picture and you see modern dairy farming. Take a closer look and you can identify the various segments or parts of the operation that make the dairy modern. And the people getting ready to enter the new facility indicate that this picture was taken at an evening picnic meeting or open house. Either way, excellent opportunities to get inspired and up to date. Be sure to include one or two this year.

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## Karen Bohnert honored as an outstanding leader

BRATTLEBORO, Vt. — Karen Bohnert of East Moline, Illinois has been selected as the Holstein Foundation's 2024 Young Dairy Leaders Institute Distinguished Alumni Leader.

"YDLI was a game changer for me in terms of professional development and learning to become comfortable in getting dairy messages out to others," Karen says.



Karen Bohnert

Karen grew up on her family's 100-cow dairy farm in central Oregon and graduated from Oregon State University in 1998 with a B.S. degree in agricultural economics and a minor in writing. Her agricultural communications career spans 25 years, including roles with the American Jersey Cattle Association, Cooperative Resources International, and Swiss Valley Farms. She is the current editor of *Dairy Herd Management* and *MILK Business Quarterly*.

Karen and her husband Scott, along with his brother and parents, own and operate Bohnert Jerseys, a 650-cow dairy. They are raising their three children on the farm. A talented communicator, Karen was a trendsetter in advocating for dairy on social media.

"Karen has a genuine interest in telling the stories that are important to our industry because of her strong connection with and passion for dairy farmers," says Holstein Foundation Chair Michele Ruby. "Karen is a gem of a human, an ace of a colleague and has a sense of humor that can get her and anyone around her through any situation."

Karen participated in YDLI from 2002-2003 and is a Class 4 graduate. She credits YDLI for helping her find her life calling and purpose telling the stories of fellow dairy producers.

"YDLI exposed me to people working in different parts of the industry and I really valued the different perspectives other YDLI class members offered," Karen says. "From the hands on YDLI learning, I've made several friendships and invaluable network connections that have helped shape my career in the dairy industry."

Karen will be recognized during Phase I of YDLI Class 13, to be held January 29 through February 1, in Tampa, Florida.

Each year, the Holstein Foundation recognizes a Young Dairy Leaders Institute (YDLI) graduate or couple who have made noteworthy contributions to the dairy industry, applying skills gained during their YDLI experience.

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# Rewards found with Registered H

By DIETER KRIEG  
Farmshine Editor

THOMPSON, Pa. — “It surely isn’t for the money,” said Dave Banicky with a laugh, when asked to explain his reasons for being a dairy farmer.

His ability to laugh in the face of seemingly endless adversities — ranging from personal to professional — defines the man. Also evident are a strong work ethic, commitment to succeed and to never give up.

“My main reason for operating this dairy farm is because I don’t want to see what my grandparents started in 1928 go down the tubes,” he declared. “I only have four more years to go to see it designated as a Centennial Farm,” he added with a chuckle.

“And I also like breeding Registered Holsteins,” he affirmed. “It’s the only fun part!”

The original roughly 100-acre farm has been added onto several times over the years to now total over 400 acres, of which 140 are tillable. It’s the home to Ban-Queen Holsteins. Of the 55 cows in the tie-stall barn, 18 are Excellent, 30 are Very Good and five are Good Plus. The BAA is 109.8. Dave has bred one 94-point cow and eight 93-pointers. All but one cow in the herd carries the Ban-Queen prefix and she is an unusual exception because



The trophy case at Banicky Farm provides ample proof that the Registered Holsteins have been bred for eye appeal and production. Next month, Holstein breeders from across the state will have the opportunity to see the cows for themselves ... and bid one they like to possibly take home. Photo by Dieter Krieg

her owner prefers that she stay under Dave’s care. To date, Dave has bred more than 70 Excellents and he hopes to be able to say one day that he has bred 100 or more. “That’s another reason for me to continue,” he laughed. “I do what I love to do.” A pair of full sisters (pictured) are among the more than 70 Excellent cows he has bred.

“The only problem with farming is that we don’t get paid enough,” he went on. “I knew what I wanted to do since I was 8. I’ve always been interested in cows and I’m proud to have a real family farm.

“When I was growing up, my mother was very involved in everything and it carried over to my brother and me. For example, when it was time to weed the garden, we all did it.”

“Mom was an amazing woman. She prepared a four-course dinner plus dessert every day. It was rough when she passed on two years ago,” Dave affirmed as tears were welling up in his eyes.

“My father was a workaholic too. He can hardly walk, but he was coming to the barn every day.” The elder Banicky (George), who will be 85 in June and suffered a severe heart attack on Saturday, January 13th is facing open heart surgery on February 2nd.

While the farm is closing in on 100 years, Registered Holsteins didn’t arrive until the late 1970s. “We’d go to a sale and buy the last cow (or cows) in the sale because those were the only ones we could afford,” Dave chuckled.

Telling the story of Ban-Queen Registered Holsteins, Dave says he was always the guy who was fo-



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# Holsteins as part of the family farm



Outside Lori (EX-93)



Outside Sass (EX-92)

cused on the breeding program.

For years, he's been focusing on type, beginning in the 1990s with bulls from Semex. "They gave us a lot of frame and also older cows," he shared. Anything over 2 points on type, I'll use," he quipped. Feet, legs and udders are most important. "I'm waiting for that 'freak' to come along," he said, laughing. Indeed, a rare, once-in-a-lifetime cow has changed the fortunes of many families.

Asked about bulls he likes, Dave's reply was quicker than instant: "Atwood is my all-time favorite. His daughters were all good." Lately he has been using bulls from Blondin Sires.

The herd boasted an above-25,000-pound herd average for a number of years, but that ended when Dave switched to a grazing operation to cut down on expenses. The average today is around 19,000 pounds of milk per cow. "And we try to make good hay," Dave added with yet another burst of chuckles.

This story would be far from complete if we didn't mention Dave's



An icy January afternoon wasn't the best day for an outdoor picture, but an image of the freshly painted doors of the Banicky barn merited being in-

cluded in the story. An extension of the barn, built in 1973, is also shown.

Photo by Dieter Krieg

wife, Sheila, and their daughters, Dalen and Darcy. Sheila is an important part of the operation in numerous ways, including being the herd veterinarian. Originally from Massachusetts and not from a farm, she chose to study veterinary medicine because of her love for animals. And apparently that has rubbed off. Daughter Dalen has been accepted into Cornell's vet school for this coming fall.

Darcy, who was valedictorian of her senior class of 200 students is majoring in business at Cornell with a 4.0 grade point average. Both girls also play soccer and basketball which creates countless opportunities to travel and see them play.

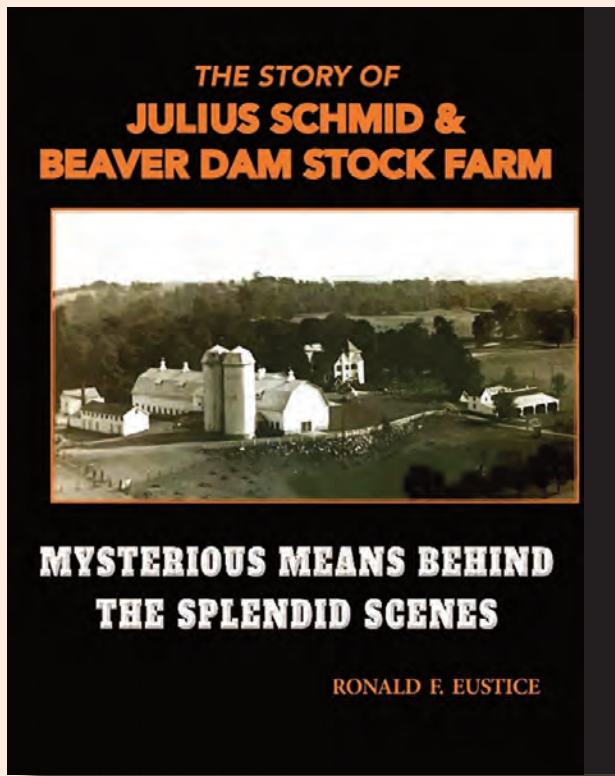
Dave attributes the excellent performance of Darcy and Dalen to the simple fact that they were raised on a dairy farm. They know responsibility and they know how to work. Reflecting on that, he's very thankful. It's something money really can't buy.

It's a blessing that can come quite naturally on a family dairy farm.

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## George Miller Memorial Scholarship invites applications; due by April 1

BRATTLEBORO, Vt. — Applications for the George Miller Memorial Scholarship are due April 1st. The scholarship fund was created in honor of the late George Miller, who was an icon within the Holstein community and dedicated to preparing youth for futures within the dairy industry.

Launched in 2023, the scholarship supports a student who serves as a leader within the dairy industry and their communities. Qualifying college students are invited to apply for the \$1000 award.

The scholarship fund is hosted by the Holstein Foundation, awarded by Holstein Association USA, and supported by Select Sires, who have been allocating funds for this scholarship from semen sales of 7HO15807 George Miller, a previous NxGEN® sire.

“We’re thrilled to be offering this scholarship for the second year in a row,” says



George Miller

Diedra Harkenrider, director of development for the Holstein Foundation. “Along with preserving George Miller’s legacy, the \$1000 scholarship supports a deserving student we expect to go on and make a difference within the dairy community.”

The George Miller Memorial scholarship will be awarded at the 2024 National Holstein Convention in Salt Lake City, Utah. Application information can be found on the Holstein Foundation’s

Website, [www.holsteinfoundation.org](http://www.holsteinfoundation.org), under “Scholarships.”

Applicants must be a junior or adult member of Holstein Association USA and currently enrolled in an associate’s or bachelor’s degree program. They must also be a U.S. citizen attending college full-time in the U.S. and pursuing an agricultural degree with dairy-related experiences and career interests.

## NYFB to award multiple scholarships

ALBANY, N.Y. — New York high school seniors who are graduating and interested in pursuing a career in agriculture can apply for New York Farm Bureau’s Agricultural Youth Scholarships. Eligible students can use the financial award for college or advanced training in the skilled trades. Statewide winners can earn up to \$3000 towards their future education.

The applicant or their family must be a New York Farm Bureau member, and the student must live and/or work on a farm or be involved with agriculture in the state. Appli-

cations need to be submitted online and will include a written essay.

Scoring will determine the district winners. Each district winner will receive \$250 and then compete for one of two state scholarships worth \$3000 and \$2000, based on their submitted applications. Applications must be submitted by March 11, 2024. State winners will be announced by the end of May.

More information, including the online application, can be found on New York Farm Bureau’s website.

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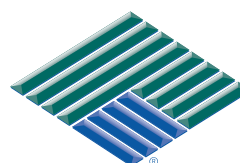


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**Pen-Col Legacy Best EX-90 EX-MS**

IVF session sells from Big League Genomics: an A2/A2 Frost w/ +1176NM +177CFP +3032GTP!! 4 of her full sisters averaged selling for over \$118,000. Best is the granddam!  
*Wolff Sisters*



**Ski-Brite Moovin Glamour-ET EX-91 @ 3-4**

This Gorgeous Moovin will be a force as a 4 yr old in '24 plus she has 19 EX dams behind her & Tests 5.0f, so marketing is nearly Unlimited!! Her dam is 92 w/ 41,900m!  
*DeGroot & JJB*



**Campbell-Run-IHC DNV Reggie**

Reggie won big in 2023: Res. JC at the PA Spring & Fall shows and JC @ Central PA and Reserve JC of the Eastern National, then nominated All-American Winter Yrlg.! She sells due in April! She'll make waves as a Sr 2!  
*Kitch-Vue*



**Blexys KngDoc Brilliant-ET VG-87**

Two from beautiful WDE Supreme 3E-97 Blexy: Brilliant sells! Makes valuable daughters: her Chief sold for \$6000 @ Music City. *BUDJON & Co* 5 #1 IVF embryos pick the sire from Alligator, Delta Lambda & Eye Candy x Blexy's A2A2 VG-88 King Doc Bloom!  
*Klinedell & D-N-R*



**ZBW-JLP Mrand Joyous-RED-ET PP VG-88 2yr**

Joyous is the breed's highest ranking Type cow for REDs and Homozygous Polled by a huge spread at PTAT +3.89. 5 #1 Maximum-Red embryos sell from Joyous!  
*Ski-Brite* From same family a RED Jr 2 Altitude due 3-14 to sexed Alpha x 86 Unstopabull x 2E-94 Awesome!  
*Josan*



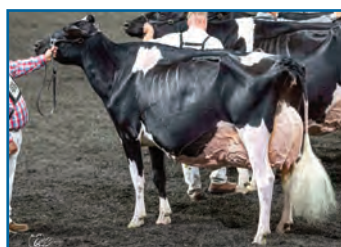
**Duckett-SA Gold Fame-ET 2E-94**

Fame is the Goldwyn dau. of 2x Supreme Champ Roy Frosty 3E-97. She has five EX-92 or higher dau's. A silky Delta Lambda winter calf sells from VG-89 max Tatoo from Fame's 2E-92 Atwood! Lots of All-PA honors!  
*Sweet-Peas*



**S-S-I Doc Have Not 8784-ET EX-96 DOM**

"The DOC" the \$2 million cow! Pick a granddaughter from two A2A2 12-23 sleek black Delta Lambdas. One is from VG Perfect Heidi and other from VG Conway Hope, both have sons in AI.  
*Duckett, Abbott, AOT & King*



**Ms Beautys Black Velvet-ET 2E-96**

Black Velvet is twice AA plus Res and HM, all as a cow! Her Terrific Tatoo spring yrlg gr'daughter sells from her EX-90 Doorman!  
*TTT & Duckett*



**Jericho-Dairy Baracuda-ET 2E-96 RC**

Bred in NE PA & She added another All-Am nomination in '23! Her RC Analyst Spring Yrlg sells to impress!  
*Curr-Vale* Red Aflame fall calf sells from VG Denver sis to Baracuda! *Kozy-Kountry*



**Blondin Goldwyn Subliminal-ETS 4E-97**

The Star of the Breed! She has out 310,000m LTD. 5 #1 Dropbox female embryos sell from VG-88 @ 2-3 Delta Lambda by Subliminal's 2E-92 Atwood!  
*Hollow-Ridge*



**Erbacres Snapples Shakira 3E-97**

Sr 2 RC PO Mirand x 93 Redburst full sis to Shakira's 96 dam Snapple sells! *Kennedy & Andrews* 5 #1 Maximum-Red embryos x 93 Unstopabull x EX x 4E-96 Apple! *Glad-Ray* 5 #1 Heatwave embryos x EX-91 Done Right x Apple! *Alisha Synd*



**Colganados D Avianca-Red-ET 3E-96**

Avianca continues to be a winner by being nominated All-Am for the 4th year as a mature cow. She's made over 41000 twice! Pick from her 3 dynamite Devour fall calves for '24 (two are RED!)  
*OCD*



**Glad-Ray-K Mor Shots-RED-ET 2E-94**

She and her sister More Fun have garnered numerous wins & AA honors. Mor Shots' Latenite daughter that sells will tear up the Summer Yearling class in '24!  
*Castlemont*



**Kulp-Dale Jordy Lucky-RED 2E-92**

Pick from 3 VG daughters of Lucky: VG-88 Rager Jr 3, VG-87 Altitude Jr 3 & VG-86 Sr 3 Altitude! They are future EX cows with Show Appeal! Lucky's backed by Talent Licorice!  
*S-Hilltop Holsteins*



**Unique Dempsey Cheers 2E-95**

Cheers is twice Res AA, 2nd choice from six Cheers babies can be yours. 4 Jiggers and 1 Dropbox are born 9-23 and one June '23 Chief are available to choose!  
*Budjon & Vail*



**Willye Srndptous Legacy-RED EX-92 max**

Legacy made her mark in the show ring by winning Res. Int Champ @ WDE & HM Grand NY State R&W Show! Hulu or Master embryos sell from her granddam EX-90 RC DVC Sprinkles x 2E-93 Gold Chip x 2E-90 Kite back to Threat Lulu.  
*Willye Holsteins*



**Chinks-Ptnrs Moovin Cella-ET EX-90 92-MS @ 3-5**

Cella is Res All-PA JR 3 and has been Top 4 @ ENS back-to-back years. Her Doorman dam is EX-94 x 7 EX dams! 4 #1 Pazzle female embryos sell right from Cella!  
*Way-Har*



**Luck-E Moovin A-Star-Red-ET VG-87 EX-MS @ 2-03**

Sweet Young Thing here! She was 2nd & Best UD Milking Yrlg @ AADS R&W Show in '23! Take home 5 #1 Altitude-Red or Alpha RC embryos from A-Star. McGucci Afro 2E-94 is her gr'dam!  
*D-N-R*



**Rocklan Jordy Glitter-Red EX-92**

20th generation EX & star of the PA National Sale! 5 #1 Mirand PP sexed embryos sell from Glitter! She made 37160 4.1f too! Endless possibilities!  
*Zuck*



**MS Midway Duplo Sleep Tight EX-90 @ 3-5**

Introducing the breed's 2nd cow to complete 21 gens of EX! Her dam is 2E-93 Moreno w/ 34870m. Behind that are 2E-92 Tango x EX-91 Epic x Atwood Ritz! 5 #1 Major embryos sell from Sleep Tight & an IVF session sells from her Moreno dam! Make your own 22nd and 23rd EX!  
*Hale & Rasberry*

## More Highlights

**Pick of Banicky Farm:** Once in a lifetime Opportunity! The pick of any cow in the Herd will be yours from this Fantastic Breeding establishment! The current BAA is 109.7, there's 18 EX, 30 VG, & 5 GP, nothing lower!! Deep pedigrees, high test 3.9f, and low SCC 138,000. Top Sires & Lots of REDS! They are hosting a Convention Tour for a great preview!  
*Ban-Queen Holsteins!*

Pick of 3 VG-87 Delta Lambdas milking well, future EX cows! Two from Reflect Lexus family & one from the Ardels!  
*C-Cove Holsteins*

Pick of 2 Crushabulls x 2E-94 Gold Chip Sneezey x 3E-91 Terrason x 3E-94 Pella.  
*Curlydell*

RED HOT Family! Pick from 2 RED Cheerful fall calves direct from Ripple 2E-95 PO, 7x R&W All-American or Jr AA honoree!  
*Hembury & Boop*

Sr 2 Summerfest right from EX-92 Hezbollah! She'll turn heads all day!  
*Genetics Link*

Smoking RED Warrior Spring Yrlg x 93 full sis to MS Atwood Lacy 3E-96!  
*Welk-Shade*

RED 9-23 Latenite x EX Hot Pocket, Res AA Winter Yrlg x 2E-94 Hottstuff!  
*Calkins*

1st CH 4 RED Altitudes & 1 RC Devour winter calves x EX-91 Unstopabull Anikia back to Atlee!  
*Hollow-Ridge*

Huge RED Sr 2 Moovin & her 12-23 RED Tango baby sell from Kevetta RDburst Lucious EX-94!  
*Eden-View*

Two Tequila shots: 4 #1 Rompen-RED embryos x 2E-96 Tequila  
*Siemers* and 6-23 RED Analyst x 87 Diamond-back x Tequila's 91 Defiant.  
*Kennedy & Andrews*

Two chances to own a sis to Windbrook Lynzi 2E-95: Pick one from 3-23 full sis or 12-22 Doorman. Also 6 #1 sexed Doc embryos sell from Goldwyn Lucia!  
*Diamond-Valley/Wenger*

3 #1 Alpha & 2 #2 Dice-Red Embryos x 2E-93 Infra-RED, so many ALL-AM R&W to count! WOW!  
*Infra Partners*

Tatoo Spring Yrlg x 2E-93 Dundee Rhyme x 94 Alegiance Ribbon from Heart&Soul!  
*Warner*



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**Both T-shirt designs have the familiar Farmshine logo on the back.**

We invite you to wear any of these T-shirts. Mix or match in any quantity. Postage is included in the price and discounts are available for orders of 10 or more to the same address.



Modeling the T-shirt is 20-month old Emily Krieg.



Modeling the T-shirt is 4-year old Geneva Styer, daughter of Heidi and Andy Styer and granddaughter of Farmshine Editor, Dieter Krieg.

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## Calf lung ultrasounds are webinar subject

FORT ATKINSON, Wis. — The upcoming Hoard's Dairyman webinar will feature lung ultrasound technology to help keep calves healthy. It can be used to answer a multitude of questions regarding respiratory health in calves. The presentation will show how implementing lung ultrasound can get answers regarding timeliness of diagnosis, efficacy of treatment protocols, and monitoring prevalence. Economics associated with routine lung scanning will also be reviewed.

Sponsored by Agri-Plastics, the webinar will take place on Monday, February 12 at 1 p.m. (Eastern time). Terri Ollivett, a veterinarian and associate professor at the University of Wisconsin-Madison's School of Veterinary Medicine, will lead the discussion. To register for the free webinar: [www.hoards.com/webinars](http://www.hoards.com/webinars).

## Animal care protocols featured in a free book

HARRISBURG, Pa. — The Center for Dairy Excellence is once again offering free copies of Animal Care Protocol Record-Keeping Books to Pennsylvania dairy producers and veterinarians. With more than 3900 books distributed to date, they have been created to help Pennsylvania dairy farm families comply with National FARM requirements associated with record keeping. One book should cover one program year for a smaller-sized herd. To request a free copy of the book, visit [www.centerfordairyexcellence.org/request-book](http://www.centerfordairyexcellence.org/request-book) or call 717-788-0304.

"With the start of 2024, it's the perfect time to request a copy of these record-keeping books to establish a good system for managing animal care efforts and protocols on your dairy operation. We continue to keep these record-keeping books updated over time as the National FARM program revises their requirements," said Jayne Sebright, executive director at the Center for Dairy Excellence. "The books include a family cow care agreement, pages to help producers document standard operating procedures and treatments of their dairy animals, and more."

## Brad Kiefer of eastern Pa. grew 300 bu./acre in contest

UNIVERSITY PARK, Pa. — Pennsylvania Corn Growers have announced that Brad Kiefer of Northampton County is the state winner of their 5-acre corn contest with a yield of 300.66 bushels per acre.

Linda Krall of Lebanon County placed first in the SouthCentral Region contest with a yield of 296.84 bushels per acre. Autumn Martin, also from Lebanon County, was close behind with a yield of 292.35 bushels.

Randy Rhoads of Columbia County placed first in the Central Region contest with a yield of 273.33 bushels per acre. Dan Rice of Perry County placed second in the region with 268.04 bushels.

Steve Chapin from Luzerne County topped the field in the Northern Region contest with a yield of 261.58 bushels per acre. Scott Snyder from Lycoming County placed second with 222.96 bushels.

Tom Rohanna of Greene County came out on top in the Western Region contest with 244.26 bushels per acre. Placing second was Richard Burd of Fayette County with a yield of 231.96 bushels.

Doug Bowersox of Snyder County placed first in the Irrigated Class with a yield of 270.98 bushel per acre.

The Pennsylvania 5-Acre Corn Yield Contest is a friendly way to challenge each corn grower to grow their best yield. The contest has five categories – four regions across the state; and an irrigated class which covers the whole state.

## Jeff Corle would like to perform in your barn

WINDBER, Pa. — Country music song writer and singer Jeff Corle, who lives on a farm near here, is willing to come to your barn and perform. Yes, your barn. He'll sing his signature song, "Empty Barn," the viral hit song on YouTube. The song was born, he says, "of the heartache and pain I experienced after economic circumstances forced me to shut down my dairy and sell my beloved Guernsey cows last spring."

Jeff knows that his pain is common among dairy farmers. Whether you have an empty (cow) barn or not, he would welcome the opportunity to perform at your place. For free.

Yes, there is a catch. He'd like to have the host farmer invite friends and neighbors. "I'd like to see at least 20 people," he says. And if you happen to know about a fair or other event where he might be welcomed as a performer, he would appreciate knowing about it.

"The initial success of *Empty Barn* and all that encouragement for my music prompted me to keep writing and to go to Nashville to record my debut album, *Farm Animal*. I call it an album written by a farmer for farmers!" Jeff noted.

"I now play live and also do speaking engagements on the topic of farmer mental health and overcoming adversity; two things that became central to my own life in the run up to and in the aftermath of selling my cows.

"I incorporate *Empty Barn* and other original songs into my speaking appearances providing a unique, emotionally stirring, and engaging audience experience - especially when that audience is farmers or farm related folks."

Jeff welcomes your call: 814-467-4771. For more information, please visit his website: [jeffcorlemusic.com](http://jeffcorlemusic.com)



## Lebanon County dairy producer takes proactive approach to transitioning farm to son

At Homestead Acres in Lebanon County, Pennsylvania, Curtis Zimmerman and his wife manage the dairy operation and milk 120 cows alongside their son. While Curtis is only 49, he decided to take a proactive approach with succession planning and giving his son the opportunity to take over the dairy business. The Zimmermans worked with Dr. Brian Reed, a dairy farm consultant, to start building a clear transition plan between generations. The Center for Dairy Excellence offers business consultants like Dr. Reed at no charge to dairy farm families to assist with transition/succession planning, business planning, financial analysis and more.

"We talked with other people who utilized consultants, and it seemed to work out pretty good for them. We decided to give it a try. We needed some guidance on how to go about it," Curtis shared.

The family met at least twice with Dr. Reed who listened to their goals and ideas for the transition and then facilitated the steps that



Curtis Zimmerman, a dairy farmer from Lebanon County, has taken a proactive approach to transition and succession planning.

needed to happen to start building a concrete plan. While the Zimmermans are just starting out in the succession planning process, having an outside consultant involved allowed all parties and generations to feel heard and understood.

"It gave us all a voice in the decisions. I was a little concerned about how to make everything fair and make it work financially for both parties. Dr. Reed helped us through all that," Curtis said. "The way he helped us set it up, we can tweak the plan as we go. If something isn't working out on either end, we can switch it around. It helped us understand where everyone is at."

As one of the initial steps in the transition plan, Curtis's son is buying the cows this coming January 2024. Dr. Reed helped them determine the best way to split the income and decide who pays which bills going forward. Eventually, the long-term plan is to rent their son the farm if that matches his goals.

"We're going to take small steps in the whole transition, so nobody is stuck or gets hurt in the process. I wanted him to be able to slowly work into this. I don't ever want him to feel trapped or like he doesn't have an

exit," Curtis added.

By being proactive about the transition planning process, Curtis feels it could help both parties navigate the financial elements and give his son the opportunity to make his own mark on the dairy operation.

"I'm only 49. But when we took it over from my dad who was the fourth generation, all of a sudden one day [it was ours] and there was really no plan. I saw the damage that did over the years – all the wasted time and money. We had some pretty rough years, and I think a lot of that could have been avoided if there was a plan," Curtis shared. "I hoped there was a better way for us to do things now, so that's what we're trying to do [with this transition plan]."

Instead of waiting to make these types of transition decisions, working with an outside consultant helped guide the Zimmerman family through the starting points they can take to maintain a true generational family dairy operation.

"I see so often that we wait and wait. Then, the next generation can't even afford it or doesn't have enough time in life to purchase a place or take over a dairy operation. It's just too expensive or time consuming for them. So, the earlier you can start for a young couple, the better," he added. "I don't know if Dr. Reed told us anything we didn't know, but it's always good to hear it from an outside third party – especially when you're working with family."

To learn more about working with a dairy farm consultant on your operation, contact Melissa Anderson, Programs and Operations Manager, at [manderson@centerfordairyexcellence.org](mailto:manderson@centerfordairyexcellence.org) or call 717-346-0849.

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Dairy producers will hear from several other farmers who will talk about the transition planning process at the PA Dairy Summit in February.

## Family business dynamics on program for 2024 PA Dairy Summit

Dairy producers are invited to attend the PA Dairy Summit in early 2024! Happening on February 7-8 in Lancaster, the Pennsylvania Dairy Summit is ideal for dairy farmers in all types of production. To ensure you have opportunities to unlock your potential and network with as many of your peers as possible, each year, steep discounts are available to dairy producers. Producers can attend the full, two-day Dairy Summit for \$100, with one-day rates available for \$50.

"I liked how at the main sessions, we were able to sit beside other farmers. I missed the breeding breakout session, but I ended up sitting right next to that speaker later during a main session. We talked for a little bit, and it helped me realize we're all in this together. Nobody has it all figured out. It was encouraging. As farmers, we shouldn't always just be trying to put the next fire out. We should be trying to plan further ahead. That's something I continue to think about [after the Dairy Summit]," said Kerry Zeiset, a Lancaster County dairy farmer who attended the Dairy Summit last year.

Here are a few sessions focused on family dynamics and transition planning at the 2024 PA Dairy Summit:

• **Keynote Session: Cultivating a Multi-Faceted Family Farm, a Producer Showcase**

with Sarah Moag and Rob Noble of Noblehurst Farms. As farmers, good stewardship ranges from our animals and natural resources to the employees and family members we work with every day. During this Keynote Session and Producer Showcase, you will hear how Noblehurst Farms takes a team approach and cultivates a multi-faceted family farm.

• **Breakout Session: Who Should Be Part of Your Transition Team? with Tyler Rohrer, Lori Butler and Justin Risser:** As you navigate the farm transition and succession planning process, having the right family members, partners and consultants involved in the process can help you move forward and overcome hurdles. Hear from three dairy producers who will share how a team approach to transition planning benefitted their business.

• **Breakout Session: Navigating Personality Styles and Generational Differences with Josh Keefer:** When working with family and multiple generations on the farm, unresolved conflicts, resistance to change and other communication barriers can all contribute to poor business performance. This session will offer strategies for unlocking the potential of leaders of all ages on your team.

Visit [www.padairysummit.org](http://www.padairysummit.org) to register today and view the full program. Call the Summit Business Office at 814-355-2467.

## Holidays, family, farm, and conflict: a not-so-joyous combination

By the time you are reading this, you will have made it through both Thanksgiving and Christmas. We're hoping your holiday season was a great one full of peace, family, and reflection! Each month, Monica McConkey, a Rural Mental Health Specialist at Eyes on the Horizon Consulting, shares short articles with the Center for Dairy Excellence filled with tips specifically for dairy farmers. This month, she shared four tips for navigating holiday gatherings if there is apprehension and worry about spending time with extended family.

Much of the time, Monica says dissention over the farm is at the center of this anxiety. This might include how transition/succession planning is being handled, conflict amongst family you work with, differing views by non-farm siblings, and/or discomfort with in-laws. It's easy to say "leave it all behind during the holidays for the kids," but that is not always an easy thing to do.

Here are a few tips Monica shared that will help manage family gatherings filled with angst:

1. Focus on what you control. You control YOU: your thoughts, your responses, your behaviors, and what you choose to focus on.

Even if others are "pushing your buttons," it is within our control to oversee our own buttons! You don't control anyone else.

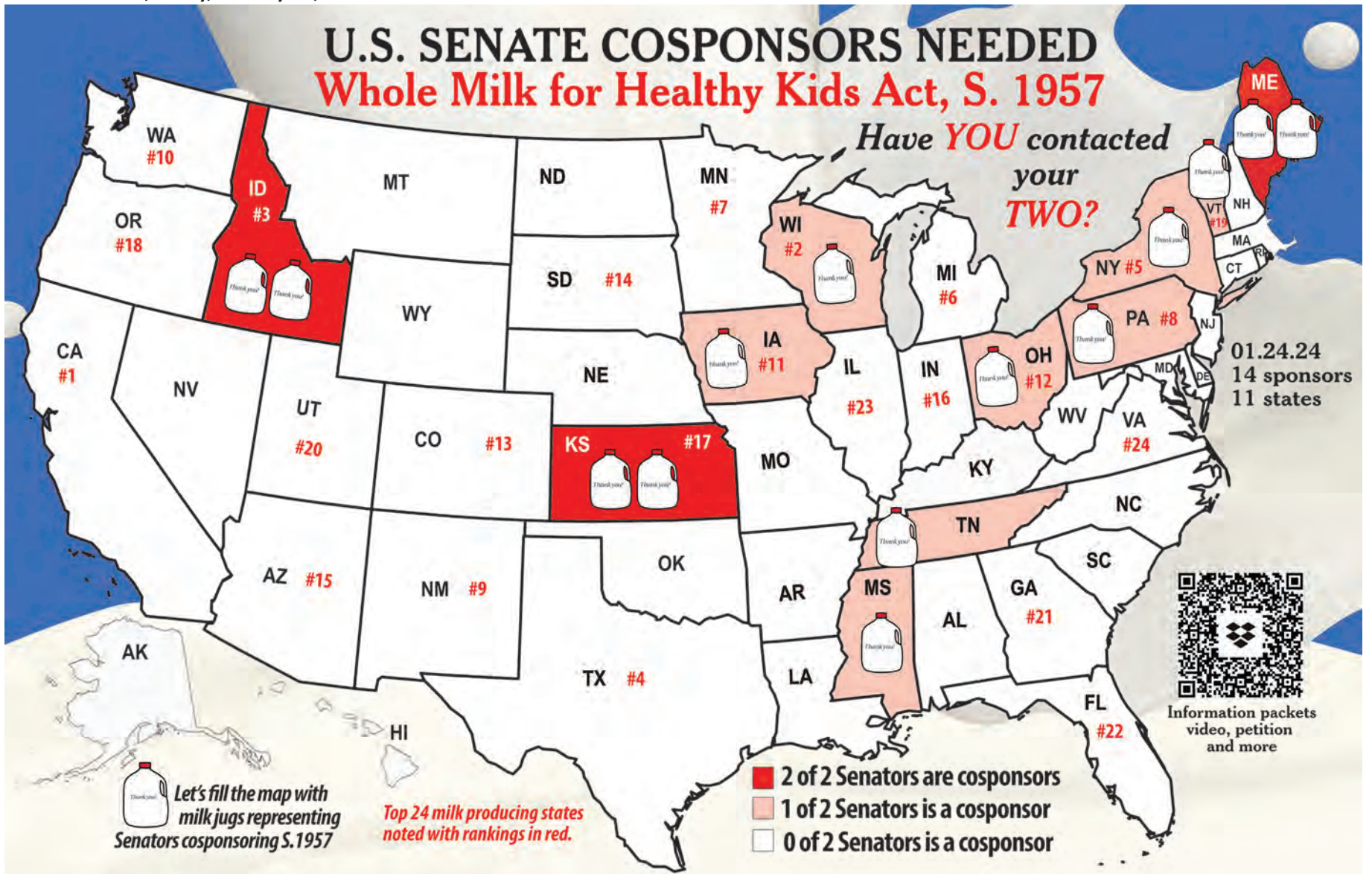
2. Avoid conversations about the business when at a family function. If others want to engage in a business meeting at Christmas dinner, encourage a different time and a set agenda to cover those items.

3. Remember that when emotions become BIG, we lose our ability to think, problem-solve, and be rational. Before engaging in a conversation, especially one that is potentially contentious, work to stay calm. Get your heart rate and breathing to a good place. Get focused on objectives. Then, enter the conversation.

4. Walking away, limiting time, leaving early, or not attending a family event is okay if the environment is toxic.

"I hope these four strategies can assist you in having a truly joyful and blessed holiday season with the focus being on what you are thankful for and blessed with. This takes a lot of work and intentionality, but it is well worth it," Monica shared.

Read more articles like this at: [www.centerfordairyexcellence.org/articles-to-help](http://www.centerfordairyexcellence.org/articles-to-help).



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The Whole Milk for Healthy Kids Act has moved to the Senate. S. 1957 is identical to H.R. 1147. As of January 24, 2024, the Senate bill has 14 sponsors from 11 states. This map shows what states have both Senators or one Senator signed on and which states have none. We need more cosponsors to get this bill out of the Ag Committee and onto the Senate floor for a successful vote. Will YOU call or write your TWO?  
*Map by Sherry Bunting*



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**Whole Milk for Healthy Kids Act, S. 1957, needs more Senate cosponsors.  
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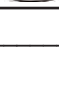
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**RE: Whole Milk for Healthy Kids, S.1957 by Senators Roger Marshall, Peter Welch**

Dear Senator \_\_\_\_\_

I/We are your constituents, living in \_\_\_\_\_  
I/We work/farm in \_\_\_\_\_  
and have \_\_\_\_ children/grandchildren.


I/We write to ask you to stand up for our children, parents, schools and dairy farmers by cosponsoring S. 1957, the Whole Milk for Healthy Kids Act, to bring back the choice of Whole Milk in schools. This bill is not a mandate, it is about choice, so students can have the delicious Whole Milk option to benefit nutritionally from milk they will love. The House passed H.R. 1147 in a bipartisan 330 to 99 vote in December. We hope you will soon add your name to the list of Senate cosponsors for S. 1957. It is vital to have this choice. Whole milk is standardized at 3.25% fat (3.5% in Calif.). Systematic reviews of the scientific literature show milkfat should no longer be demonized by federal policies, especially for children.

Currently, 95% of U.S. schools are in the National School Lunch Program, which in 2012 made rules via the Healthy Hunger-Free Kids Act requiring only fat-free and low-fat (1%) milk be available to students during school hours. Since then, student milk consumption has declined drastically, and milk has become a most frequently discarded item. A 2021 survey showed 78% of parents choose whole or 2% milk for their families, but these options are restricted from their children at school, where they receive two meals a day, five days a week, three-quarters of the year. A 2019 trial at a PA school showed milk consumption increased by 52% and waste volume decreased by 95% when offerings were expanded to include Whole and 2% milk. More students chose milk, and fewer students threw away milk. That's a win for kids, dairy farmers and the environment.

This is a critical time to provide what milk delivers -- complete protein and 13 essential nutrients. When students aren't drinking milk offered at school, they don't receive its nutrition. In fact, the DGA Committee in 2020 admitted their recommended dietary patterns lack enough key nutrients, including three of the four nutrients of public health concern that milk provides: potassium, calcium, and Vitamin D, which is fat soluble.

Thank you in advance for helping bring the delicious option of Whole Milk back to school lunch and breakfast by cosponsoring S. 1957.

Sincerely \_\_\_\_\_  
Signature \_\_\_\_\_



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**BUYING DAMAGED GRAIN.** Trucking is available. Call 717-575-5197.

**CERTIFIED ORGANIC KELP** meal. Redmond minerals. Dealers available in select areas. Hess Farm Supply. 717-354-9492.

**FASTRACK** - Improve milk production, increase feed utilization and improve herd health with Fastrack direct fed microbials. Contact Karl at 740-504-2859 or email klbss@columbus.rr.com.

**11 Hay**

**ALFALFA & MIX HAY** small bales, lots of leaves, \$335/4, extra fine \$380/4; grass \$325/4, 3x3s \$315/4; nice straw. East Earl, Pa. 717-917-8324. (1/26)



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**BROME GRASS TIMOTHY,** \$210/ton, big and small square bales; certified organic baleage, 4th and 5th cutting, 3x3x6 bales. \$2/pt. of RFQ dry matter. Juniata Co., Pa. 814-880-5186.

**ALFALFA BALEAGE,** 4x4 wrapped round bales, \$50 each. Also, small square bales alfalfa or grass, various prices. Richard Trinca, 814-349-8010. (3/29)

**CERT. ORGANIC 1ST, 2ND** and 3rd cutting balage in tubes; 4x5 dry round bales heifer dry cow hay. Delivery available. 570-250-1725.

**HIGH QUALITY 1ST & 2ND** cutting grass hay, 3x3x7 bales, low potassium. #1 hay, tested. Lebanon Co., Pa. Con-Ger Farms. 717-821-1454.

**CERTIFIED ORGANIC** mixed grass and clover hay. Call from 7a.m.-4 p.m. 717-463-9731, leave message.

**ROUND BALES OR LARGE** squares. Delivered by ton loads. Coons Farms. 717-816-4118.

**HAYBUSTERS - Dairy and beef quality alfalfa, low K hay and straw.** Large and

small squares. Call Mark at 800-371-7928, or visit www.haybusters.com.

**12 Straw & Bedding**

**CHOPPED STRAW** in 3x3x6 bales. Good for bedding or TMR mixers. Available now. Lebanon Co., Pa. Con-Ger Farms. 717-821-1454.



**Conrad Farms  
Registered Holsteins Complete Dispersal**

**February 8th & 9th, 2024 ~ 10:00 a.m. each day**  
Sale GPS address: 19900 Indian Hollow Rd., Grafton, Ohio 44044

**Approximately 500 Reg. Holsteins sell!**

(240 freestall/parlor cows and 260 heifers. RHA: 31,541M 4.1% 1293F 3.4% 1079P SCC 96,000.  
Last DHI test: 102 lbs. 3.8%F 3.4%P (includes 95 head over 100 lbs./day!)

**HIGH GENOMIC HERD, herd avg. is +2800GTPI & several heifers will sell over +3000GTPI!** Herd will be re-scored one week before the sale.  
**A profitable dairyman's dream herd with functional type, incredible production and the highest genomic AI sires used across the board!**

**Sale schedule:**

**Day 1 (Feb. 8th)** will feature 270 milking & dry cows and close up springers along with all dairy equipment. Dairy Equipment 10 a.m., cows start by 11 a.m.  
**Day 2 (Feb. 9th)** will start with 15 breed leading genomic heifers over +3000GTPI up to +3247GTPI, a group of pregnant recipis carrying embryos with +3150 parent avg. and then sell 200+ more heifers from pregnant down to baby calves.

**Sample of the kind of milk cows that sell!**



**Extreme genomics sell:**



**OCD Supersire 9882-ET  
VG-86 VV++V DOM**

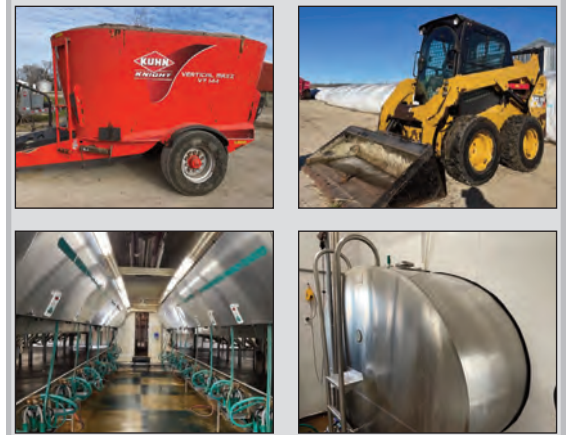
9882 is a transmitting machine with multiple AI sons and she sold for \$270,000. Multiple high genomic descendants sell including +3247G, +3148G, +3120G & +3116G!

**Genomic highlights include:**

- +3247G + 1199NM\$ Letchworth sells w/ERS terms
- +3148G + 1124NM\$ Sheepster X Gameday
- +3120G + 1118NM\$ Sheepster X Gameday
- +3116G + 1068NM\$ Letchworth X Gameday
- +3100G + 1120NM\$ Kahn X Perfect
- +3087G + 1079NM\$ Deluxe X Diesel
- +3077G + 1065NM\$ Sheepster X Gameday
- +3073G + 1068NM\$ Kahn X Perfect
- +3048G + 1016NM\$ Gameday X Heroic

**Dairy and select equipment:**

Sells February 8th at 10:00 a.m., live on proxibid.com.



**KIKO Daniel Brandt**  
PEDIGREES & MARKETING  
**View/Bid live on cowbuyer.com**

**Sale Manager:** Kiko Auctioneers - Rudy Kiko 330-540-2416, Randall Kiko 330-831-0174, Rusty Kiko 330-495-0923  
**Manager Asst., Pedigrees & Catalogs:** Daniel Brandt 717-821-1238  
**Sale Host:** Conrad Farms c/o Rick Conrad 216-396-7015 & Dave Conrad 216-924-9657

**PUBLIC AUCTION**

**ALLEGAN FARMS (Kevin & Judy Smoker)**  
**Complete Farm Machinery Dispersal**  
on farm: 361 Smoker Rd., GENESSE, Pa. (Potter Co.)  
N.Y./Pa. border

**SATURDAY, FEB. 10, 2024**  
Starting 11a.m. Not many smalls - be on time



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For info, call Kevin: 716-397-7801

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*\$ Improving  
Your Bottom  
Line \$*

As a dairyman, are you looking to improve the way your fresh cows transition, take off, peak and breed back? Looking to improve rumen health, rumen function, overall health, digestion, feed efficiency, and **YOUR BOTTOM LINE???**

## REGALIBRATE WITH REGAL

The REGAL line of probiotics is **NOT** just another probiotic on the market. REGAL is a probiotic heavily weighted towards better digestion and utilization, primarily **FIBER DIGESTION**. There are a lot of nutrients in your forages that can be utilized by improving digestion.

REGAL is also a probiotic that produces more **B-vitamins** in the rumen of that cow, mainly vitamin B12. B-vitamins are well known to aid in stimulating appetite, stress, immune system, reproduction and also very important in rumen digestion. **Not all probiotics are the same. There are hundreds of various strains and combinations.**

### VANDERFELTZ DAIRY LAWTON, PA

*We all read magazine ads about how great products are and think yeah, right. Well, I have tried a lot of these products over the years and like many of you, never really saw any difference in the cows. I had been watching the REGAL Microbials advertising for some time and one day I was talking with my friend Jeff Core, who I knew had been feeding the REGAL for some years. He simply told me to try it and that I would like it. I was at the Keystone Farm Show in York, PA in January of 2023, and Jamie of REGAL had a booth there. Jamie and I talked about the REGAL and what he does to prove the product. I could tell he knew cows and wasn't just a product pusher looking for a quick sale. So, with the offer he makes, I thought what do I have to lose and told him I wanted to try the REGAL Plus.*

*The next week Jamie came to the farm and wanted to look at the diet, stating that he didn't want to change the diet, that he just wanted to see the makeup of the diet as every farm is different. We walked the cows looking at manure and the forages all the while he was asking questions. Jamie told me more about the REGAL and what he thought I should see if I decided to try REGAL. He stated that every farm is different and that no product works the exact same way on every farm. There are so many differences from farm to farm. But, since our herd is a split herd of about 50% Jerseys and 50% Holsteins which are grouped and fed that way, he advised to put only one group on the REGAL and wait on the other so we could see the changes. After we saw changes, then add the other group to see if we saw the same changes. I liked that idea and so that's what we did.*

*The forages we were feeding at the time weren't the best and we knew that. But the manure consistency was all over the board and we were giving a lot of pink pills for upset stomachs. We started the Holsteins on the REGAL. Jamie told us what to watch for in the cows. Like he says, it is not all about getting more milk, it's about getting the little things. If you get the little things, the bigger things will come. In three days time, we could see a big difference in the manure which was more consistent with creamier texture while looking more digested. We were starting to see stronger heats. So, after we saw that we started feeding the REGAL to the Jerseys and saw the same results. We didn't see much change in milk production but our components did climb some. As time went on our fresh cows were calving in better and performing and breeding back better. The overall cow health improved.*

*At the time we were feeding XP yeast and a clay binder. Jamie told me that we could pull the XP yeast out but he recommended keeping the clay binder in. He explained that clay binders do not work very well on vomitoxin but do work well on other toxins and that the REGAL Plus would take care of the vomitoxin as he had put it into a lot of herds that were having issues with vomitoxin and the REGAL Plus took care of it. So that's what we did. He pulled a TMR sample and sent it to CVAS to get a toxin test as he was suspicious of having high levels. The test did come back at 1.8 ppm of vomitoxin. Not a real high level but high enough to cause issues.*

*We milk about 400 cows near Lawton, PA. We have been using the REGAL Plus now for about a year and we highly recommend it. Like I mentioned before, I have tried a lot of products over the years, but REGAL Plus is the first product that I can honestly say has made a difference and gave me a bang for my buck. Like Jamie says, go by what the cows say, THEY DON'T LIE!!!!*



Joe Vanderfeltz  
570-396-0269

*Joe Vanderfeltz*

**Go by what the cows say, they don't lie!!!  
For less than \$0.08/cow/day, you will see a difference**

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**"CAPTURING THE NUTRITIONAL VALUE IN FEEDS IS THE KEY TO PROFIT."**