

Dairyman

NOVEMBER 2011



**WE'VE GOT THE
WINNING COMBINATION!**



At-Large Elections GET READY TO VOTE!

by Don Boelens

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**Swiss Valley Farms
Cooperative**

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Nancy Feeney

Editor/ Member Relations Mgr.

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When you attend your district meeting in December, it will be your opportunity to cast a ballot for the first Swiss Valley Farms first At-Large Director. If you want to get to know each of the candidates better, turn to Pg. 4 of this issue. All the candidates gave the **Dairyman** their answers to six questions proposed by the Board's Governance Committee.

Hopefully, the answers to these questions will give you more insight into these candidates and will help you make a decision.

You will notice that the pool of candidates for this first At-Large Director position has dropped from seven to four. Three candidates left the At-Large race due to personal and/or professional reasons.

It is important to note that the Governance Committee has made it clear that if you want to cast a ballot for an At-Large Director, you must attend your designated district meeting. You should have recently received your district meeting invitation in the mail. Be sure you fill out and return your postage-paid reservation card so we can get correct numbers to all the caterers involved.

All ballots will be collected in a locked ballot box. This locked box will be turned over to Governance Committee Chair Randy Schaefer, who will already have the key. He and other members of his committee will be responsible for counting the ballots and announcing the winner.



CEO Don Boelens

Here is a recap of some of the decisions made by the Governance Committee regarding this At-Large Director election.

- No more than two directors from any one District can serve on the Board at the same time.
- No more than one Director from any one farm unit can serve on the Board at the same time.
- Results of the election will be announced at the Jan. 5th Board meeting and will be printed in the February 2012 **Dairyman**.
- The new At-Large Director will attend the annual meeting in February 2012.

I strongly encourage all of you to make every effort to attend your designated district meeting next month so you can participate in this At-Large Director election.

Good luck to all the candidates.

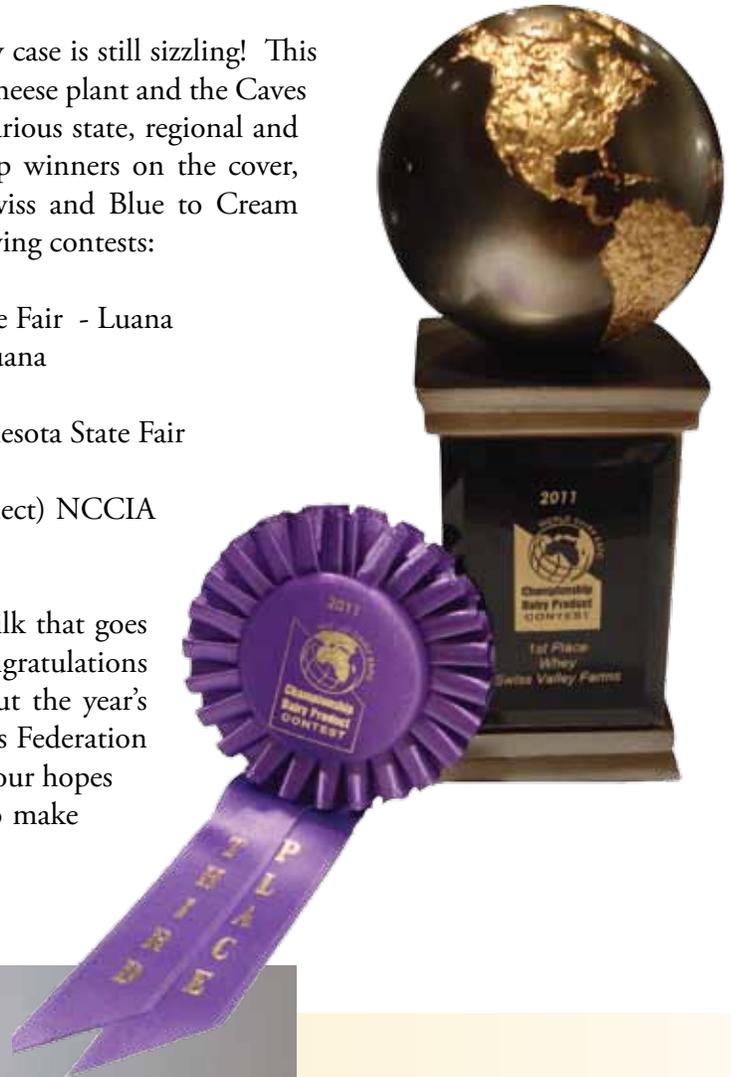
CHEESE AWARDS ABOUND

by Lauren VanSpeybroeck

The cold weather may be setting in, but our trophy case is still sizzling! This past summer and fall, Swiss Valley Farms Luana, Iowa cheese plant and the Caves of Faribault scooped up several First Place awards at various state, regional and national contests. We thought we'd highlight our top winners on the cover, accessorized by their ribbons and trophies. From Swiss and Blue to Cream Cheese and Whey, we've topped the charts at the following contests:

- Cream Cheese - Grand Champion, Illinois State Fair - Luana
- Sweet Whey - 1st Place, World Dairy Expo - Luana
- Swiss - 1st Place, Illinois State Fair - Luana
- Blue Cheese - 1st Place (St. Pete's Select), Minnesota State Fair - Faribault
- Blue Cheese - Grand Champion, (St. Pete's Select) NCCIA Cheese Making Contest - Faribault

Thank you, members, for supplying the quality milk that goes into crafting these award-winning products, and congratulations to the plants for producing such excellent entries! But the year's not over yet! This month, the National Milk Producers Federation Cheese Contest results will be published and we've got our hopes high that more wins are to come, though we'll have to make more space in our trophy case!



The members of the Luana whey team accepted their First Place Award for whey at the World Dairy Expo. They are, from left, Jim Zieman, evaporator/dryer operator; Shawn Presher, dairy ingredients department superintendent, and Chuck Brainard, cream cheese department senior operator.

AT-LARGE CANDIDATES ANSWER QUESTIONS

Meet your 2012 At-Large Candidates . . .

Each candidate was given the same questions by the Board's Governance Committee. Below are their answers. Perhaps this information will assist you in making your decision when you vote at your district meeting next month.

1) Why do you want to serve on the SVF Board?

Blake: As the dairy industry changes on a yearly basis, Swiss Valley members need to depend on the board of directors to make important decisions that will affect us, Swiss Valley Farms members. If I'm elected to the board, my leadership skills, knowledge and resources will make me a productive board member. I have served as president on our local county Farm Bureau board, Vice Chair for National Young Cooperative Advisory Council and several state committees that have given me insight on how boards are run and how important it is to serve on a board such as Swiss Valley.

Duitsher: I want our co-op to stay financially sound. This will allow us to continue to have a competitive market for our milk. I have a background on the processing side of the Dairy industry, (see Questions 6 --why am I part of the dairy industry) With this experience, I hope to bring to the board table skills that will help Swiss Valley be even more profitable in the future.

Leibfried: I have been on the Swiss Valley Board for nine years. I enjoy being on the board; being a part of deciding the future direction of Swiss Valley Farms.

Oberhaus: Like most members, our farm's primary revenue stream

is from SVF, thus I feel it is very important to do everything possible to stay in touch with the business developments at SVF. As a director, I feel that my leadership experience could help guide the cooperative towards continued success.

2) Why are you a SVF member?

Blake: I am proud to be a Swiss Valley member because I believe in the farm cooperative system. As a co-op, we are able to produce and manufacture value added products from our milk. As a Swiss Valley member, I believe the co-op offers many programs that benefit our operation in many ways. My family and I have been a member of Swiss Valley since the beginning of the Mississippi Valley Milk Producers Association.

Duitsher: Initially it was because

of the competitive pricing programs (especially the somatic cell bonus) Swiss Valley has. After being a member for a number of years, I respect very much the way the co-op is run. I like to work with people I can trust, and do business with a hand shake.

Leibfried: I believe that Swiss Valley is an honest and reputable company that stands by its members.

Oberhaus: We like to market our milk through a cooperative that has a strong balance sheet and a track record of listening to their membership.

3) What direction do you see the cooperative heading in the next 3 to 5 years?

Blake: I would like to see Swiss Valley Farms remain in a strong financial condition in the next 3



Francis Leibfried
Cuba City, Wis.



Tom Oberhaus
Waukesha, Wis.

to 5 years. It is very important to its members that the patronage dividends are paid out in a timely matter. The Swiss Valley co-op needs to be prepared for the ever changing dairy industry. If the opportunity arises to expand our business, we need to have the financial resources that will allow us to grow our business to increase profits for the co-op.

Duitsher: We have had a lot of changes in our business structure in the last few years. This has made us a very financially sound company on the balance sheet, even though profit has been down the last couple of years. Just like when changes are made on the farm, short term profitability may suffer for long term gain. Swiss Valley is now at the stage where it needs to start making money again.

Leibfried: In the upcoming years, I see the SVF Cooperative being a bigger player in Swiss Cheese and Blue Cheese. We have expanded both businesses and are in a position to respond to the market.

Oberhaus: I feel that SVF needs to maintain a business structure that while meeting the needs of old reliable products, that we put significant efforts into researching and developing new, higher profit product lines. My crystal ball is far from perfect, however I feel that scientific breakthroughs will lead the industry into developing and successfully marketing dairy products that we may not even dream of today.

4) Where is the dairy industry in the Midwest going to be in the next 3 – 5 years?

Blake: I believe milk production in the Midwest in the next 3 to 5 years will hold steady or possibly increase. Unfortunately, I believe the number of dairy farmers will decrease but the remaining farms will get larger. Dairy farmers will have more government regulations to operate their dairy farm. Dairy farmers need to continue to have strong alliance with their local and federal legislator. Also, we need to be proactive against

environmentalists that are trying to harm the dairy industry.

Duitsher: I think the dairy industry will continue to prosper in the Midwest. When feed was cheap, the west had a major advantage of purchasing feed below the cost of raising it. Now that feed is very expensive, it is good have a land base or next to where feed is grown.

Leibfried: The Midwest is going to be strong in the dairy industry. We have had a lot of dairy companies expand their cheese making abilities, which in turn will allow dairy producers to expand and still get a good price for their milk.

Oberhaus: I believe that transportation costs of getting feedstuffs to the cows and manure back to the soil will be a big driving force in keeping the dairy industry very strong in the Midwest.

5) How can Swiss Valley Farms better serve the membership?

Blake: I believe Swiss Valley Farms can better serve the membership by having the governance committee consider making a recommendation to the board that election of directors be done by mail ballots. The reason behind this idea is there are times when a member is unable to attend their district meeting when electing a director. I would encourage all members to attend district meetings, if possible, to learn more about Swiss Valley Farms.

Duitsher: Being a very competitive market for our milk: First off Swiss Valley needs to keep



Keith Blake

Davenport, Iowa



Dan Duitsher

Rolfe, Iowa



For Pfeiler Brothers

Quality Runs In The Family

by Amber Heinrich

Swiss Valley Member Jim Pfeiler and his brother Joe have been farming on the family farm in Holy Cross, Iowa all their lives. Working on their family farm, now known as Pfeiler Brothers, Inc., has been a tradition for five generations. At the December co-op district meeting, the Pfeiler's will hit a major milestone when they receive a 30-year milk quality award.

The brothers' great, great grandfather on their paternal grandmother's side, Adam Brecht, began the farm in 1861, but the dairying on the farm was established by their grandparents Al and Lorraine Pfeiler in the late 1930's and so began the family's Brown Swiss dairy operation. Currently, the Pfeiler's are milking 80 registered Brown Swiss cows with a rolling herd average of 20,432 pounds. They do sell some breeding stock mainly consisting of bred heifers. The brothers also grow corn, hay, oats and also operate a 7,200-head of hogs nursery to finish all on their 440-acre farm.

This pair of brothers works well together on the operation as Jim manages the dairy and Joe manages the hogs. Both Jim and Joe help wherever labor is needed on that specific day, but they also get a lot of help from other family members. Jim's two sons Chandler, 15, and Garrett, 12, and Joe's twin 16-year-old boys, Aaron and Adam, and parents Lyal and Melita Pfeiler all help out on the family farm with day-to-day tasks. The Pfeiler's

had about a 20-year streak of hiring high school students to come work part-time on the farm, but now that both pairs of sons are old enough to help on the farm there is no need for them to hire anymore help, making it truly a family owned and operated farm.

For the Pfeiler's, the biggest reward that comes from being a dairy farmer is the fact that you establish a steady routine, but yet the tasks vary from day to day and season to season. Although the farm has been in the family for 150 years, the biggest struggle for Joe and Jim was in 2008 and 2009 when not only were dairy prices low, but the hog prices were low as well. But the brothers were able to work through it to continue the family operation and carry on the tradition.

Joe and Jim started in a partnership with their father and eventually purchased the farm from him, creating Pfeiler Brothers, Inc. In 1999, their father Lyal retired and turned the task of managing the farm over to his sons.

"We could not have been eligible for this 30-year quality award without the cleanliness routine that was established by our parents," the brothers said. The cleanliness that the brothers do is above average, but to them it is just routine and has become a standard part of how they operate. Not only have Jim and Joe had help from their parents to obtain this award, but they say it has been a team effort from Kara Koopmann, their Swiss



Valley Rep, letting them know when their somatic cell count is getting a little high, to Swiss Valley labs for helping with testing between DHIA tests, their helpful equipment and soap supplier, Eastern Iowa Dairy, and their veterinarian who helps target high somatic cell count cows.

The Pfeiler's bacteria and PI counts are both under 10,000 and their somatic cell count ranges anywhere from 90,000 to 150,000. They are able to keep in this range because their goal is clean and dry udders, not only in the parlor, but when the cows are in the free stall barn as well. Other ways that help them keep a low somatic cell are establishing a good milking routine and sticking to it, along with pre and post dipping. To the Pfeiler brothers, this 30-year Milk Quality award is also a longevity award that establishes a sense of pride in the entire Pfeiler family.

The Pfeiler brothers are active not only on the farm, but off the farm as well. Jim is a member of the county 4-H Dairy committee as well as a leader in the Holy Cross 4-H club. He has participated in the Swiss Valley Farms Young Cooperator meetings and has been a co-op district representative a number of times. He is also active in Farm Bureau, Iowa Brown Swiss Association, La Salle Catholic Church and Catholic Order of Foresters and the county extension dairy committee. He helps teach students in the Loras College Judo Club. Jim and his wife Mary



will celebrate their 20th wedding anniversary this fall.

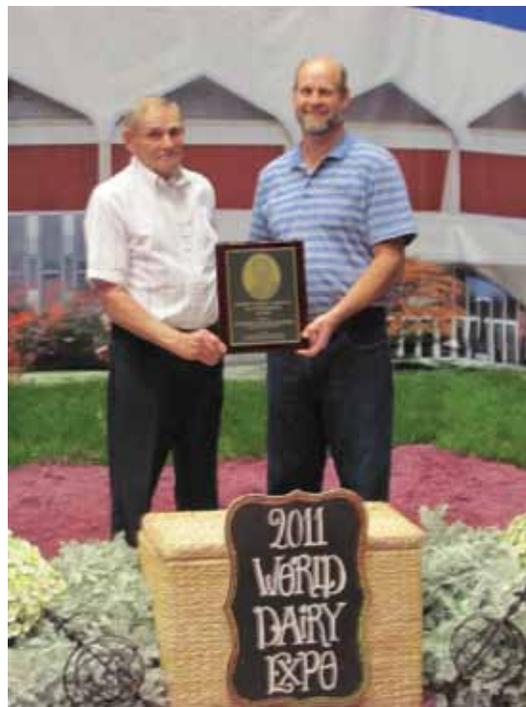
Joe participates in Farm Bureau, La Salle Catholic Church and Order of Foresters, and is an FFA volunteer. Joe and his wife Kathy have been married for 19 years. Besides twin sons, they have a daughter, Livia, 11.

Jim, left, and Joe Pfeiler are proud to uphold the tradition of quality that has been in their family for several generations. Pfeiler Brothers Farm LLC will receive its 30-year milk quality award at this winter's district meetings.

World Dairy Expo AND THE WINNERS ARE . . .



Rosedale Genetics owners Mark Rueth, left, and Nichole Reape accept the 2011 Wisconsin Cow of the Year Award at the World Dairy Expo. Wisconsin's Alice in Dairyland Katie Wirkus presented the award. Stephanie Stout from the Red and White Holstein Association is on the right.



Vernice and Dan Moon accept the McKown Master Breeder Award for Moondale Farms at the World Dairy Expo.

A Red and White cow named Lavender Ruby Redrose-Red, owned by **Rosedale Genetics, Ltd., Oxford, Wis.** won the **2011 Wisconsin Cow of the Year at the World Dairy Expo**. Rosedale Genetics is owned and operated by Swiss Valley Farms members Mark Rueth and Nicky Reape.

Redrose is an 11-year-old and the only Red & White to ever take Supreme Champion honors at World Dairy Expo. She is a three-time All-American and has been named Grand Champion at World Dairy Expo in 2007 and 2005, and Reserve Senior Champion at the 2004 World Dairy Expo. She was also named the 2010 Red & White Cow of the Year and Holstein International World Red & White Champion in 2006 and 2007. Classified EX-96 3E, Redrose has a top production record of 52,104 pounds of milk with 2,576 pounds of fat and 1,752 pounds protein at age 7-04 in 365 days.

"Congratulations to Rosedale Genetics as the breeder and owner of this impressive animal," said Ben Brancel, Wisconsin Secretary of Agriculture, Trade and Consumer Protection. "A very special recognition to Mark Rueth and Nicky Reape, who have developed and worked with this outstanding animal. Their passion and hard work represents the commitment and strength of Wisconsin's dairy industry."

Vernice and Dan Moon, Monona, Iowa, have been named the third **Robert "Whitey" McKown Master Breeder Award** winner, presented at this year's World Dairy Expo. This award honors a well-managed breeder herd who is successful showing and judging and emphasizes all qualities of the Klussendorf Award, including ability, character, endeavor and sportsmanship.

The Moondale prefix began in 1962 when Dan's father, Vernice, began buying registered Holsteins. In the past 50 years, the herd has bred 134 Excellent Cows, Six Gold Medal Dams and five Dams of Merit.

Dan and Vernice said good cow families are key to building a top-notch breeder herd. A top cow family for Moondale has been the Poppy family. "We've had eight generations of Excellents out of that family so far," Dan said.

Other family members involved in Moondale Holsteins are Vernice's wife, Bev; Dan's wife, Nancy; and Dan and Nancy's children, Kyle, Emily, and Ryan.

Burken Named Progressive Dairy Producer by National Dairy Shrine

The National Dairy Shrine named Swiss Valley member **Marty Burken from Clinton, Iowa** as their National Progressive Dairy Producer for 2011 in the large herd division. Burken's award includes a \$2,000 travel stipend to attend a conference or seminar to learn new techniques to improve his dairy business. He and his wife Lisa, along with their family, operate Blue Hyll Dairy LLC, a 774-cow dairy in Clinton, IA.



After the Dairy Shrine Banquet, Marty and Lisa Burken, left, gather with their children: Hillary, Hannah and Haley, as well as their Swiss Valley field rep Kara Koopmann and field supervisor Tom Tegeler.

Dairy Shrine Scholarships Go To Swiss Valley Members



Chelsea Holschbach
Baraboo, Wis.

Chelsea Holschbach of Baraboo, Wis., received a \$3,000 Kildee Graduate Studies Scholarship from the National Dairy Shrine during this year's World Dairy Expo. She is the daughter of Swiss Valley Farms members Mike and Valerie Holschbach of Heatherstone Holsteins, Baraboo, Wis. Chelsea is attending the University of Wisconsin – Madison School of Veterinary Medicine. She is an outstanding student, achieving acceptance into the veterinary school during her undergraduate junior year. She also won oral reasons at the National Intercollegiate Dairy Cattle Judging Contest.



Matt Henkes
Luana, Iowa

Matt Henkes of Luana, Iowa had a memorable time at this year's World Dairy Expo. This junior dairy science major at Iowa State University won a \$2,000 Whitey McKown Scholarship from the National Dairy Shrine and was awarded the Judi Collinsworth Outstanding Junior Exhibitor Memorial Award. Henkes is the son of Swiss Valley members Trent and Leslie Henkes, who operate Henkesen Holsteins. After graduation, Matt plans to return to the farm and help improve his family's registered Holsteins.

In Wisconsin . . .

MORE PERFECT SURVEY SCORES



The **Beers Family of Eastman, Wis.** was delighted to receive a perfect survey score. Loyde Beers and his wife Pat milk 55 Holsteins and farm with their son Loyde Jr. and grandson Mike. Loyde's tip for getting a perfect survey score is, "Keep your wife out in the milk house scrubbing things up!"

Loyde Beers, left, Eastman, Wis., stands with his son Loyde Jr., center, and grandson Mike, right. Granddaughter Tyra likes to help out, too.



Lyle and Allen Witt are brothers who work in partnership on the home farm in **Ontario, Wis.** They were very pleased to recently receive a perfect survey score. "It must have been in a little better shape this time," Lyle says. "We try to keep it clean every day. You can't just forget about it." The Witt's milk 45 registered Holsteins and get help from other family members. Lyle's daughter Lorene does the milking. His wife Joyce handles the bookwork and all the cow registration. Allen and his wife Joyce do their part in the dairy and help to keep it clean.

Lyle Witt, left, stands with his brother Allen, middle, and Allen's wife Joyce. The Witts were very happy to receive a perfect score on their recent survey.



Schwert Farms of Gays Mills, Wis. recently received a perfect survey score after receiving one last year as well. John and his wife Lois milk 60 cows, mostly Holsteins with a few Brown Swiss. John's sister Mary helps out in the dairy, too, as well as his son Brent, who is in school but helps out when he can.

"My sister Mary spends close to an hour at the end of each day cleaning in the milk house," John says. "It is spotless. The glass bowls look like new." John says these shiny receiver jars always catch your eye when you enter the room. Mary uses a power washer. "It is all cement in there," John says. "That makes it easier to clean."

John Schwert stands in the milkhouse with his wife Lois, on the left, and sister Mary.



Jerry and Diane Oppriecht of Eastman, Wis., received a perfect survey score, the first one they can remember. They milk 50 registered black and white and red and white Holsteins. Their son Tom, who graduated from college last year, helps out on weekends. Son Bill is a senior at the University of Wisconsin at Platteville and also helps out when he is home.

Diane and Jerry Oppriecht, Eastman, Wis., stand in their barn with their sons, Bill and Tom.



Corrections for Reggie & Mary Lee Schier story

Unfortunately, there were several incorrect items in last month's story on our 35-year milk quality award winners Reggie and Mary Lee Schier. First off, the Schier's live in Glen Haven, Wis., not Cuba City. The couple doesn't live on Mary Lee's home place. Reggie says they bought the farm in 1966. Mary Lee's mother did live on the farm they currently now live on about a mile from the dairy. Finally, it was Reggie who entered the Army Reserve at 17 and spent 6 months there before returning home to start a dairy, not his son Bill as I had reported.

I apologize to the Schier's for all these mistakes and wish them and their family many more years in dairying and on the Swiss Valley Farms milk quality award roster. -- Nancy Feeney, editor

Kunde Family Shines At Iowa State Fair



Accepting their awards in the Iowa State fair show ring are, from left to right, Daniel Kunde, Jacob Fitzpatrick, Michael Kunde, Matthew Lansing and Jennifer Zumbach.

Kunde Jersey Farm, Manchester, Iowa earned Premier Exhibitor and Premier Breeder honors at this year's Iowa State Fair Open Show in Des Moines where 121 Jerseys from Iowa and surrounding states were judged by Jeff Core, Salvisa, KY. The Kunde family showed eight animals, with six of them standing in the top five of each class. They earned 1st and 6th Junior 2-year-old, 3rd Senior 2-year-old, 3rd and 5th in the Junior 3-year-old, 10th in the Senior 3-year-old, 2nd 4-year-old and 2nd 5-year-old.

The Kunde's were awarded the 1st Place Milk production ribbon in the 5-year-old class and 2nd Place for combined fat and protein in the 4-year-old class. In addition, they placed 1st in the Best Three Head and Best Four Head classes.

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Plan now to attend your

2011 DISTRICT MEETINGS

| | | |
|---|---|---|
| TUES <small>november 29</small> | | 7:30 p.m. Dist. 4 – Jim Schmitt & Rick Kauffmann Farley Memorial Hall <i>Farley, IA</i> |
| WED <small>november 30</small> | Noon Dist. 9 – Pam Bolin Doc's <i>Clarksville, IA</i> | |
| THUR <small>december 1</small> | Noon Dist. 3 – Loyde Beers & Jeff Berg Firehouse Restaurant <i>Viroqua, WI</i> | 8:00 p.m. Dist. 7 – Steve Klug St. Mary's Catholic Church Holy Family Hall <i>Caledonia, MN</i> |
| FRI <small>december 2</small> | Noon Dist. 2 – Wheel Inn Restaurant <i>Shullsburg, WI</i> |  |
| MON <small>december 5</small> | <i>Attend your district meeting to vote for the first At-Large Director.</i> | |
| TUES <small>december 6</small> | Noon Dist. 10 – Eugene Smith Ponderosa Restaurant <i>Beaver Dam, WI</i> | 7:30 p.m. Dist. 1 – Pat Schroeder & Francis Leibfried Platteville Country Club <i>Platteville, WI</i> |
| WED <small>december 7</small> | Noon Dist. 6 – G. Joe Lyon Reinig Center <i>Toledo, IA</i> | |
| THUR <small>december 8</small> | Noon Dist. 8 – Dale Humpal Community Presbyterian Church <i>Postville, IA</i> |  |
| FRI <small>december 9</small> | Noon Dist. 5 – Randy Schaefer Natl. Motorcycle Museum Banquet Hall <i>Anamosa, IA</i> | |

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During the Month of September,
these Swiss Valley Farms
Members averaged below 100,000 for
their Somatic Cell count.

| | |
|---------------------------------|--------|
| ARENDS, DARWIN & DULCI | 78,000 |
| BAUS, RON & MARY | 87,000 |
| BEACHY, NORMAN | 76,000 |
| BENNETT, JOHN & CHARLENE | 60,000 |
| BREUCKMAN, CHAD | 80,000 |
| BROCKMEYER, PAUL | 62,000 |
| CAROLAN, KEVIN & DONNA | 54,000 |
| DEVORE, RICHARD & VANESSA | 82,000 |
| DREIER, RANDY D. | 92,000 |
| ELMHORST, MICHAEL & EVANGELINE | 98,000 |
| FRICKSON, ANDREW M. | 77,000 |
| GIBRALTER FARMS LTD | 76,000 |
| GILBERT, JOHN C. | 76,000 |
| GILBERTSON, LARRY | 93,000 |
| GRAND CENTRAL JERSEYS LLC | 82,000 |
| HENDEL FARMS | 74,000 |
| KETCHUM, ROBERT C & TERRI A | 77,000 |
| LINDSAY, BRIAN | 93,000 |
| MARTIN, CHERYL & SCHMIDT, GLENN | 79,000 |
| MEIER, BRIAN | 98,000 |
| MEIER, CHERYL | 98,000 |
| MEIER, MIKE | 98,000 |
| MEYER FARMS DAIRY LLC | 99,000 |
| MORHARDT, KEITH | 95,000 |
| NOLT, WESLEY | 56,000 |
| PRIER, DONALD | 92,000 |
| REGO, DAVID & LINDA | 90,000 |
| REGO, JACOB B. | 90,000 |
| SCHAEFER, JEFFREY G. | 84,000 |
| SCHAEFER, KURT | 84,000 |
| SCHAEFER, SUSAN | 84,000 |
| SCHUMACHER, ALLAN | 85,000 |
| SCHUMACHER, JOYCE | 85,000 |
| SCHUMACHER, RICKY | 85,000 |
| STRIEF FARMS INC. | 97,000 |
| THOMPSON, LARRY & LIANE | 85,000 |
| WORMLEY, JOEL & JAN | 88,000 |
| ZIERER, DEAN | 88,000 |

Somatic Cell Range -- Percentage
listed is based on number of **A**

| | |
|------------------------|-----|
| Farms | |
| 0 - 100,000..... | 5 % |
| 100,001 - 200,000..... | 26% |
| 200,001 - 300,000..... | 30% |
| 300,001 - 400,000..... | 19% |
| 400,001 - 500,000..... | 10% |
| 500,001 and above..... | 10% |



At-Large Director Questions _____ Cont. from Pg. 5

its balance sheet strong. Second is we need to become profitable again. This way we can continue to invest in our infrastructure and be able to give patronage. Third is continuing and expanding our alliances with other companies and co-ops (partnership at Shullsburg, long-term supply agreement with Prairie Farms along with supplying other companies with milk).

Leibfried: As a member of the board, I will always keep my eyes and ears open to the ever changing dairy climate to make sure our members are being served fairly and equitably.

Oberhaus: Maintaining and improving long term profitability while keeping up great two-way communication with the membership.

6) Why are you part of the

dairy industry?

Blake: I'm part of the dairy industry because it is very rewarding to be able to produce a high quality food product for the consumer. Over the years I have found that it is very important to be involved in promoting our product and telling our story. In our operation, we do this by giving tours to school age children and adult groups. I also feel that it is very important to be involved in the policy making decisions for the dairy industry. Finally as the saying goes, "Dairy farmers are a 'unique' breed." And this is why I enjoy being a dairy farmer.

Duitsher: I graduated from SDSU in Dairy Manufacturing in 1989. I worked for Hiland Dairy (a fluid processor owned by Prairie Farms and DFA) from 1989 to 2000. At the start, I was in supervision/

sales over 35 sales routes/delivery trucks. In a couple of years, I moved to the plant side and was Night Superintendent at Springfield MO (fluid milk and Ice cream), then became Asst. Plant Manager at Norman, OK (fluid milk and sour cream) and finally Plant Manager at Wichita Kansas (fluid milk, cottage cheese and yogurt). In 1998 My father and brother started Dutchland Dairy at the home location. In 2000, my family moved back to join the operation.

Leibfried: I grew up on a dairy farm. It has always been an integral part of my life. I get to get up in the morning and do a job that I love.

Oberhaus: Our family loves cows and their ability to produce tremendously healthy and tasty things for us to eat.

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