

# Dairyman

APRIL 2011



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# RAW MILK BILLS RETURN

by Don Boelens

Published Monthly by:

## Swiss Valley Farms Cooperative

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Editor/ Member Relations Mgr.

Swiss Valley Farms, Co. will produce, distribute and sell value-added, quality products for our:

Customers & Consumers

Owner/Members

Workforce

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The battle to legalize raw milk sales is far from over. A renewed effort to legalize raw milk sales in Wisconsin has begun and efforts are now underway in Iowa to do the same.

A bill that would permit the widespread sale of unpasteurized milk in Wisconsin is being circulated for cosponsors by Republican Sen. Glenn Grothman and Rep. Don Pridemore. Their proposal would allow for a licensed dairy farmer to register with the state to sell raw milk and its byproducts directly to consumers. Under current law, only incidental sales of raw milk are allowed. You probably recall that the Wisconsin Legislature last year passed a law that would have allowed more sales, but then-Gov. Jim Doyle vetoed it citing safety and health concerns.

Also this past month at the Iowa Capitol in Des Moines, the Economic Growth Committee voted 13-8 to move HF 394 (the raw milk bill) out of committee and to the House of Reps for debate. This means that there was enough support for legalizing on-farm sales of raw milk in the Economic Growth Committee that the entire House of Representatives will now vote on it.

It is important that both Iowa and Wisconsin co-op members contact their State Representatives and Senators and ask them to vote "NO" on any bills to legalize raw milk sales.

Tell your Congressmen that:

If raw milk sales were legalized and there was a subsequent outbreak of an illness, it would be a black eye for the entire dairy industry. The dairy industry in Wisconsin and Iowa are extremely important and it would be



CEO Don Boelens

highly detrimental to millions of people to tarnish its image.

Pasteurization kills any harmful pathogens in milk, such as Campylobacter, Listeria, Salmonella and E. coli. All nutritional benefits of drinking raw milk are available from pasteurized milk, without the risk of disease.

Contrary to popular belief, you cannot drink raw milk if you are lactose intolerant. Pasteurizing milk does not change the lactose content of milk or milk's digestibility.

Many people grew up drinking raw milk from their own cows and did not get sick. That does not mean that someone can come onto a farm for the first time, drink raw milk and not get sick. Many raw milk illnesses happen in first-time consumers.

Currently, 19 states allow direct sales of raw milk from dairy farmers to individuals, while nine additional states go a step further by permitting retail sales. Let's do all we can to keep Wisconsin and Iowa from joining this group.

Go to [www.swissvalley.com](http://www.swissvalley.com)

## ON-LINE CLOTHING STORE DELIVERS!

Do you need a few new items in your spring wardrobe? How about a polo with the Swiss Valley Farms logo? Or a new cap and shirt to wear to the dairy banquet? How about a spring jacket? Why waste your time and gas driving to town when you can shop from home.

Whatever your style, the Swiss Valley Farms on-line merchandising store has it. The Swiss Valley Farms on-line store promises an amazing selection of wearables and accessories from top name clothing brands. The store allows you to choose the style, size and color you prefer right from the comfort of your own home computer. All items come customized with an embroidered company logo—choose from Swiss Valley Farms, Rochester Cheese or The Caves of Faribault.

Best of all, everything gets delivered right to your front door. To access the store, simply follow these instructions:

1. Visit [www.swissvalley.com](http://www.swissvalley.com) and click on the “Member” section of the site.
2. Click on the “Merchandise” tab. Here you’ll find a link to the store.
3. Browse the easily categorized merchandise and select your favorite items.
4. Choose size, color, logo and quantity preferences.
5. Proceed to the secure checkout and enter your billing and shipping information. You also have the option to create an account and save this information for future merchandise purchases.

Show your Swiss Valley pride!  
Log on to order your merchandise today!



## District Rep Meeting

# SPEAKER: "WE EXPORT OR WE PERISH"

Photos, left to right: NMPF CEO Jerry Kozak chats with Don Boelens, left, and Jim Tillison, also from NMPF. Kozak makes a point while addressing the meeting. Below, District Representatives from four states gathered to hear reports concerning co-op business.



**C**old but clear March weather contributed to a good turnout at the 2011 spring District Representative meeting, held in Dubuque, Iowa. Several excellent speakers made the trip worthwhile for everyone.

CEO Don Boelens told the gathering that it has been Swiss Valley Farms best year ever for milk quality, with a co-op wide record low SCC average of 255,000. He went on to tell the gathered reps that it has been an extremely tough year for the co-op. "It has been a challenging marketplace and there have been profitability issues. Swiss Valley is still in a transition period of refocusing its business to an all cheese manufacturer. We are still transitioning Faribault Dairy into the co-op structure as well as divesting ourselves of the Dalbo, Minn. Parmesan plant." Boelens told the reps that the joint venture with

Emmi Roth-Käse in Shullsburg, Wis. is moving along well after experiencing some normal construction delays.

"The changing dairy markets are exciting and yet challenging at the same time. Swiss Valley is in a position to grow its markets and also its product categories," he said. "We are positioning ourselves for future success."

Jerry Kozak, CEO of National Milk Producers Federation, addressed the district reps along with the help of Jim Tillison, Executive Vice President of NMPF and Chief Operating Officer for the CWT Program. The NMPF reps were on hand to go over the "Foundation for the Future" program and answer questions from the group. Kozak told the group that dairy imports were no longer a factor in lowering the U.S. dairy producers' milk price. "Our exports far outweigh the current imports, comprising only 2% of cheese sales in the U.S." He stressed



## 7 Nominations For At-Large Director

At this District Rep meeting, Randy Schaefer, Vice Chair of the Swiss Valley Farms Board, asked the district reps for nominations for candidates for the first At-Large Director position. The following members were nominated: Don Berlage, Elizabeth, Ill.; Keith Blake, Davenport, Iowa; Dan Duitscher, Rolfe, Iowa; Kent Franks, St. Olaf, Iowa; Francis Leibfried, Cuba City, Wis.; Tom Oberhaus, Waukesha, Wis. and James Oelfke, Hamburg, Minn.

Look for brief bios of these members in the next issue of the **Dairyman**. More detailed Q & A interviews with these candidates will appear in the November issue of the magazine, just before district meetings. Voting for this At-Large position will be held during the December 2011 district meetings.

Above, Duane Banderob, from Blimling & Associates, summarizes the world dairy industry outlook for the coming year. At left, CEO Don Boelens answers a question for Dan Dan Duitscher, Rolfe, Iowa after the meeting. Far right, Jim Tillison from NMPF answers a question during the meeting.



that America must become a reliable and consistent player in the world export arena.

This thinking was echoed by the next speaker, Duane Banderob, a vice president at Blimling & Associates, Madison, Wis., the firm that has handled the co-op's future milk market program for many years.

"In 2008 and 2010, U.S. dairy exports were great," he said. "In 2011, exports are on track to be even higher than they were in 2010." Banderob said that the U.S. Dairy Industry has suddenly realized one important fact. "We export or we perish."

He underscored the idea that this is no longer just a U.S. dairy market. The U.S. milk price is affected by global developments, just as the recent drought in Russia has sent wheat prices soaring worldwide.

"New Zealand's milk production is down. South

Korea is dealing with a bout of foot and mouth disease. The demand for dairy products in China is increasing," Banderob said. "We are seeing the highest heifer percentages since the '80's. Same sex semen is coming home to roost." He predicted a 1.5% growth in milk production for 2011.

Apart from yogurt, U.S. retail sales have been fair at best. But Banderob went on to say that Americans love to eat out and discretionary dollars have flowed back into that space. "Most Americans don't know how to cook!" That is good for the U.S. cheese industry, since restaurants tend to use more cheese on their dishes. But he pointed out as costs rise for the restaurants in all areas, they will inevitably begin to cut back on how much cheese they put into their dishes.

# WHAT'S COOKING AT CORPORATE?

*by Lauren Albracht, Marketing Specialist*



Tasty cheese balls, like the ones above and on the cover, were created as customer samples by Research and Development Scientist Warren Gordon using special blends of Cheddar-Neufchatel cheese and Blue-Neufchatel cheese.

**A** blender revs up. A timer goes off. The smell of cheesecake fills the air. These are just some of the sounds and smells coming from the Creative Lab at Swiss Valley's corporate office, birthplace of the latest test formulations made by Swiss Valley Farms Research and Development Scientist Warren Gordon.

Warren, who joined the company in January of 2010, is the cooperative's "go to guy" when it comes to creating and evaluating formulations for Swiss Valley's cheese customers. With a Ph. D. in Food Science and years of career experience in food and ingredient research and development, Warren has transformed a space at the corporate office into a mini test facility, coined "The Creative Lab." Here, he utilizes high-tech equipment to test custom formulations and new product concepts in an effort to expand usage of the quality milk from our members' farms.

Over the past year, Warren was instrumental in the research and development of:

- ◆ a lower cost cream cheese product
- ◆ increasing the amount of blue veining in Mindoro Blue
- ◆ working with a customer to make a wasabi-cream cheese blend
- ◆ creating cheese blends for macaroni and cheese and cheese crackers

In a recent experiment, Warren explored solutions for a customer who wanted a Cheddar-cream cheese blend to use in their 300+ stores for preparing made-to-order cheese balls. His goal was to create something flavorful, yet cost-effective, utilizing ingredients from Rochester Cheese and Neufchatel from the Luana plant. Two weeks of analysis resulted in the development of two Cheddar formulations, one Premium and one Economy-priced. Upon learning that the customer also makes cheese balls using Blue cheese, Warren also created a blend using Mindoro Blue and Neufchatel for the customer to sample. These were recently shipped to the customer for review and the feedback was excellent.

When he's not in the lab, Warren can be found meeting with customers, working with outside facilities such as the University of Wisconsin Center for Dairy Research, developing finished product and nutritional specifications, running taste-testing panels, coordinating plant test trials and providing scientific documentation of work done at the corporate office and plants.

Warren brings his own unique blend of science and art to the table. In addition to creating and evaluating these samples, he also photographed the cheese ball shots that appear on the cover and above.



**Photos from left:**

Warren sets up a taste test of cream cheese-filled sushi rolls in the Corporate office.

To illustrate how the product's color can be altered to meet a customer's needs, Warren adds different amounts of annatto to several samples.

In the Creative Lab, Warren gives a presentation to the sales staff on his development of various cheese blends for cheese balls.



**Here's a Fun Fact:**

**April 17th is  
National Cheese Ball Day!**

**Celebrate the occasion by trying  
these delicious recipes.**

***Blue & Cream Cheese Ball***

4 oz. (1/4 lb.) Mindoro or AmaBlu Blue cheese  
12 oz. (3/4 lb.) Swiss Valley Farms Neufchatel cheese

Blend ingredients in a food processor until smooth. Chill in a refrigerator for a few hours until firm, then gently roll in slivered almonds until coated. Serve and enjoy!

*(Neufchatel is a lower-fat version of our cream cheese.)*

***Blue Cheese Beef Balls***

1 pkg. (5 oz.) smoked sliced beef  
8 oz. Swiss Valley Farms Cream cheese, softened  
2 Tbls. Mindoro or AmaBlu Blue cheese, crumbled  
1 Tbl. minced onion  
1 Tbl. prepared horseradish, drained  
Chopped parsley

Shred beef in blender or chop finely. Mix cream cheese and Blue cheese. Add shredded beef, onion and horseradish. Chill for ease in handling. Form into balls using 1 tbsp. mixture for each ball. Roll in chopped parsley. Refrigerate until ready to serve.

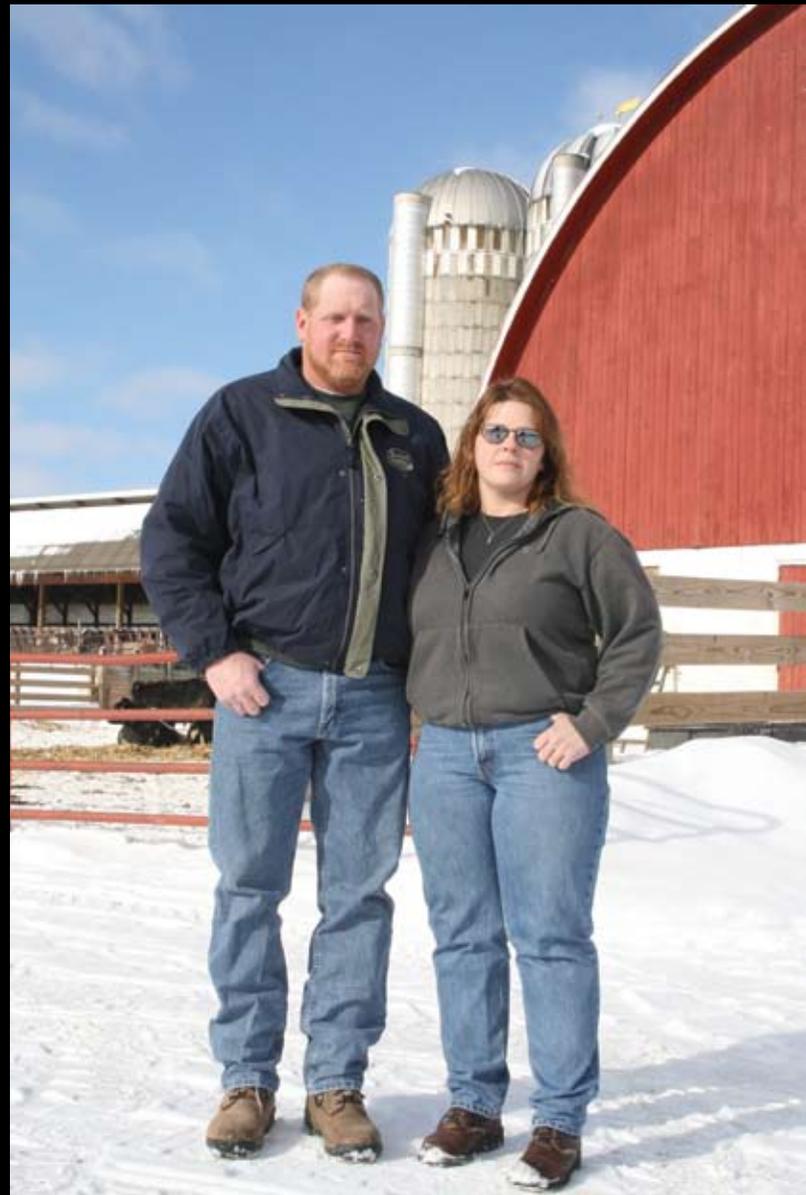
## Members Score Big in National Contest

# PLATINUM QUALITY WINNERS

Once again, several Swiss Valley Farms members placed high in the National Quality Awards Program. Scoring in the Platinum range were Robert and Terri Ketchum, Utica, Minn. and Ken & Marlus Schmitz, Sparta, Wis. Placing in the Gold category was Randy & Becky Dreier, Norwalk, Wis. All of these farms were nominated by their Swiss Valley field representative Bob Zielsdorf. Congratulations to all of you!



(Photo courtesy of Hoard's Dairyman)



Clockwise from top left: Platinum winners Robert & Terri Ketchum, Utica, Minn. and Ken & Marlus Schmitz, Sparta, Wis. Gold winners Randy & Becky Dreier, Norwalk, Wis. stand with their field rep Bob Zielsdorf, center.

## Platinum Winners: Robert & Terri Ketchum, Utica, Minn.

This is the Ketchum's second year in a row to score in the Platinum range. Robert and Terri milk 126 cows in a double-eight parallel parlor and cows are housed in sand free stalls. Their average somatic cell count during the past year was 73,500. The Ketchum's clean the stalls three times a day and put fresh sand down weekly. When it comes to detecting mastitis, they pre-strip cows and when done milking they check cows with harder quarters for mastitis. They also rely on their DHIA cell count for detecting sub-clinical cases.

One person handles the milking and four cows are milked at one time. Their milking procedures include brushing off sand and pre-dipping with 1/4 % iodine. Then they strip each quarter, dry off with two paper towels and attach the machine. When milking is complete, they post dip.

Robert & Terri believe that having a good somatic cell count definitely makes them more money. "We like to sell a quality product to our consumers," Robert says. "And the cows last longer." Field rep Zielsdorf says of these producers, "They do things in a timely matter, paying attention to the small things that really show up at the end."

## Platinum Winners: Ken & Marlus Schmitz, Sparta, Wis.

After placing in the Gold category several times, Ken and Marlus Schmitz brought home a Platinum win in this year's National Quality Awards.

For the 12 months covered by the quality contest, the Schmitz rolling herd average was 27,496 pounds on their herd of 86 Holsteins. Their average cell count for the national survey was an amazing 71,000. Ken and Marlus detected mastitis by paying close attention to the cows' udders at milking time and throughout the day. They used CMT as well as their DHIA tests to help them monitor the individual cow's somatic cell counts. Their successful milking procedures included wearing gloves; dry wiping the cows; pre-dipping and leaving it on for 20-30 seconds; wiping off with paper towels; waiting one minute for the cow to let her milk down and putting the machine on. Field rep Zielsdorf says that the Schmitz pay close attention to cow comfort in the stall barn and keeping the cow beds clean and dry.

They have three children Taylor, 14; Katie, 10 and Matthew, 7. This past winter, Ken and Marlus sold their herd due to health reasons. We wish the Schmitz family good luck in all their future endeavors.

## Gold Winner: Randy & Becky Dreier, Norwalk, Wis.

Platinum winners for the previous year, the Dreier's were Gold winners this year. They milk 72 registered Holsteins in a tunnel-ventilated tie stall barn with a Surge pipeline and six one-touch units. Their somatic cell count for the year averaged 84,000.

In their pursuit of quality milk, the Dreier's try to maintain a regular routine, and keep their cows clean and dry. They watch their SCC and PI counts and try to keep their cows healthy. Their stalls have pasture mats with 80% chopped straw and 20% pine shavings. They detect mastitis with visual checks, but use the CMT mastitis test kit once a week. They get monthly SCC's through DHIA. Their milking procedures include pre-dipping cows, wiping with paper towels, pre-stripping, then attaching units when milk is completely let down and cow is dry. They remove the unit when it's done, then post dip with premium iodine. Vacuum levels are checked monthly by the dealer.

"The Dreier's always want to keep on top of things," Zielsdorf says. "They do a lot of work with the cows on comfort and cleanliness." Randy and Becky have four children who help out in the operation: Derek, 20; Ashley, 17; Kelli, 13 and Jaden, 5.

# FIELD PERSONNEL & STATS

## Field Department & Procurement Division Directory

### Chris Hoeger *VP, Procurement*

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Mobile 563.340.7943

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### Tim Genthe *Lab & Safety Manager*

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### Marv Thompson *Raw Milk Sales*

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### Ron Brenner *Field Supervisor*

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### Thomas Tegeler *Field Supervisor*

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Mobile 563.663.1306

### Bob Zielsdorf

309 North St. • Sparta, WI 54656

Office 608.366.1770  
Home 608.269.5452

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

ALDINGER, ROGER	74,000
ARENDS, DARWIN & DULCI	92,000
BAUS, RON & MARY	58,000
BENNETT, JOHN & CHARLENE	56,000
BIERSCHENK, CARY & JENNIFER	69,000
BILL & LYNN VANDERHAM DAIRY LLC	61,000
BREUCKMAN, CHAD	67,000
BROCKMEYER, PAUL	62,000
CHAPMAN, STEPHEN & CHERYL	98,000
DEAVER, MIKE	79,000
DREIER, RANDY D.	73,000
ELMHORST, MICHAEL & EVANGELINE	83,000
FASSBENDER, PAUL G.	80,000
GAUL, MICHAEL G.	98,000
GAUL, PETER & KIM	98,000
GILBERTSON, LARRY	71,000
GRAND CENTRAL JERSEYS LLC	81,000
HENDEL FARMS	64,000
HODSON-DIRKSEN FARMS LLC	87,000
JOHNSON, DUANE A.	69,000
JOHNSON, ROY A.	69,000
KAUFFMANN, JERRY & STEPHANIE	83,000
KAUFFMANN, RICHARD & LUANN	83,000
KETCHUM, ROBERT C & TERRI A	65,000
KRESS, GERALD	81,000
LAUFENBERG, KOTY J.	81,000
MAIER, EUGENE H.	59,000
MAIER, JULIE K.	59,000
MARDORF, CLIFFORD	98,000
MARDORF, LESLIE LEE	98,000
MARTIN, JOHN E.	55,000
MEIER, BRIAN	73,000
MEIER, CHERYL	73,000
MEIER, MIKE	73,000
MEYER FARMS DAIRY LLC	88,000
MIKKELSON, BRIAN & SIGNE J.	75,000
MILLER, NICHOLAS & BARB	88,000
MILLS, JAKE	99,000
NOLT, WESLEY	84,000
PAYNE, DUSTIN J.	96,000
PEARCE, RICHARD J.	94,000
PETERSON, PER K.	82,000
PFISTER, P. SHELDON	93,000
REGO, DAVID & LINDA.	79,000
REGO, JACOB B.	79,000
SCHAEFER, JEFFREY G.	71,000
SCHAEFER, KURT	71,000
SCHAEFER, SUSAN	71,000
SCHULTE, AUSTIN	97,000
SCHUMACHER, ALLAN	66,000
SCHUMACHER, JOYCE	66,000
SCHUMACHER, RICKY	66,000
SCHUMACHER, PAUL & JENNIFER	70,000
SELKE, WALTER	85,000
SELKE, WILLIAM	85,000
SHOGUN FARMS	95,000

### Somatic Cell Range -- Percentage

listed is based on number of **A**

### Farms

0-100,000.....	8%
100,001 - 200,000.....	30%
200,001 - 300,000.....	28%
300,001 - 400,000.....	14%
400,001 - 500,000.....	10%
500,001 and above.....	10%



## *Future Milk Contracts Are Now Made Through Blimling Office*

Future Milk Contracting is open to Swiss Valley Farms members only. As of April 1, all futures' contracts are made directly through Blimling and Associates. To contract milk, call the offices of Blimling and Associates at 1-800-945-8891 and give them your farm number to get the process started. Through Blimling, you will have access to live market pricing and your contracting window will be larger.

You may contract milk from:

- 8:30 a.m. to 3 p.m. Monday-Thursday CST and 8:30 to 1 p.m. Friday CST for the Class III-based program.
- 9:05 a.m. to 1 p.m. Monday-Friday CST for Total Price Contracts (this includes Producer Price Contracts) and Options-based contracts.

For more details on Forward Fixed Price Milk Contracting, Swiss Valley members can log on to the members-only section of [www.swissvalley.com](http://www.swissvalley.com).

## Component Tests Via E-mail

To further assist our co-op members in getting their test results as quickly as possible, members now can elect to have their pickup component test results e-mailed to them each Monday through Saturday.

If you want to get your test results over the Internet, you will need to supply Swiss Valley Farms with a working e-mail address. To set this up, use the e-mail account you would like to have your tests sent to and send an e-mail to: [tim.genthe@swissvalley.com](mailto:tim.genthe@swissvalley.com).

Include in this e-mail both your farm name AND farm number, then retype your e-mail address in the letter. Swiss Valley Farms will discontinue sending your test result with your hauler and you will receive them via this e-mail address.

If you have any questions, please contact Tim Genthe at 563-583-7669 or contact your Swiss Valley field representative.

welcome

### NEW SWISS VALLEY FARMS MEMBERS

**BRIAN MIKKELSON**

Viroqua, Wis.

**CHRIS SCHUSTER**

Dubuque, Iowa

**RONALD SCHUSTER**

Dubuque, Iowa

SIEGLE, SANDRA SCHREMPP	87,000
SIEGLE, STEVEN D.	87,000
STAUFFER, TITUS	83,000
STRIEF FARMS INC	91,000
THOMPSON, LARRY & LIANE	85,000
VALLEY VIEW DAIRY INC	75,000
VANDER WAL, BRUCE	54,000
VOGEL, REBECCA	94,000
YODER, LEIGHTON	71,000

## rapid milk TEST RESULTS

Members who would like to get their milk test results can call our toll free number:

**800.397.7669**

Our Dubuque Procurement office is staffed with real people (no recordings) on Monday through Friday 7:30 a.m. to 4:30 p.m. and on Saturday from 8:00 a.m. to 12:00 Noon.

## Caption Correction



In last month's **Dairyman**, YC'er Justin Schueller of Sherrill, Iowa was incorrectly identified as Jerry Kauffmann of Farley in the "Face the Cookie" photo on Pg. 10. My apologies to Justin and Jerry both!

Your copy of

# Dairyman



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## Keep the 2012 Swiss Valley Calendar in Mind!

It's not too early to start taking photos for the **2012 Swiss Valley Farms Member Calendar**. Remember, a good calendar needs photos from all the seasons and spring is a grand time to take photos on the farm.

Get your cameras out and be on the lookout for photos that capture the essence of life on the farm. Keep in mind that photo quality and sharp focus are major considerations. A picture must be enlarged to 11" by 9" in order to fit on a calendar page, so large file digital photos are the best.

The deadline for submitting a photo is months off (September 30).

But start taking photos **NOW!** More information on how to submit your photos will be printed in future issues of the **Dairyman**.

