Iowa Dairy Princesses Wrap Up Their Year
Swiss Valley Farms, Co. will produce, distribute and sell value-added, quality products for our:
- Customers & Consumers
- Owner/Members
- Workforce

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Swiss Valley Expansion
by Don Boelens

Growing the business often causes its own set of growing pains. But I believe these are good pains to have.

As a case in point, Swiss Valley Farms recently announced plans to expand the waste water treatment facility located at our Shullsburg, Wis. manufacturing site. As you know, Swiss Valley Farms bought this cheese manufacturing plant in 2005. Five years later, the co-op entered into a joint venture with Emmi-Roth Kasë USA and now operates a cheese plant there, called White Hill Cheese Co., LLC. Through this joint venture, we produce Baby Swiss, No-Salt-Added Swiss and other varieties.

The Shullsburg site consists of a 24,000 sq. ft. cheese manufacturing plant, a 50,000 sq. ft. warehouse and a waste-water treatment facility. With the growing success of the plant, the cheese production there has increased in the past year, which greatly tasked the existing waste-water treatment facility. That is why this expansion project is critical.

With a goal to more than double the current waste water treatment capacity at the plant, the Swiss Valley management team carefully drafted a plan to meet the plant’s needs. Plans include building an addition to the plant that will house an upgraded waste water treatment area. The co-op’s Board of Directors formally approved the project in May. Now, the development and engineering phase is well underway and construction will begin later on this summer with the project anticipated to be finished by the end of the year.

Once completed, the expansion will not only allow for an increase in cheese manufacturing, but will also benefit the surrounding community. The new facility is expected to eliminate the odor sometimes experienced at the current site due to capacity issues. What’s more, the discharge components from the treatment facility are expected to be well below the maximum levels set by the Wisconsin Department of Natural Resources.

Ed Seutter, Director of Operations for Swiss Valley Farms, has been involved in this project.

(ARTICLE CONTINUES ON PG. 5)
A Year in the Life of a Dairy Princess

Two young ladies from Swiss Valley Farms have balanced a whole lot on their plate in the past year, and most of it revolved around dairy!

These ladies are Mariah Schmitt from Fort Atkinson and Celina Young from Waverly. Last August, they were chosen as the 2014 Iowa State Dairy Princess and Iowa State Alternate Dairy Princess, respectively, at the Iowa State Fair. Here is a quick look at what the past twelve months have been like for them as they fulfilled their princess duties.

Mariah Schmitt:
Since being elected Iowa Dairy Princess at the Iowa State Fair last August, Mariah Schmitt found herself in a whirlwind of travels across the state, engaging in scores of promotions, radio and TV interviews. During all of this, she started her freshman year at Iowa State University and even participated in a two-week dairy study abroad session in France and Italy. Whew!

The daughter of Swiss Valley Farms members Carl and Terry Schmitt of Fort Atkinson, Iowa, Mariah and her sister Jessica grew up on a dairy where love of family and love for the cows abound. Dairying is definitely in Mariah’s blood.

A 2013 graduate of Turkey Valley Community High School, Mariah was a busy Winneshiek County Dairy Princess during her senior year. This fall, she will be a sophomore at Iowa State University where she is double majoring in Dairy Science and Public Service and Administration in Agriculture.

Mariah can’t even begin to count the number of towns she has visited in the past year. Just to summarize a few events, Mariah meet Iowa Governor Terry Branstad in Des Moines at the June Dairy Month kick off event, taught school kids about the importance of dairy at the Fuel Up to Play 60 Rewards Summit held at Kinnick Stadium in Iowa City, threw out the first pitch at an Iowa Cubs game, and spoke at many county dairy banquets.

“There were so many great opportunities for me to share with people about how hard farmers work to care for their cows and the land to produce a safe and wholesome product that we all enjoy,” she said. “I believe some of the most exciting events promoting the dairy

(ARTICLE CONTINUES ON PG. 5)
‘Everything we do is a Unique Experience!’

--- Celina Young

Celina Young has had a whirlwind year full of dairy promotions and speaking out on behalf of the Iowa dairy industry at events across the state.

Among the many interesting ag celebrities that Celina Young met during the past year was Greg Peterson of the Peterson Farm Brothers, who became famous for their funny agriculture parody videos on YouTube.

Celina Young:

Serving as the Iowa State Alternate Dairy Princess has been a life changing event for Celina Young of Waverly, Iowa. Celina’s enthusiasm for dairy cows began while participating in the “Share-a-Heifer” program when she was in fifth grade. She found herself working with Guernsey’s on Cedar Creek Farms in Plainfield, Iowa, home of Swiss Valley Farms members Darrell and Etta Robinson. Through this program, Celina had the opportunity to care for a Guernsey heifer and take her into the show ring. She fell in love with the breed and continued to visit and work on the dairy.

The Robinson’s sponsored Celina for the Bremer County dairy princess spot in 2013. After a year of working with dairy promotion in Bremer County, she went to the Iowa State Fair to compete for the State Princess title, coming in first runner up and stepping into the Alternate Dairy Princess role.

“I can honestly say that my time as an Iowa Alternate Dairy Princess is one of the greatest things that I have ever had the pleasure of participating in,” Celina said. “I believe that every single person that I have met on each step of this journey has had an impact on my life. I have been able to learn a lot about myself and my abilities.”

Either working in tandem with Iowa Dairy Princess Mariah Schmitt or going out on her own, Celina has met a wide variety of people. “From dairy banquets in Sioux County, the National Holstein Convention in Dubuque, Fredericksburg Dairy Days and throwing out the first pitch at an Iowa Cubs Baseball Game in Des Moines, everything we do is a unique experience!”

Some of her favorite activities have been open houses in Calmar, Gilmore City and the Iowa State University Dairy Farm in Ankeny, as well as the National Dairy Cattle Congress. “I love these events because everyone who comes is curious and looking to learn more about the dairy community,” Celina said. “I participated in Speech Competition, as well as speaking events throughout 4-H and FFA. However, all of my experiences in speaking thus far have been stepping stones compared to everything that I have done as an Iowa Dairy Princess.”

This fall, Celina starts her sophomore year at Iowa State
‘We are all so Passionate about our Industry’
--- Mariah Schmitt

Mariah_____ Cont. Pg. 3

industry are yet to come at the Iowa State Fair in August.”

One thing Mariah noticed at the many events she attended was how very concerned consumers are with where their products come from. “That is a great opportunity for us in the industry to share our story about how we make sure that our cows have a comfortable place to live that’s warm in the winter and cool in the summer,” she said. “We make sure they have a well-balanced diet, an adequate supply of water and the utmost care and attention.”

Mariah’s mother Terry found her year became extremely busy since she traveled with her daughter to many of her princess functions. Terry said she and Mariah were truly treated like “royalty” everywhere they went, whether it was on farms, banquets, towns or businesses. “As much as they want to hear Mariah’s message, Mariah and I have enjoyed hearing everyone else’s stories about their connection to the dairy industry!” Terry says she was very appreciative of Iowa Farmers and Midwest Dairy Association for giving us this opportunity!

Mariah is also grateful to the Midwest Dairy Association, who sponsors her role as the Iowa Dairy Princess. She knows that organizations like this work hard to help promote the dairy industry and keep it ahead of the game on the tough challenges that face dairy producers in today’s world. “I believe we as a dairy community do a great job of handling the difficult issues we face each and every day. We all work together to make sure that we clear up misconceptions because we are all so passionate about our industry.” Mariah believes it is important that the dairy industry keeps educating consumers about the many great things dairy has to offer.

Once Mariah gets her degree from Iowa State, she wants a job within the dairy industry. “Although I am unsure what specific path I want to take, I hope to make the dairy industry stronger and more efficient for future generations.” She hopes to someday return to her family’s dairy farm. “I know that wherever life takes me I will always stay involved in the dairy industry.”

Celina_____ Cont. Pg. 4

University where she is double majoring in Agricultural Business and Public Service & Administration in Agriculture. She thinks the biggest effect that her dairy princess role has had on her life is actually discovering what career path she wants to take. “I have known for a long time that I have wanted to have a career in agriculture, but I was very unsure of where I wanted to take it. Being an Iowa Dairy Princess has helped me realize my passion for public speaking and working with people. In the future, I really hope that I can find a role similar to my time as Dairy Princess. I am considering opportunities in one of the producer check-off agencies, such as the Midwest Dairy Association, the Iowa Department of Agriculture or USDA.”

Even though her duties as Iowa Alternate Dairy Princess and full-time college student kept her busy this past year, Celina found time to visit the Robinson’s dairy as much as possible. “In fact, in addition to fulfilling my duties as Dairy Princess at the Iowa State Fair this year, I will still be showing Guernsey dairy cattle in the Youth and Open dairy shows.”

Shullsburg Plant
_____ Cont. from Pg. 2

from the beginning. He told me, “We are committed to environmentally-responsible manufacturing practices and this expansion plan fits in line nicely with that goal.”

I think this is a good plan for Swiss Valley Farms to be pursuing.
The Besler family of Hopkinton, Iowa is proud of their perfect survey score. Robert Besler Sr. and his wife Alice take great pride in their dairy facility. The couple just recently retired from their daily duties. Now their son Steve and his wife Melissa are living on the farm and milking the 60 cows. At right, Bob and Alice decided there was no better way to celebrate receiving a perfect survey score than by having a bowl of ice cream! Steve and Melissa were thrilled about their dairy’s successful score, too.

Bob Besler and Jodi of Hopinton, IA, received their first ever perfect survey score. The Besler’s milk 80 registered Holsteins in a newly built double-10 parlor. Bob says it used to take over four hours to milk the cows in a stanchion barn and now it only takes an hour and a half. Jodi helps with the evening and night milking. Their son Jacob helps with the cows and daughter Danielle feeds the calves and the cat population.

Dean and Dana Sperfslage, Edgewood, Iowa also received a perfect score on their recent survey. Congratulations!

Tom Burbach and his son Nathan from Cuba City, Wis. were thrilled to receive a perfect survey score. The pair, who call their operation Triple B Dairy, have been milking 40 Jerseys in this location for about a year. Tom is a retired long-time milk hauler for Swiss Valley Farms.

Swiss Valley Farms member Mike Deaver of Edgerton, Wis. recently received a perfect survey score. Mike milks 15 registered Jerseys on his Sherona Hill dairy. A big part of his life involves taking his Jerseys to shows all over the country to compete and promote their genetics.
Have you taken any photos yet for the 2015 Swiss Valley Farms Member Calendar? There is still time to capture that perfect moment before the Sept. 30th deadline.

Photo quality and sharp focus are major considerations. A picture may need to be enlarged to 11” by 9” in order to fit on a calendar page. Large file digital photos are the best. E-mail digital files that are 1.5 MB or larger. If you don’t have a digital camera, make a 5” by 7” print of your photo and submit that. Only submit photos that you personally have taken. Photos taken by non-member, professional photographers cannot be used.

Fill out the form below and include it with your submission. If you are e-mailing the photo, include all of this information in your e-mail at the time of submitting the photo. Then please mail a signed copy of this form to Nancy Feeney at the address below.

Important Information:

- All submitted photos become the property of Swiss Valley Farms Cooperative.
- The entry form on this page will serve as a permission slip to use the photo in printed materials and/or for advertising purposes. All entries must provide all of the requested information in order to qualify.
- No images will be returned.
- By signing the official entry form, you understand that the images will not be returned and each photo submitted comes with full and exclusive rights for Swiss Valley Farms Cooperative to print the photo, without credit, in Swiss Valley Farms literature, without further obligation to the photographer or those people who have their person or items in the photo.
- Please submit Landscape/Horizontal photos only, so they will fit on a horizontal calendar page.
- Submit your entries by Sept. 30, 2014 to:
  
  Swiss Valley Farms Cooperative
  Calendar Photo Contest
  P.O. Box 4493
  Davenport, Iowa 52808

  OR
  E-mail digital files to: nancy.feeney@swissvalley.com

Cash prizes will be awarded for the top three photos.
During National Holstein Convention...

Showing Off Their Dairies with Style!

It was all hands on deck for two Swiss Valley Farms Holstein breeders in northeast Iowa during the recent “Cream of the Crop” 2014 National Holstein Convention Host Day Tours when seven tour buses alternated stops between these two dairies. The convention itself was held in Dubuque, Iowa in late June.

Family members, as well as neighbors and friends, were enlisted to prepare for the sudden enclave of hundreds of visitors. After what was no doubt days of preparation on both farms, it all went off without a hitch and a whole lot of fun.

The dairies on that day’s tour agenda were Moondale Farm of Monona and Henkeseen Holsteins of Luana, which are located less than two miles apart.

Moondale Farm is owned and operated by the Dan Moon Family. Dan’s father, Vernice, established this...
registered herd in 1962 with the purchase of Hawkeye Wis. Janice, who became their first EX cow. From this foundation, Moodale has bred and developed several cows with over 200,000 pounds of milk lifetime and seven Gold Medal Dams. At the Iowa State Show, Moondale has been named Premier Breeder for 17 of the last 22 years. They currently milk 52 registered Holsteins in a tie stall barn.

Father and son worked in partnership until 1996 when Vernice retired. Vernice and his wife Bev were on the farm pulling their weight with the tour preparations along with Dan and Nancy Moon’s children, Lyle, Ryan and Emily, who also help out in the operation.

Nancy and Bev took charge of the smorgasbord of treats set out for the visitors. The rest of the family assisted groups through the various barns, answering questions along the way.

**Henkeseen Holsteins** is a sixth generation Century Farm operated by Trent and Leslie Henkes and their son Matt. Trent’s parents, Vernis and Glenda, purchased the farm...
Open Houses

Continued from the previous page

first registered animal in 1971. The Henkes’ now milk 65 registered Holsteins, including several Red and White Holsteins.

Trent and Leslie met while studying Dairy Science at Iowa State University. Both of their children, Leah and Matt, also received Dairy Science degrees from Iowa State. Leah and her husband Marshall Lange work off the farm, but help out whenever needed. Matt is back on the farm full-time where he is working on fine tuning reproduction, milk quality and young stock management.

The Henkes welcomed hundreds of guests to their farm and extended hospitality via guided barn tours and a snack table full of cheese, crackers and cookies. A recently built 120’ by 54’ heifer shed was a must-see stop on the tour. The dairy has 150 head of young stock including 35 breeding bulls.

Matt was kept busy inside their stanchion barn pointing out the finer points of the herd. The Henkes’ have bred 115 Excellent cows to date. Their show ring success includes many All-Iowa, Iowa Futurity winners and a few Junior All-American nominees.

Leslie Henkes said that Henkeseen Holsteins hosted a similar farm tour in 2001 and she and Trent have visited farms from Maine to California while taking this same Host Day Tours at other national Holstein conventions.

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Cheryl’s Dairy Experience Helps Members

Meet Your Swiss Valley Field Staff:

Meet Cheryl Zablocki-Wagner

Cheryl is a Swiss Valley Farms field rep who has worked with co-op members in the eastern half of Wisconsin for the past 15 years. Her dairy roots go back to helping her parents on the home dairy farm in Seymour, Wis., a farm she and her husband Dave now operate. She and Dave met in college at the University of Wisconsin at Platteville and were married 15 years ago. “We have one son, Ezekiel (Zeke) who is 10 years old and will be in the 5th grade this coming school year,” Cheryl says.

She and Dave milk about 40 cows and farm 210 acres. “I milk the cows and my husband and father (Leonard Zablocki) switch off with the feeding of the animals. Zeke usually does the feeding of the calves and helps me when I am milking at night.”

After Cheryl graduated from Platteville in 1991, she started working for DHIA as a ‘floating’ field technician. “I was a milk tester,” she says. “I had a few farms of my own to test every month and then floated to other areas when other technicians were either on vacation or sick.” She then worked for AMPI (Morning Glory Farms region) in Burlington, WI as a lab technician – testing loads for antibiotics and DMC’s as the bulk trucks came in to unload. “I also tested butterfat with the old Babcock for the transfer loads going out of the plant.”

From there, she moved to Syracuse, N.Y. and took a job as a lab technician for Dairylea Co-op. “I did what Dairy Lab Services does . . . test producer samples and cow samples for PLC, PL, antibiotics, SCC, components, LP, Coli, cryoscopes and all the other fun stuff that comes along with lab work. Then Dairylea had a field rep position open in the Syracuse area and I got the job! I had an extremely large territory, but I was home every night.” Cheryl eventually moved back home to Wisconsin and landed a job as a field rep with Badger Dairies, which was soon to become a part of Swiss Valley Farms.

(ARTICLE CONTINUES ON NEXT PAGE)
Cheryl believes the most important task she performs for her members is being available to them 24 hours a day if necessary. “I’m there providing support where needed, answering questions, testing a bulk tank, taking samples, getting test results and notifying them of a problem.” When she does find a problem, she tries to solve it.

As a field rep, Cheryl considers her flashlight and thermometer her best tools. “They can tell you so much when you are out on a farm trying to solve a bacteria count issue.” Cheryl says her laptop computer and cell phone give her access out on the farm to all the information she could need.

“One thing I have learned is you can never know everything,” she says. “There is always something new to learn whether it be on a farm investigating a problem, out on federal survey (I learn a new item that can be marked on survey every time), or about life in general.”

Cheryl believes a field rep has to wear many different ‘hats’ while on the job. “I have to sometimes be a mediator, an investigator and, sometimes, even a psychologist.” But one of Cheryl’s most useful tools is also being a dairy producer herself. “I can relate information about what happens on my farm to my producers, as well as them relating useful information back to me. The other nice thing is I can pass that info along to my other producers who may have the same situation occurring on their farm. It’s a great two-way street that benefits all of us in the long run.”

“I have a wonderful bunch of producers who support me, knowing that I dairy farm, too.”
It’s Time to Get Your Logos on by Shopping ON-LINE at the Swiss Valley Store.

FREE SHIPPING on EVERYTHING!!

Go to: www.swissvalley.com
Click on ‘Member’ -- then ‘Merchandise’ and then start shopping!!!

Huge variety of jackets, shirts and caps.

Novotny is 2014 Tama County Dairy Princess

Laura Novotny, 17, daughter of Jim and Karla Novotny of Tama and niece of Swiss Valley Farms members Dennis and Jerald Wiener is the 2014 Tama County Dairy Princess. Laura is a senior at South Tama High School. She is a two-year president of South Tama FFA and Vice president of her 4-H Club, the Toledo Techs. Laura is an active livestock exhibitor at the county fair and enjoys working with animals.

Charlie Hamilton Wins South West Cheese Makers Assn. Scholarship

The South West Cheese Makers Association Scholarship Committee selected Charlie Hamilton of Cuba City, Wis. as a recipient of one of its $2,000 SWCMA Young Dairy Producer Educational Scholarships. Charlie is the son of Swiss Valley Farms members John and Evie Hamilton and the grandson of Willliam Hamilton, all of Cuba City.

Charlie will be a freshman this fall at the University of Wisconsin at Madison, where he will begin his studies in dairy science.

Charlie's many dairy awards over the years include being named the 2013 National Distinguished Junior Member Finalist and the 2012 National Junior Progressive Breeder. He is currently president of the Grant County Junior Holstein Association. During his senior year at Cuba City High School, he was president of the National Honor Society.
Somatic Cell Range -- Percentage listed is based on number of Farms

0 - 100,000..........................4%
100,001 - 200,000....................28%
200,001 - 300,000....................33%
300,001 - 400,000....................20%
400,001 - 500,000....................8%
500,001 and above...................7%

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

BENNETT, JOHN & CHARLENE 46,000
BREUCKMAN, CHAD 68,000
CAROLAN, KEVIN & DONNA 93,000
HAUGEN, BONNIE & VANCE 98,000
HENDEL FARMS 58,000
HENKES, MATTHEW 97,000
HENKES, TREV 97,000
HESSENIUS, CRAIG 89,000
JELLSMA DAIRY LLC 95,000
JOHNSON, DUANE A. 78,000
JOHNSON, ROY A. 78,000
JUNK, MELANIE M. 96,000
KETCHUM, ROBERT C & TERRI A 78,000
KLUESNER, LEO & JULIE 98,000
KOHOUT, KENNETH & ANITA 90,000
MEIER, BRIAN 81,000
MEIER, MIKE & CHERYL 81,000
MILNES, THOMAS 94,000
PEARCE, RICHARD J. 58,000
SCHUSTER, CRAIG 75,000
SCHUSTER, ROBERT & NANCY 75,000
SELKE, WALTER 67,000
SELKE, WILLIAM 67,000
STREF FARMS INC 99,000
VALLEY VIEW DAIRY INC 81,000
VANDERHAM DAIRY LLC, BILL & LYNN 82,000
Iowa Co-op Institute Scholarships

The Iowa Institute of Cooperatives will be awarding six $1,000 scholarships this fall to full-time students who have served an internship or had work experience at a cooperative that is a member of the Iowa Institute for Cooperatives. Three of these scholarships will be for four-year students and three will be targeted at two-year community college students. Applications are available on the institute’s website at: iowainstitute.coop under the Resource tab. The deadline for submitting applications is Sept. 2. You may e-mail any questions to info@iowainstitute.coop.

Have Your Lab Counts Texted to You

Swiss Valley members can now get a text message delivered to their cell phones containing their components from every tank of milk picked up on their dairy as soon as the lab sends the results to Swiss Valley, which is usually the next day.

Lab results include components (butterfat, protein and other solids), SCC and MUN score. The text is identified by the sequence number the hauler puts on the sample when picking up the milk.

To get signed up for texting, send your producer number and your cell phone number and cell phone provider to tim.genthe@swissvalley.com.

Future Milk Contracts Are Made Through the Blimling Office

Future Milk Contracting is open to Swiss Valley Farms members only. 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 swissvalley.com.

swiss valley farms ANTIBIOTIC POLICY

Antibiotic Policy
If a member suspects antibiotics in his or her bulk tank & calls a SWISS VALLEY FARMS field representative to report this before dumping the milk:
• 1st time in a calendar year, the coop will pay 80% of the milk.
• 2nd & 3rd times in a calendar year, the coop will pay 50% of the milk.
• Over 3 times in a calendar year, the coop will pay zero.

On the 1st offense, if a member has purchased a test kit and detects the positive antibiotic milk, SWISS VALLEY FARMS, CO. will reimburse that member $75.00 toward the cost of the test kit.

All claims must be received by the corporate office for payment no later than 60 days after the milk was dumped.

The earliest dated claim turned in will be paid at 80% payment.
If antibiotics are found to be present in a farm truckload as a result of a screening test, the member will NOT be paid for that shipment of milk, and will be assessed as follows:

Full cost of net load plus the cost of disposal.
Net load = total pounds on the load minus the member’s pounds.

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Net load = total pounds on the load minus the member’s pounds.
Need Some Help De-Cluttering Your Life?
This Fall, Swiss Valley Gals Can Help!

Is all the STUFF* in your life driving you crazy?
Do you have rooms you don’t even want to walk into? Did your children move out of the house, but not completely? Do you spend most of your time moving things from one place to another?
Come to the September Swiss Valley Gals meetings and let Susan Taylor of Dubuque County Extension give you insights into how to “DeClutter Your Life.”

In this workshop, you will develop a personalized plan of attack for clearing out the clutter, deciding on what really matters and reorganizing your life.
Meetings will be held in Dyersville, Iowa and Mineral Point, Wis. The Mineral Point meeting will include a tour of the Pendarvis Historical Site. All Swiss Valley Gals are invited to attend either or both meetings.

Fall 2014 Swiss Valley Gals Meetings
September 9 – Country Junction, Dyersville, Iowa
September 17 – Gray Dog Deli, Mineral Point, Wis.
-- includes tour of the Pendarvis Historic Site

11 a.m. – Registration Begins 11:45 a.m. – Lunch
12:30 p.m. – Speaker 2 p.m. – Adjournment

*Stuff = papers, bills and receipts, snapshots, magazine clippings, kids’ stuff (big and small), clothes, hobby accoutrements, family memorabilia. You get the idea!