

## Congratulations Dairy One Quality and High Herd Winners!

Each year, Dairy One recognizes those herds who have maintained the lowest rolling herd average somatic cell count as well as those herds who have maintained the highest rolling herd milk average, and highest fat and protein pounds. We congratulate these dairies and wish them continued success.

### Lowest Somatic Cell Counts

Merrymead Farm  
Landsdale, PA  
47,000

J&E Weissmann Farms,  
String 2  
Callicoon Center, NY  
58,000

Rainbows End Farm  
Fort Covington, NY  
63,000

Little Hill Farm, String 1  
Lebanon, PA  
64,000

Whittacre Farm, LLC; String 2  
Whitney Point, NY  
64,000

Wholley Cow Farm, String 2  
Conway, MA  
70,000

### Highest Rolling Herd Average

Carl A. Farms, Inc.  
Pitman, PA  
34,273 lbs

### Highest Fat Pounds

Valleys-End Farm  
1,386 lbs

### Highest Protein Pounds

Scott & Karen Nolt  
1,058 lbs

Thanks to all of those dairies who continue to produce quality milk and make a positive contribution to the Northeast dairy industry.

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## Dairy One Intern Summary

Dairy One briefly hosted two interns over the summer break- Betsey Howland, a third year Cornell student, and Laura Van Erden, a third year University of Buffalo student. While Betsey spent about two weeks with us, Laura took a quick break from her internship at DairyOne to visit for just a couple of days. Both Betsey and Laura worked on an Agribusiness market survey. Betsey e-mailed about 180 members of the Agriservice community with several questions and Laura followed up with phone calls. The survey results indicated that accuracy and promptness of farm service technicians continue to be at the core of good service. While many other attributes of providing good service are important, the foundation of our system is built on the accuracy of the data we provide, as well as how quickly we can provide it. The survey also gave us an opportunity to get general feedback on all aspects of the Dairy One organization, and assess how we are doing from the Agriservice perspective.

We appreciate the help from Betsey and Laura in conducting and compiling the survey, and we appreciate all those members of the Agriservice community who provided feedback.

During Betsey's brief stay, she also interviewed, and wrote articles on all of the Dairy One board members. Two of those articles appear in this issue and the rest will appear in subsequent newsletters as well as our monthly Improver page in Country Folks.

Cornell junior, Betsey Howland spent two weeks at Dairy One working on board member articles and a market survey.

## Training New DHI Technicians – a High Priority for Dairy One



Left to Right:  
Bernie Redmond - Cayuga County, NY;  
Ellen Webster - Oneida County, NY;  
Dan DeLorme - Saint Lawrence County, NY;  
and Danny Strite - Washington County, MD.  
Missing from the picture is Steve Chamberlain - Allegany County, NY.

Dairy One has "substantially upgraded its DHI service technician training program for new hires", according to Fred Baldwin, Dairy One training facilitator. "This is just like on a Dairy Farm - we must be able to do a job the same way, every time, so can we evaluate our results and make adjustments."

Recently, trainers got together for a meeting in Ithaca, New York. This meeting comes a year after the new protocol was implemented. "It was wonderful to get these great technicians together and be able to watch them work on making the new technician experience as good as we can possibly make it. It really was fun", added Baldwin.

The revamped Dairy One program includes a minimum of two weeks of training for the new technician with one of five certified Dairy One trainers. During this period they follow a thoughtfully scripted progression of DHI testing and training activities. This focus on training and commitment to standard protocols and consistency, results in a higher level of service, more satisfied customers, and more satisfied employees.



730 Warren Road • Ithaca, New York 14850 • Ph: 800-496-3344 • Fax: 607-257-6808 • www.dairyone.com



# Dairy One NEWS

Where Information Creates Opportunity

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## Farm Connectivity Special

How can we make sure you have the right cow information available in the right places at the right times to get the daily jobs done most efficiently?

Dairy One has many tools available to make connectivity more complete on your dairy. This includes herd management software, networked PC's and pocket PC's. Through October 31<sup>st</sup>, you can receive \$50 off any on-site service visit to help with the setup or assessment of connectivity options on your dairy. Please call 800.344.2697 and ask for the Dairy Management Support team.

## Prepay NOW – SAVE later

Consider participating in Dairy One's prepay program for 2008. Look for information coming soon or call 1.800.344.2997.

## From the desk of Jamie Zimmerman, General Manager

2007 is turning out to be an exciting year for our industry and for Dairy One. The most exciting industry development is the improvement of dairy farm economics with strong milk prices. The relief we have seen over the last few months is sorely needed by all and it looks like strong pricing will continue into 2008.

Dairy One is experiencing a good year with higher numbers of cows being tested through our DHIA services and an increase in sample numbers through all of our laboratory services.

An exciting development at Dairy One is the creation of Farmland Environmental. Farmland Environmental is an initiative of Dairy One to help farmers organize their field and crop information, optimize the use of farm manure and purchased fertilizer, and comply with nutrient management regulations. Farmland Environmental comes from the same focus as all other Dairy One services – helping farmers and their advisors make profit-enhancing decisions.

Farmland Environmental will be working with agronomy professionals and consultants in much the same way we work with dairy production professionals. Our goal is to complement and enhance existing services while bringing new resources to the market. The first effort under Farmland Environmental is to conduct a pilot project in Pennsylvania to facilitate the creation of Comprehensive Nutrient Management Plans (CNMPs) for dairy producers in the Keystone State. Dairy One members in Pennsylvania have already received information regarding this project. More information on Farmland Environmental will be available on the Dairy One web site.

In this issue of the Dairy One News you will find articles on two of our key farmer leaders who help guide Dairy One, and a number of our employees. Whether it is the group of farmers that make up the Dairy One Board or all of the employees that make Dairy One run, we are an organization of people dedicated to providing information and analytical services that will make a difference in your business.

Congratulations to the quality and production award winners highlighted in this issue. I am always amazed with the results this group is able to achieve. These award winners will be recognized at our annual meeting in early October.

Please visit the Dairy One website or call for more information on any of our services.

Have a safe and productive fall.



**Russ Beck**



The current president of Dairy One’s Board of Directors is Russ Beck. Russ operates a 1,000 cow family dairy farm in Freeville, NY and works about 1,950 acres. He manages the farm along with 20 other employees. The cows are housed in a free stall barn and milked in a double 20 parallel parlor. Russ has served on the board for eight years and feels it is important to support organizations like Dairy One that provide services for the dairy industry.

Beck uses many Dairy One products and services on his farm including Dairy Comp 305, Feed Watch, Parlor Watch and Tank Watch. He also uses DHIA herd testing, the Dairy One forage lab and sends milk samples to be cultured. Beck comments that the information he receives from Dairy One is very useful. “Dairy Comp 305 is a huge asset to the farm as it provides instant access to herd management and individual cow information in an extremely versatile fashion”. In addition to Dairy Comp, Beck feels that

**Frank Orner**

Dairy One board member Frank Orner owns and operates a 495 acre 90 cow dairy farm and a vermicomposting business in Rockton, Pennsylvania. He, along with cousins Ross and David, milk cows in a double-six herringbone parlor. Having been a board member since 1985 Frank says that he has been interested in DHIA herd testing from a young age. “I have always felt keeping good cow records is essential to the business. Serving on the board gives me a good perspective on how important the data is.”

In addition to DHIA testing, Frank uses the Scout herd management program and some soil and forage testing. He plans to use forage and soil testing more in the future. Given the size of the farm, the Scout program has proven very useful especially with the herd production information it generates. It provides instant access to management information and daily work lists.

It is important to Frank that people realize the care farmers put into their businesses and the environment, as well as the overall animal and environmental stewardship they strive to maintain. He is proud of the quality of the product his family produces on the farm and how the family works together as a team to make sure this gets done.

Looking into the future Frank feels that environmental awareness is an important issue facing agriculture. “There are a lot of people out there. Farmers need to be aware of the people around them and be good neighbors.” Farmers also need to be aware of land issues and pressures in order to maintain farms of viable size. Frank is a strong supporter of cooperatives and says he enjoys serving on the board and the people he works with. He plans to continue on the board as long as the experience remains challenging and interesting.

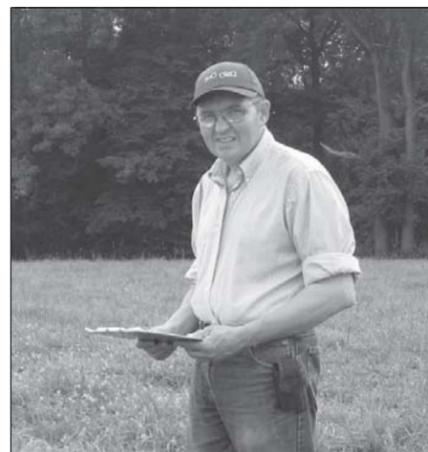
frequent forage testing continues to be a very important part of a successful nutrition program.

Farming is a way of life for Beck and his family. He is proud of the wholesome and quality milk that is produced, and the fact that many consumers enjoy dairy products on a daily basis. “We rely on sunlight, rain and soil to nourish the crops, the crops are fed to the cows, and the result is a product that benefits so many people.”

Beck wants people to know that even though farms are growing in size, the vast majority of them are still family owned and operated. Herd care and health are still just as important on a large farm as they are on a small farm. “We take pride in caring for the animals and keeping them comfortable. We also make every effort to take care of our environment and work at building relationships with our neighbors.”

There are several issues that Beck feels will be important for the industry to focus on in the next decade. Being aware of manure utilization and odor control, and balancing the use of manure with crop use will help farmers be better stewards of the environment. Beck also identified factors such as managing the business with a fluctuating milk price, controlling costs, and the willingness to adapt to change as issues that are essential to the future of the dairy industry. Finally, providing high quality forages that are more digestible will be critical to better animal health and lower input costs going forward.

Russ Beck finds serving on the board of directors a way to give back for the good of the dairy industry. It is a good way for him to make contacts with others in the industry and cultivate relationships with people he enjoys being around.

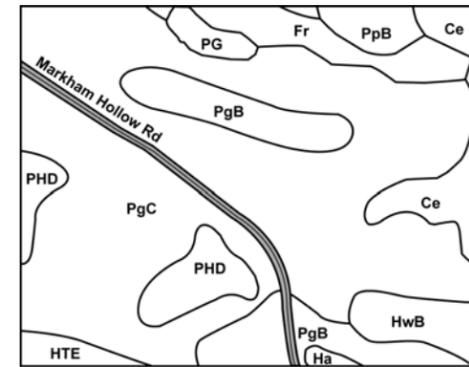


By now, most of you know that Dairy One is providing soil testing services for customers in New York. In addition to our routine soil testing services (Mehlich 3 soil test with or without micro’s, Morgan Equivalent values, soil pH, organic matter and P.S.N.T’s) we also offer plant tissue analysis for customers who really want to tweak their soil fertility program in season. Plant tissue analysis can be very useful for high value perennial crops like tree fruits and grapes and can even be used to troubleshoot nutritional imbalances in forage crops like alfalfa. Check our website later this year for more information, including pricing, sampling guidelines and sufficiency ranges.

If you have used our soil testing services, you know that we require a soil name in order to generate recommendations for our New York customers. There is a tool on the internet that may be quite handy if you need to look that up. It is called the USDA NRCS Web Soil Survey and can be found at <http://websoilsurvey.nrcs.usda.gov/app/>

This website allows you to type in a farm address, outline a field or area of interest and pull up all of the soil types for that location along with a brief description of each soil type. The end result is an actual aerial photograph with an outline of each soil type in the area of interest you specified.

On the right-hand side is an example of the soils map (minusaerial photo layer) and the list of soil types in some of the farm fields surrounding my home in Onondaga County.



**Onondaga County NY - Markham Hollow Road**

Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
Ce	Carlisle muck	4.8	6.0%
Fr	Fredon loam	3.9	4.9%
Ha	Halsey mucky loam	0.4	0.5%
HTE	Honeoye, Lansing, & Ontario soils steep	1.3	1.7%
HwB	Howard gravelly fine sandy loam, 3 to 8 percent slopes	3.2	4.1%
PG	Gravel pits	1.2	1.5%
PgB	Palmyra gravelly loam, 3 to 8 percent slopes	8.7	11.0%
PgC	Palmyra gravelly loam, rolling	49.0	62.1%
PHD	Palmyra and Howard soils, hilly	4.1	5.2%
PpB	Phelps gravelly loam, 3 to 8 percent slopes	2.4	3.0%

Courtesy of USDA NRCS web soil survey. <http://websoilsurvey.nrcs.usda.gov/app/>

This website offers many other useful tools. Unfortunately, not all counties have been digitized but where available, it is very useful tool.

Dairy One also offers soil testing services in Pennsylvania and Vermont at this time. We will use a Mehlich 3 extraction for our Pa customers (just like the PSU Soils Lab) and a Modified Morgan extraction for our Vermont customers. Please call Janet Fallon if you would like more information on services or pricing. She can be reached at 315-696-0167 (home office) or 607-227-3297 (cell).

**What’s New in the World of Forages**

Every so often, a new crop pops up.....at least it is new to us. I started to get questions about a crop called Teff last year. I decided I had better find out more about it. Here is a summary of what I learned:

1. Teff is a warm season grass (like sudangrass or sorghum) that is native to Ethiopia. In Ethiopia, the grain is used for human consumption, the forage for livestock.
2. Teff’s tiny seed should be planted from mid June to mid July at a depth of 1/8 to ¼ inch in a fine, firm seedbed. All you need is 4 -5 pounds per acre. Teff has NO tolerance to cold soils or frost so DO NOT PLANT IT EARLIER.
3. P & K requirements are similar to perennial cool season grasses. Crude protein will increase with added N but lodging may be a problem if more than 50 pounds of N is broadcast at planting. Additional N after cutting may be beneficial if a 2<sup>nd</sup> harvest is to be taken. Teff will die when cold weather hits but the crop residue may help hold soil in place till spring.
4. Given adequate moisture & fertility, the first harvest should be taken about 50 – 55 days after planting when it reaches the late vegetative stage. Yields of 2 tons of forage dry matter are possible. A second cutting is possible 40-45 days later provided the first cutting leaves a 4 -5 inch stubble.
5. Teff is very fine stemmed like brome grass or timothy but unlike those two species, will grow vigorously during the hot days of summer. Given adequate nitrogen, it should have 15 – 16% CP & about 60% NDF if harvested at the late vegetative stage. NDFD-48 should be 65-70%. **BUT.....we don’t have lots of information on Teff so the best way to know what kind of quality you have is to test it.**

The bottom line is that Teff seems to be a viable option for the northeast. It can be baled, chopped or grazed and remains productive during the heat of summer when cool season grasses tend to poop out. It is a good emergency crop in years when the spring is too wet to get other crops planted on a timely basis. It is also a good choice to follow small grains or just to break up crop rotations with an annual forage crop. Teff hay is soft, leafy and appears to be quite palatable. Dr. Les Vough, Emeritus Forage Crops Specialist at the University of Maryland told me that it took his horses a few tries to get them used to Teff since it was new to them. But once they got used to it, they did eat it readily. Like any other new crop, it is always good to try it out on a limited basis first. That way, you can see for yourself where and how it fits into your management system.

For more information, check out <http://nmsp.css.cornell.edu> and download Cornell Agronomy Fact Sheet 24 Teff as Emergency Forage.