



Dairy One NEWS

Where Information Creates Opportunity

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Dairy One Summarizes 2003 and Looks Ahead to 2004

From the desk of Jamie Zimmerman, General Manager

One of Dairy One's goals for 2004 is to improve our communication with members through the use of a member newsletter published two times per year. We will be striving to bring you more information on Dairy One services and news. Please take time to read through all of the information contained in this volume. Given that, the most important point of contact between Dairy One and its members is the personal interaction with the Dairy One technician that serves you on a regular basis.

2003 was a challenging year for Dairy One. We were impacted by the same factors that impacted our dairy farmer members poor weather, low milk prices, and the general stress of the industry. However, steps were taken during the year to reduce operating expenses, limit overhead, and increase laboratory volumes. We are thankful these steps resulted in a year that finished with a small profit.



2004 looks as though we will see a complete turnaround in the dairy economy with potentially record-breaking milk prices. This will be welcomed by the entire industry, bringing some much-needed relief. In the first half of 2004 Dairy One will be adjusting some of its herd testing prices in the greater Pennsylvania region moving them closer to the rest of the Dairy One membership. It has been over four years since prices have changed and the average member in the region will experience about a 5% increase. The change is needed as costs associated with providing services, such as travel, employee benefits, and supplies have increased.

One issue that will get a lot of attention during 2004 is animal identification. It is likely that during this year the USDA will enact a mandatory animal identification plan in light of the recent BSE situation and concerns over biosecurity and bioterrorism. The plan calls for the ability to trace an animal back to its place of origin within 48 hours of a disease outbreak. Dairy One is working with the National DHIA and other industry groups to help formulate a reasonable identification program. For more information check out www.usaip.info.

Dairy One provides herd management information services to dairy farmers in the eastern United States from Maine to Delaware to Ohio, serving all sizes and types of dairy producers. In addition, we provide forage analysis and related services to customers in all 50 states and 30 foreign countries.

Dairy One has recently updated its web site to make it much more useful and informative. Please access it at www.dairyone.com.

Calving View: A Wireless Camera Package Sold and Installed by Dairy One

Would it help you to be able to observe your calving pen from the house? How about recording milking parlor activity? Perhaps you might even benefit from extra security at certain sites around the dairy.

Recently, Dairy One has begun selling and installing wireless cameras. We can either install the cameras and antennas or drop ship them to your dairy for you to install. Generally, installation is quite simple and requires a minimum of technical finesse.

The wireless cameras are available in color or black and white. Camera packages include the camera, receiver, and if necessary an antenna (see *photo image below*). Packages are priced according to the distance needed to transmit. Distances can be divided into two categories-less than 500 feet or greater than 500 feet (up to 3000 feet).

If you would like more information, or more detailed pricing, please contact **Marcel Poitier**, at the Ithaca Dairy One office, extension 154 (cell phone, 607.227.6523).



The mission of Dairy One is to create and deliver data and information which will be used to make profit enhancing decisions for members of the agricultural community.

For further information about any of Dairy One's products or services, contact Dairy One's Dairy Management Resources group at 1.800.496.3344, ext. 3, email: dmr@dairyone.com or visit the website at www.dairyone.com.



Calving view camera, antenna, and receiver.

In addition to Fearing Tags, Z-tags, now available

Good identification is the most important component of good records. Without knowing who the cow is, nothing else matters.

Yellow Fearing Tags are available through the Dairy One supply department. We keep numbers 1-500 in stock so Field Technicians can deliver these tags to customers, or customers can order these tags directly from the Supply department. In addition to standard yellow tags, many other Fearing tag styles and colors can be drop-shipped to dairies.

Now, we can also drop-ship **Z-tags**. Z-tag is another brand of cow identification tag, and differs slightly from Fearing in design. If you would like more information, or want to place an order, call or e-mail supply (supply@dairyone.com). Please have full contact information available, including herdcode, when calling.



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Expanded Services

Network

More choices, better support, and less redundancy are three very clear benefits that have come from Pennsylvania DHIA and Dairy One combining operations. These are positive things for all Dairy One members.

More choices for members means we can tailor services much more than when the organizations worked separately. Now all areas of the Northeast have access to several herd management software programs including Scout, Dairy Comp 305, and PCDDART, as well as some of more innovative systems like Feed Watch, Parlor Watch, and farm networking services.

Almost as important as the service and products is the support that comes with them. Combining the two organizations **support teams** into one means that when a technician or member calls for help with their DHI records or their software, they get to talk to someone with experience in solving their problem. That support structure also has brought advantages to our milk analysis network where three regional laboratories in Hagerstown Maryland, State College Pennsylvania, and Ithaca New York can be much more focused on their quality control and preventive maintenance programs than they could when they worked alone.

In addition to service and support advantages, much of the **operating redundancy has been eliminated**. Where there were two systems for staff payroll and benefits, now there is one. Where there were two sets of technician support teams, now there is one. Reducing redundancy allows the organization to save money and focus energy on those things that are most important to our members.

Technician Training

Dairy One has a technician training program that focuses on three aspects of staff development. We want to help technicians start the job confidently, then expand their skills to cover all of the job's bases, and finally to help the veterans develop more advanced capabilities. The job of training is never done. We provide training at larger and smaller meetings, and individually- one on one in person, and over the phone when specific questions come up.

Most of technicians in the southern area of Dairy One have had interest in exploring more of the power of their new FTECH – Dairy Comp software. There is a lot there, and most of our initial training was focused just on getting herds tested. Over the last several months we have been going back to technicians and spending time discussing the flexibility in their software and how to use it for members' benefit. We have also spent time discussing our mailed reports, and reviewing other Dairy One products and services.



Dairy One Farm Service Technicians attend Technician Training at the Dairy One office, Ithaca NY.

Auto E-mail, Fax Results Available

Dairy One programmer, Sharon Jaenson has developed an automatic Fax and E-mail system that all milk labs can use for sending out results. This system requires a one time sign-up through your Dairy One Farm Service Technician. From then on, milk lab results are faxed or e-mailed automatically to you. Charges for the service range from \$1.50-\$3.50 depending on your milk lab options.

New Telephone System Coming Soon

Within the next few weeks, Dairy One will be upgrading the office telephone system. The menu, and individual extensions will be slightly different. Please listen to the menu to be sure your call is directed appropriately. Your patience during this transitional time is greatly appreciated.

Emerging Services

Milk Culturing is the next level of intensity for many dairies that take milk quality and udder health seriously. Dairy One has offered milk culturing in the Northern service area for about two years. Now we are beginning to work with the Penn State Milk culturing lab to extend the service to Pennsylvania producers. Under the plan, Dairy One technicians will be trained to take milk samples from cows for culturing and results will be sent back to dairies. By tracking the specific pathogens, dairy producers can better evaluate cow management and long-term strategy for dealing with the mastitis. Producers using the culturing service typically work with local veterinarians or mastitis specialists to make the best treatment decisions.

Check out the Feed Library on www.dairyone.com

The Dairy One website now offers a complete forage composition library to help make the most of feed ingredients. The FCL summarizes analyses performed by the lab for over 220 different feed types with the ability to **view data by crop year or as cumulative totals**. The comprehensive system is flexible, and easy to use with data broken down into the following categories: hays, silages, fresh forages, and energy and protein feeds. Over 60 nutrients are posted for each feed. The information provided in these tables is for reference and educational use. Livestock owners and their advisors should use this information as a guide and incentive to strive for improving forage quality produced and fed to their animals. According to **Paul Sirois, Dairy One Forage Lab Manager**, "It's a great accomplishment that the laboratory is now able to share this valuable information with the rest of the industry. Feed Composition tables are regularly updated to provide the most current analytical information available".

Reports – Love'm or Leave'm

Almost every dairy receives at least one extra report that they pay something extra for. Two options for you to consider are the **Cow PTA Report (Figure 1)**, which is printed quarterly (November, February, May and August), and **graphical displays of individual cow lactations (Figure 2)**.

Cow PTA reports are invoiced \$5.00 for each quarter. If you would like to see the genetic evaluation on your cows be sure you are signed up for this report. If you are currently receiving this report but do not care about PTA information, then tell your technician to sign you off it. The second option, cow card graphs, cost \$.02 per cow, per month. Again discuss this option with your technician if you would like to change your enrollment.

HERD CODE	ID Number	BR.	Cow Reg/ Eartag	Site Reg/ Eartag	Birth Date	Calving Date	No. Frecs / Number	Barn Name / Number	PTA Milk	TYPE OF TEST			DATE SAMPLED	Comments
										DHR	PTA Fat	PTA Prot.		
00-00-000	1010	H	13226380	40352790	1/20/87	4/08/97	6	Lucky	-63	-3	-3	-2	61	
	1012	H	45179385	40349040	6/01/90	3/11/97	2	AJ						
	1013	H	15086705	40390409	4/14/93	9/19/96	1	CHISTA	-23	+6	-3	-1	53	

FIGURE 1

U.S.D.A. Cow PTA Predicted Transmitting Ability

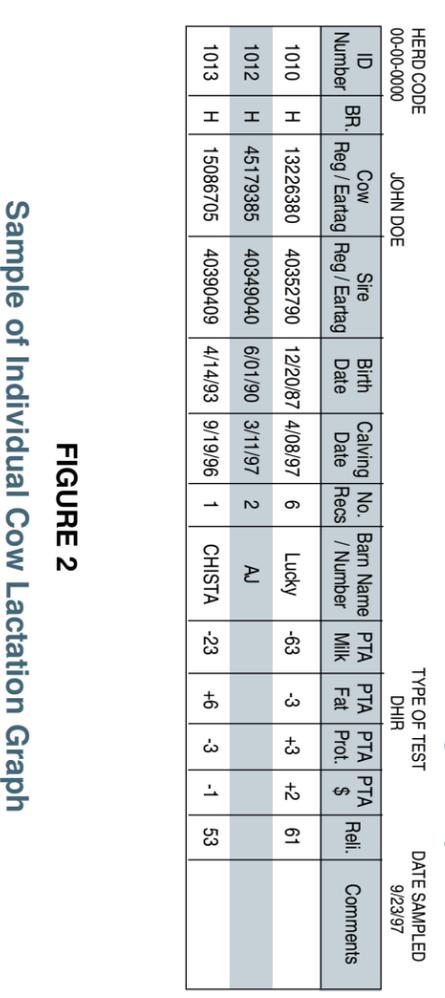


FIGURE 2

5th LACTATION	1	2	3	4	5	6	7	8	9	10	
DIM	16	44	73	107	136	164	195	227	256	290	318
Milk	84	115	123	100	67	94	92	69	46	61	52
Fat %	4.5	3.9	3.7	3.5	4.5	3.4	3.5	4.1	4.3	3.3	4.5
Prot %	3.0	2.9	2.9	3.2	2.7	3.1	3.0	3.1	3.0	3.3	3.5
SCC	1.2		1.5	3.7	5.5	5.4	4.5	4.8	6.2	4.6	5.3