



Envisioning Tomorrow's Dairy

PROFESSIONAL
DAIRY
CONFERENCE

2020

January 16-17, 2020

*Treasure Island Resort & Casino
Welch, MN*



Form *A* Feed

Focus on the Future & Envision Tomorrow's Dairy!

Dairy farming is a business that takes focus and vision. Your cows, business, and family count on you to make many decisions that have an impact on your dairy today, tomorrow, and many years in the future. Form-A-Feed's Professional Dairy Conference is an opportunity to learn from industry experts and bring home an abundance of knowledge to help you envision the future of your dairy. You're sure to go home with new results-driven ideas that you can implement on your dairy right away!

Join us January 16-17, 2020
at Treasure Island Resort &
Casino in Welch, MN!



Register by December 20, 2019
for Early Bird Rates!

Final Registration Deadline January 10, 2020

Morning Spotlight Session: Thursday 10:30 a.m. with lunch to follow

Making Dairy Dreams A Reality: A Value-Added Dairying Panel

Featuring: *Autumnwood Farm, Redhead Creamery, and Marieke Gouda*

As in any industry or business, dairy farming is faced with continuous change—change in consumer demand, change in markets, and change in management. Three featured business-owners, Pat Daninger, *Autumnwood Farm*, Lucas Sjostrom, *Redhead Creamery*, and Marieke Penterman, *Marieke Gouda* will share their stories about how they found their niche and followed their dreams in the changing dairy industry. The panel will focus on their decision-making process and their journey of how they took control of the future of their farm.



Located in Forest Lake, MN Autumnwood Farm bottles fresh milk at their hometown dairy. Third- and fourth-generation farmers Patrick and Sharlene Daninger and their children run a high-quality 21st century operation using the finest in dairy equipment and the latest environmentally sound agricultural practices to provide quality dairy products to local grocery stores and retail outlets.

Redhead Creamery makes artisan cheese on their family dairy in Brooten, MN. Lucas and his wife, Alise, are partners in her family's dairy farm and Redhead Creamery. Jer-Lindy Farms is a 200-cow dairy farm that grows alfalfa and corn for the cows, and apples for bees and humans. Redhead Creamery makes award winning cheeses and provides agritourism experiences.

Marieke Gouda in Thorp, WI specializes in handcrafted cheeses including their famous Marieke® Gouda. Marieke and Rolf Penterman emigrated from the Netherlands to start a 350 cow dairy farm, Penterman Farms. Their state-of-the-art facility includes a store and viewing windows to see the farm and cheesemaking up close.

Dairy Conference Day One - Thursday, January 16th, 1:15 p.m.



Improving Glucose Utilization to Aid in Increasing Production During Transition

Tyler Harris, Ph.D., Kemin

Tyler Harris, Ph.D., a Technical Services Manager at Kemin will discuss the relationship between glucose and insulin in the transitioning dairy cow. He will explore ways to improve glucose utilization and increased insulin sensitivity, which ultimately leads the fresh cow to improved milk production and profitability.

Thursday Afternoon Break-Out Sessions (Choose 3)

Manage by the Numbers: How to Use Your Financials to Drive Business Decisions *Pam Uhlenkamp, South Central College*

Pam Uhlenkamp, Farm Business Management Instructor for South Central College will help producers understand key financial ratios that they should be focusing on to help them drive their day-to-day and long-term business decisions. She will go through some daily management decisions and how that impacts the financial side of the dairy. This session will give you some take-home lessons on how to utilize your financials to envision a profitable and sustainable dairy.



Defining and Achieving Success with Robotic Milking *Dr. Mike Brouk, Kansas State University*



Success with robotic milking can be defined in many different ways and it is the easiest part of the process. Achieving what has been defined requires aligning animal behavior, facilities, nutrition, forage quality, animal training, animal health and humans to achieve the anticipated success.

Join Dr. Mike Brouk of Kansas State University for an informative session designed for producers who are currently milking with robots or are considering robotic milking systems.

Sanitation Saves Lives *Dr. Anne Proctor, Form-A-Feed*

Do you deal with calf scours on your farm? Do you struggle with respiratory disease? Dr. Anne Proctor will provide tips to help you reduce the incidence and spread of diseases within your calf facility by focusing on sanitation. Washing buckets and cleaning hutches is simple, right? Unfortunately, there's more to it than you might expect. Learn why cleaning calf equipment is more difficult than it appears and go home with a simple and effective protocol.

Test your current protocols! We will have the ATP meter available to test your items. **Bring a clean bottle, nipple, bucket, esophageal feeder or other item used to feed calves and we'll see if it's clean enough to meet current guidelines.** Do you want to see how dirty some items get? Bring a used piece of autfeeder milk line, a cup used to scoop milk replacer, a bottle brush or any other item that you think might not be as clean as you'd like and we'll test that, too. One clean and one dirty item per person, please. Bring items in when you arrive on Thursday and we'll test them right away.



Form-A-Feed Dairy Conference



Thursday Afternoon Break-Out Sessions Continued

Benchmarking Key Dairy Records to Find Efficiencies in Your Dairy *Tim Kinches, Form-A-Feed*

Tim will cover several topics to understand where key dairy metrics are in today's dairy farms and how this affects efficiencies and the bottom line of your dairy. He will discuss what reports are available and how to find the numbers to compare benchmarks.



Measuring Parlor Performance: What Are Your Options? *Mario Solis Flores, Form-A-Feed*



How do you know if you are getting the best parlor performance? In this break-out session, you will learn some general benchmarks used in the dairy industry to define parlor performance and how it can be tracked back to your operation. From employees to equipment, Mario will provide insight on improving milk production and quality.

Thursday Evening Keynote



Envisioning Tomorrow's Dairy *Don Schindler, DMI*

We all know that dairy is one of nature's most nutritious and delicious foods but is that what today's consumers think? How has the consumer changed, what are they looking for in food and how must dairy change to meet these needs? How do they feel about dairy farming? What can you do to build a trusting relationship with today's digital savvy consumer?

Don Schindler is the Senior Vice President of Digital Innovations at DMI and has been teaching farmers, staff and the dairy industry how to connect with consumers using social media and digital marketing for six years. In his keynote, Don will illustrate the trends of what today's consumers are demanding and provide thought-provoking ideas of how tomorrow's dairy could be impacted.



Optional Thursday Evening Bowling Fun!

Dairy Conference Day Two - Friday, January 17th, 8:00 a.m.

Traits for a Successful Dairy Farm

Jon Zander, Compeer and Jared Holt, Ascent Financial

Jon Zander and Jared Holt will discuss risk management, education, transition planning, and employee management and retention. Learn about what they're seeing farms do to achieve prosperity as it relates to business and financial management.



Forage Fiber Digestibility Influences Milk Income

Tony Hall, Lallemand Animal Nutrition

What is forage-NDF digestibility, how is it measured, what variations are there across and within forage crop types, and how can you improve it? What challenges can you and your team expect to see with forage NDF-digestibility this year, and what options will you have to exploit or work around them? Join Tony Hall from Lallemand Animal Nutrition for a deeper dive on understanding forage-NDF.

Rumen Development in the Dairy Calf

Dr. Jud Heinrichs, Penn State

Besides colostrum, rumen development is the most important part of calf health. Dr. Jud Heinrichs of Penn State will discuss the importance of rumen development in calves, how it occurs, and how we can be sure we are doing it correctly and timely.



Finding Efficiencies To Increase Farm Margin

Dr. Mike Brouk, Kansas State

Tough economic times and narrow margins force dairies to really evaluate all aspects of the operation to discover opportunities to increase efficiency and improve farm margin. Finding the opportunities and then acting on the opportunity allows producers to be positioned to take advantage of increased future margin opportunities.

Register by December 20, 2019 for Early Bird Rates!

Registration for the 2020 Professional Dairy Conference includes one room for up to two people for the full conference. **The cost is \$90 if you register by December 20th, 2019** and \$120 after that date. If you would like to register additional people for one room, please contact Sarah Kuechle at sarahkuechle@formafeed.com or call 800.422.3649.

Farm or Business Name: _____ Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Attendee Information:

NAME	EMAIL ADDRESS	PHONE	SHIRT SIZE (please indicate men's or women's)

Which events will you be attending?

- Morning Spotlight Session & Lunch
 Thursday Evening Social & Banquet
 Friday Morning Breakfast

Room requests:

- Non-smoking
 Smoking
 Handicap

2020 Professional Dairy Conference location:

Treasure Island Resort & Casino
 5734 Sturgeon Lake Road
 Welch, MN 55089
 www.ticasino.com
 1-800-222-7077

Registration Options:

- Full-conference, one hotel room, includes two people. By December 20th: \$90.00. After December 20th: \$120.00
 Single day reservation, \$35 per day per person. No overnight stay, meal included.

Payment:

A completed registration form along with your conference payment is **due on or before January 10, 2020**. Make checks payable to Form-A-Feed, Inc. Send to:

Form-A-Feed, Inc.
 Attn: Dairy Conference (Sarah)
 PO Box 9
 Stewart, MN 55385

*Register and pay online with a credit card at
www.formafeed.com/dairyconference20*

Upon arrival, check-in at the Form-A-Feed registration table. Name tags are required for all conference events. Any incidental room charges are attendees expense. Room cancellations allowed on or before January 9th, without penalty.





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