



State and federal policy will be the topics of discussion at four Policy Picnics, July 17-18, on member farms across Wisconsin. Learn more at dairyforward.com

dairy Forward

The official newsletter of the Dairy Business Association

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Gov. Evers signs state budget

DBA celebrates successes and readies for renewed efforts

By John Holevoet, director of government affairs



DBA has been working since the beginning of the year to ensure the dairy community was not overlooked in the coming state budget. Now that Gov. Evers has signed the budget bill, we know where we had success and where we

need to continue to push for our members. There are two budget provisions - that we worked particularly hard on.

Dairy Innovation Hub - This is an investment in next level dairy research at three UW System schools: Madison, Platteville and River Falls. It dedicates \$8.8 million in funding over the next two years

to hire researchers to focus on innovative product development, land and water stewardship concerns, animal welfare considerations and strengthening the economic vitality of rural communities.

Farmer-led conservation groups funding - DBA actively supports a handful of farmer-led conservation groups throughout

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Policy Radar:

A glance at issues DBA is tracking. View the complete list of legislative priorities at dairyforward.com

While attention was focused on the state budget process, progress is also being made on some on-standalone legislation that matters to DBA members.

SB 91 would increase the prevalence of nutrient trading in Wisconsin. The legislation would create a clearinghouse for nutrient trades, allowing farms and farmer groups to bank credits for work they have already done. This gives the point sources that need to buy such credits a clearer idea of how many are available and at what price. It also takes away the uncertainty over whether the point source can count on the water quality improvements happening. This bill would open up a new revenue stream for farms while also allowing for innovation and creativity in addressing our water quality concerns.

SB 91 has enjoyed broad bipartisan support and emerged out of committee in the Senate and was voted out of that chamber unanimously. Last month, the bill was heard before the Assembly Committee on Local Government. DBA was the only state agricultural group to testify in favor of the bill at both the Senate and Assembly committee hearings. It is unclear when the assembly vote will happen, but all indications are the governor will sign the legislation when it reaches his desk. 🇺🇸

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the state. We were one of the groups that originally advocated for the creation of a grant program to help grow these groups. We're pleased that both lawmakers and the governor recognize the value in the program and significantly increased the state funding for it.

Neither of these wins could have been possible without the help of other allied groups. Also, both measures enjoyed bipartisan support and we are grateful for our legislative champions and the governor's ultimate approval of these items.

There were other items where we made progress, but more work needs to be done.

CAFO program changes – The governor's original proposal to drastically increase CAFO fees was pulled out of the budget. DBA was clear that we could not support any fee increase, even a modest one, unless it was tied to specific improvements in the program. For us, that likely meant more sharing of duties between DNR and DATCP. Ultimately, while fees did not increase, some new positions may be added at DNR. The goal of these new positions is to improve permitting and reduce response time.

Transportation funding – We had two priorities for road funding: 1) a long-term sustainable funding solution for road funding and 2) ensuring that rural roads and infrastructure are not forgotten in the funding discussion. Some improvements were made and rural roads were singled out for additional dollars, but more could have been done. Ultimately, we are still looking for the long-term strategy that our state needs.

Finally, there are a handful of items that were either pulled from the budget or never made it in that we're going to continue working on. Some are already standalone bills and the rest could be for this legislative

session or sometime in the future.

Driver's permits for immigrants – DBA has been working on this issue for a decade. Gov. Evers proposed this in his draft budget, but it was removed by the legislature. We're working to see a bipartisan bill introduced on this issue later this year.

Dairy processor grants – Gov. Evers proposed doubling the modest amount of money for state dairy processor grants. This did not make it into the final version of the budget. We hope it might be something that could be pursued later in the session or perhaps next budget.

Dairy export promotion funding – Gov. Evers also proposed a special line item to help DATCP better promote Wisconsin dairy exports. There is strong bipartisan support for the concept and we hope that additional resources can be given to these important efforts.

Improving access to capital for rural businesses – The Wisconsin Housing and Economic Development Authority's process for making lending decision favors urban investments. A bill has been introduced to make the process fairer. DBA will work with our cheese maker partners to get it passed.

Fixing an issue with MAC – Many farmers have used the manufacturing and ag tax credit, which is commonly known as MAC. The law does not allow farmers to count crop insurance proceeds as revenue for purposes of calculating the credit. It appears this was just an oversight and we want to fix it.

Thank you to all our members who came to Madison to help us lobby on the state budget or reached out to your lawmakers by email or telephone on any of these issues. You make us far more effective than we could ever be alone. We hope you had a great Fourth of July as we celebrated our nation's birthday. 🇺🇸

Inclusivity, partnerships key to moving dairy forward

By **Tim Trotter**, executive director



Everyone, including myself, gets caught up in a daily routine, preventing us from reflecting on where we started, where we are today and where

we are going.

This doesn't only happen in our personal lives, but on our farms and in our businesses, too. Let's face it, we can easily set goals and make plans to achieve them, yet it often seems something gets in our way, sometimes out of our control.

One of the issues we are all too familiar with is the weather. These unforgiving conditions have been out of our control, forcing us to improvise and do our best.

Being resourceful, proactive and confident are our only options. In a recent TV interview, our past president Gordon Speirs summed it up well:

"We will get through this. It won't be pretty, but we will get through it." This is the resolve of many farmers and the encouragement we need during these unnerving times.

Switching gears to DBA's work in the Capitol, we've had an action-packed session with many moving pieces. From the budget, the environment, the Dairy Innovation Hub and many topics in between, our team has been very busy. Our board's decision to ramp up our political presence last year was intuitive and well-timed. Our legislative team has worn out their shoes walking the halls and offices at the Capitol providing insight, solutions and encouragement on very complex issues.

A core strength of DBA is our ability to bring forward true solutions. As I have said many times, the old default — "duck,

deny, deflect, delay" — is not going to solve complex problems. Dairy needs to advance practical and solutions-based policies. Anything less than that is unacceptable.

Speaking of solutions, great strides and outcomes are happening within the farmer-led conservation groups we support. This was evident with the interest from state-wide elected officials touring farms and attending field days. Recently, Gov. Evers and Rep. Joel Kitchens toured a Peninsula Pride Farms and DBA member farm, Deer Run Dairy, owned and operated by Duane and Derek Ducat and Dale Bogart.

Two encouraging things occurred: firsthand experience on a farm and a better understanding of the voluntary options used by farmers. Deer Run's commitment to continuous improvement was evident and these points were conveyed to policy-makers.

No matter the farm size, it's important that you are part of the solution. This can be accomplished by adopting sensible management solutions and being transparent about it.

These efforts are not by chance, but rather by design. Five years ago, DBA realized it was time to change our approach to ensure a better future for dairy in Wisconsin. The premise is to provide a way for all farms and members to actively participate in the mission of the organization. Building broader support through the state and forming partnerships with like-minded organizations have paid huge dividends. It's about being inclusive, gathering wisdom and capturing passion. After all, our members are the key and inspiration to continue moving dairy forward. 🇺🇸

Welcome New Members

Frost Farms
Gordondale Farms, Inc.
Nel Farm, Inc.
Syngenta



Nick and Maria Woldt, owners of ToldYaSo Holsteins in Marshall, will host a DBA Policy Picnic at noon on July 17.

Upcoming Events

DBA Policy Picnics

July 17 » Marshall
July 17 » South Wayne
July 18 » Deer Park
July 18 » Hatley

Dairy Sustainability Lunch & Learn webinar

Aug. 9 » Online

HR Workshop @ Rosy-Lane

Aug. 12 » Watertown

DBA Packer Tailgate Party

Aug. 29 » Green Bay

For more details about all of our events, check out dairyforward.com/events

Sustainable farming from feed to field application

Farmers decrease the distance between feed, manure and agronomy

By Holly Bellmund, president and COO, GLC Minerals



Farmers know that everything they do is in a cycle — seasonal cycles to be sure for planting, harvesting and preparing the soil for next year's

crops.

Protecting the water cycle is of utmost importance — clean water for people and our communities, animals and crops. Minimizing runoff from manure and commercial fertilizer that could contaminate local waterways or groundwater is also of critical importance.

Farms also think in terms of the nutrient cycle although they may work with various experts along the way. A farmer may work with a dairy nutritionist to meet specific nutrition requirements for their animal feed, work with a custom operator to safely and effectively haul manure and with an agronomist to be sure that soil health is optimized for plant nutrition and runoff control. Sustainable farmers know these

nutrient cycles are intertwined and it's important to connect with experts in each area for the best results.

For example, take three common



Our DBA membership provides us the chance to engage with farmers and policymakers alike so that we can best support the Wisconsin dairy community.

nutrients: calcium carbonate, calcium-magnesium carbonate and calcium sulfate. Each has a well-established role of supplying calcium and magnesium to the dairy diet. Let's take calcium carbonate first as a feed ingredient combined in the total mix ration. After the cow's body absorbs

what she needs, any excess will be excreted and eventually make its way into manure storages. Powdered calcium carbonate may be combined with bedding material to supplement cow comfort. In its powdered form, it has absorbent qualities and offers some pH adjustment. Powdered calcium carbonate is ideal for mixing with wood or other paper by-products for comfortable bedding. Manure from this type of bedding system can be even more beneficial where some calcium is needed in the field as well as some pH adjustment.

Separately, depending on soil needs and crop planning, farms may add calcium carbonate (aglime) directly to their soils prior to planting or in between cutting. Lastly, crops will uptake calcium into the plant, increasing the calcium delivered to the animal and provide the calcium-needed nutrients that are being directly fed.

Calcium-magnesium carbonate offers similar benefits with the advantage of providing a magnesium source to the diet



The H. Lee White unloads mineral ore at the GLC dockside facility in Green Bay, Wis. Below: Calcium carbonate can be used across several industries including animal feed, glass, plastics and more. Photos from GLC Minerals.

as an essential element. Calcium sulfate offers both calcium and sulfur without pH adjustment as well as other beneficial properties to increase air and water flow in soils.

Farmers know an essential element for growth is high-quality feed and soil health. Farmers who are focused on becoming more sustainable embrace the nutrient cycle for all that it has to offer from feed, manure, soil health and optimal crop nutrition.

GLC Minerals is a proud member of the Dairy Business Association and has been providing these three naturally mined minerals to Wisconsin dairy farms since the 1940s. Although the company spans state lines and across several industries, agriculture remains a cornerstone of our business. Our DBA membership provides us with the opportunity to engage with farmers and policymakers alike.

Since 1945, GLC has been processing calcium carbonate bulk and calcium

carbonate filler products at our dockside facility in Green Bay. With roots back to 1871, as a family run business, we've grown to become the leader in custom mineral processing for markets such as agronomy, animal feed, plastics, environmental, glass and industrial fillers. As a premier Upper Midwest mineral supplier, we leverage

experience and expertise to make sure our level of customer support equals the quality of our calcium carbonate filler products. It is our business to continue to partner with farms and feed suppliers to provide high-quality feed and agronomy products to support the dairy community 🇺🇸



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Adding robots leads to cow longevity

Minglewood Inc., located in Deer Park, looks different today than when it started 126 years ago. Currently, the fourth and fifth generation are involved and have implemented robotic technology. The herd is milked using two methods, with a capacity of 480 cows in the new robotic facility and the remainder of the herd is milked using a parlor.

The farm is owned by Kevin and Roxann Solum, their son, Ryan, and daughter and son-in-law, Kristin and Jacob Quist.

DBA: *What kind of robotic technology do you have on the farm?*

Minglewood: We have eight DeLaval Classic Robots in a guided flow system, as well as two ValMetal Feed Pushing Robots. We also have been feeding our calves with automatic feeders since 2012.

DBA: *How long has your farm had milking robots?*

Minglewood: We built our robotic facility last summer and started milking on Nov. 27, 2018, with eight robots.

DBA: *What made you decide to move to robots?*

Minglewood: We decided to move to robots because we saw the benefits of having greater cow longevity, more milk and being able to milk more cows with less labor.

DBA: *What are the challenges and benefits?*

Minglewood: The benefits far outweigh the challenges we have seen so far. The benefits being that it is a low stress environment for the cows and increasing cow longevity. Our biggest challenge is that it was a steeper learning curve than we thought it would be.



The Solum family will host a DBA Policy Picnic at noon on July 18.

DBA: *What advice do you have for others thinking about robots?*

Minglewood: Our advice is to tour as many barns as you can and to select your dealer you want to work with before you decide which brand of robot to go with. Service is a huge part of robotics and you want to make sure you are working with a dealer that you want to be doing business with.

DBA: *How do the cows and employees respond to the robots?*

Minglewood: The cows responded much faster than our employees. We are only eight months into it and are still learning every day!

DBA: *What does the future hold for Minglewood?*

Minglewood: The future is bright for the fifth generation! There are so many opportunities today that technology provides for us to manage our cows better than ever and to be better stewards of the land.

DBA: *You have been a member of DBA since 2002. What benefit do you find most valuable?*

Minglewood: Great people and leadership being the voice for dairy in Wisconsin and now nationally with Edge Dairy Farmer Cooperative. 🇺🇸

Six ways to succeed on social media



By Joanna Guza,
Marketing and digital
communications
manager

Social media can be an unpredictable beast. One can spend several minutes creating a post only to get a little engagement, and then share a simple post and get much more engagement. Why is that? I can explain.

Being strategic on social media comes down to understanding algorithms and your audience. Every social media channel is different, but I have found techniques that work in the dairy realm.

1. Utilize analytics

A tip that usually goes unused is utilizing the analytics tool. Each social media platform offers analytics that give information on your audience such as age, gender, location and much more. Personally, I use the feature that shares when our social media audience is active online. This indicates the best time to post during the day. Keep in mind social media algorithms do change, so it is important to revisit the analytics.

2. Put a face to it

Your customers want to see you! Adding a person to the picture or video will increase engagement and catch people's attention. This also showcases the human interaction and care for animals and the land on the farm.

3. Reshare well-performing past posts

There are billions of people on social media, so it is likely they never saw your post. Reshare content that has performed

well. Also, if you have content that you thought should have done well and didn't, reshare it on a different day and time.

4. Keep it simple, show values

This tip always amazes me. In the dairy community, the majority of the time people engage with simple posts. I define a simple post as a picture with a two-to-three sentence description. People rarely take the time to read a long post or article unless they're attracted to the title. When keeping it simple, be sure to focus on shared values. For example, not everyone lives on a farm, but the majority have children. Showcase your children helping on the farm to develop a good work ethic. Everyone can relate to preparing their kids for the future.

5. Play off other dairy advocates' channels

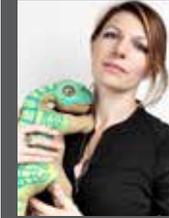
Join in on another farm or agricultural business social media campaign and be sure to tag their channel. This will engage their audience and introduce your audience to more agriculture-friendly social media content.

6. Have courage!

Take your social media channels to the next level. There is no time like the present, and the public is extremely interested in what you do every day. Use it to your advantage!

Feel free to contact me to brainstorm ideas and dive further into this topic. Reach out at jguza@dairyforward.com or 920.883.0020 x109. 🇺🇸

Dairy Strong announces keynote speakers



Dr. Kate Darling is a leading expert in robot ethics. She is a research specialist at the Massachusetts Institute of Technology (MIT) Media Lab, where she investigates social robotics and conducts research on human-robot interaction.



Michael Parrish DuDell is one of the most popular business authors on Amazon.com and has helped some of the world's most influential brands, including Kraft, Visa, L'Oreal, Toyota and American Express connect with millennials.



Former Army Intelligence Officer, Brett Scottio is the president and CEO of Aimpoint Research. Brett will fuse best practice and Intelligence disciplines with marketing research methodologies to explain the "farmer of the future."



Decorated combat veteran and the first female Thunderbird pilot, Col. Nicole Malachowski (USAF, Ret.) will call on stories from her career and personal life. Nicole will encourage farmers and dairy community professionals to rethink the challenges we are facing, urging us to go beyond resilience and become resurgent. 🇺🇸



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Save the date: Aug. 29 Packer Tailgate Party

Watch the Packers take on the Kansas City Chiefs at this exciting, family-friendly event. The party will be held at Anduzzi's Sports Club near Lambeau Field and will feature a tailgate buffet, beverages, games and much more! Sponsorship opportunities are also available. We'll see you there!

Time: 4 - 7 p.m.

Location: Anduzzi's Sports Club, Holmgren Way, Green Bay.

Cost: \$125 - game tickets + tailgate or \$45 - tailgate only.

Includes all you can eat and drink.

Register and learn more:

dairyforward.com/events

Questions? Contact Maria Woldt at mwoldt@dairyforward.com or 608.577.4345. 



Register at dairyforward.com/events #DBAtailgate