



dairy Forward

The official newsletter of the Dairy Business Association

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It's going to be a bumpy budget ride

The government affairs team is being creative to adapt to the challenges in 2020

By John Holevoet, director of government affairs



COVID-19 and the resulting economic shut-down have dealt a serious blow to many businesses and individuals in Wisconsin and around the globe. State and local governments have also felt the effects. The summer

before an election would normally be the time when DBA begins its discussions with lawmakers about our budget priorities for the coming two years. This year, those discussions are going much differently.

All levels of government have experienced a sharp decline in revenue. The uncertainty surrounding the disease and

economic recovery have made making predictions about future revenue very difficult. This means we are entering the season to discuss how to spend our state's money for the next two years and all we know is that we will have a lot less money than last budget and a lot less money than we anticipated.

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Policy Radar:

CARES Act direct aid payments

Last month, Gov. Tony Evers announced his plan to disburse \$50 million in direct aid payments to farmers through the federal CARES Act. The Wisconsin Farm Support Program is providing direct payments of between \$1,000 and \$3,500 for farmers who had 2019 gross farm receipts of between \$35,000 and \$5 million. The signup period closed June 29. DBA advocated for the use of CARES Act funding in the form of direct aid payments.

Regular state legislative session

It is doubtful that the state Senate will come back into session to complete the work of the 2019 regular legislative session. On Feb. 18, the state Assembly passed 22 ag-related and water-quality bills. The Senate was scheduled for a floor period in the last week of March. However, that session never materialized as the state's attention turned to COVID-19, eventually forcing the closure of the Capitol and cancellation of the session.

Looking ahead

Most state legislators have returned to their home districts to prepare for the November election. All 99 Assembly seats and 16 of 33 Senate seats are up for election. When the new Legislature returns to Madison in January, we expect much of the remaining agenda from this session to be a priority. DBA continues working through its policy committee and with ag coalition partners to identify new and emerging priorities. 🇺🇸



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The difficult budget fight will likely be preceded by an equally difficult fight over a budget repair bill to try to address the shortfalls in the previous budget, which did not anticipate COVID-19 and its fallout. Neither of these processes are likely to improve the tense working relationship between Gov. Evers and the Republican majority in the Legislature.

This is not a pretty picture, but it does not mean that the next legislative sessions will be without victories for agriculture, particularly dairy farmers. We are going to have to work harder than normal, maybe harder than ever before, to prevent budget cuts that might be damaging to the dairy community.

Also, advocating for new funding will be exceptionally hard. We should fully expect that long-standing budgetary problems, such as the lack of adequate funding for transportation projects, will not be solved by this budget. There will not be the money nor the political will to do so.

The inaction on several priorities will be frustrating for our members and staff.

Farmers are used to navigating economic ups and downs and making do in less than ideal situations. They will likely expect more from their elected leaders than those leaders will be able to deliver.

There will be an emphasis on bringing forward ideas that are revenue neutral or perhaps even revenue positive. This is not always an easy thing to do, but it could present a real opportunity for DBA to offer

creative regulatory reform ideas. There are changes that could be made to existing processes that will cut the red tape that farmers and agribusinesses face. These changes can often be made without costing the

state anything. These cuts could even save money or help to spur development that will produce more tax revenue.

DBA is working to set its policy priorities for the next legislative session, which includes any budget asks that we will be making. We will continue to be creative and adaptable - just like our members - which are exactly the traits that we have all needed so far in 2020. We hope they will continue to serve Wisconsin's dairy community well. 🇺🇸



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Cutting through the challenges during COVID



By **Tim Trotter**,
executive director

As we are cross the halfway mark for 2020, one must wonder what else can possibly happen. It's kind of scary knowing our county and world are on pins and needles.

This comes not only from the challenges and uncertainty COVID-19 has brought to us, but also the social unrest, political tension, unemployment and general skepticism. These conditions are history-making and we don't know what the next chapter will look like.

From an organizational perspective, we realize this has all the makings of a crisis and we have done our very best to keep calm and collected during COVID-19. DBA's approach has been to keep our eyes wide open, listen to all perspectives and sort out the facts from emotion. This is not easy when emotions are creating more hysteria resulting in a perfect storm of unintended consequences.

An example is the federal dairy policy changes proposed by other dairy groups during the past few months. These proposals would have undermined the intent of current policy and done long-term harm.

DBA and our sister organization, Edge Dairy Farmer Cooperative, were first to recommend a standalone COVID-19 relief

package for dairy. All the current programs were working until COVID-19 broke out, and dairy simply needed a lifeline to get through it. There is no reasonable or rational business case to alter current dairy policy.

The idea for direct relief came from our members and board members. We responded and advocated accordingly. We have the utmost confidence that dairy will emerge from COVID-19 stronger and

smarter than ever before and, most importantly, learn from this experience to mitigate risks in the future.

I want to thank all of you for your active engagement with DBA during these times. Your

phone calls and emails are very important. Also important was your listening ear to our Dairy Stream podcasts. We couldn't predict how immediately valuable this tool would be when we launched it just before the pandemic took hold. We have made every effort to keep you informed and cut through the noise to bring you the facts in a timely manner.

Please keep a positive attitude and stay connected with us as we move forward. 🇺🇸



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Stay informed:

Need to add a team member to our email list?

Send contact information to info@dairyforward.com.

Welcome New Members

AVID Risk Solutions, Inc.
Okray Insurance Agency

Important dates

DBA/Edge Policy Picnic
July 16 » Brillion

New Dairy Stream episode
July 29 » Podcast app/website

Kickin' it with the Cows Run/Walk
Aug. 8 » Wrightstown

DBA Dairy Golf Classic
Aug. 13 » Nekoosa

New Dairy Stream episode
Aug. 19 » Podcast app/website

CFAP application due
Aug. 28 » farmers.gov/cfap

Free Dairy Strong registration
Sept. 1 » dairystrong.org

New Dairy Stream episode
Sept. 9 » podcast app/website

New Dairy Stream episode
Sept. 30 » podcast app/website

Dairy Strong 2021
Jan. 20-21 » TBD



Busting common myths about Beef

Understanding the genetic potential for raising beef on your dairy farm

By Clay Fredericks, Beef on Dairy coordinator for STgenetics



Beef on Dairy is an established management practice within the industry, but dairy farmers and industry professionals nationwide are curious

to know what is next for this management philosophy. There are several myths floating around about Beef on Dairy.

Myth: Beef on Dairy is a fad.

Reality: Traditionally, the industry focused on creating as many high-genetic females as possible. This philosophy is commonly known as “Old AI.” Beef on Dairy is a tool that challenges this practice. The economics behind genetic improvement,

reduction of heifer populations to better suit the dairy, and the increased dollar value of the crossbred beef-like calf generate too much of an economic benefit for the industry to swing back to the way of “Old AI.”

Myth: Beef on Dairy will flood the calf market and make these crossbred animals worthless.

Reality: Researchers from University of Wisconsin-River Falls found that the dairy sector contributed only 21 percent of the total U.S. commercial beef supply in 2018. Instead of adding animals to market, the calves created with terminal crosses are simply replacing the inferior purebred Holstein steers, heifers and cull cows.

Myth: The industry will have a major depression of nonlactating cattle throughout the country followed by a high demand to purchase them.

Reality: The dairy industry has seen success with sorted female semen to successfully generate adequate females. In some cases, dairies can factor herd growth as high as 25 percent and generate enough replacements with large genetic improvements. These heifers will be in abundance, but the population can be managed more routinely. By adjusting breeding protocols, dairies can plan for expansion with the genetically correct population of cows, not just more cows.



on Dairy

Photo from STgenetics

Beef on Dairy increases Net Merit dollar values over generations as we breed a more refined population of dairy cattle by eliminating problem cows and their genetically inferior offspring. Dairies across the country have shown adjustments to cull rates and non-completion rates as we better manage the correct population of dairy cattle.

Myth: Beef on Dairy is just a temporary fix for the dairy industry.

Reality: The future is promising for Beef on Dairy as we see evolution in not only genetic selection but with the opportunity of dairy farms as a feedlot. The dairy industry can retain ownership and create age source-

verified cattle that produce a consistent genetic profile along with a steady flow of cattle into feedlots. The industry has already adopted terms like “counterfeit cattle” or “dirty Holstein” — meaning cows that are bred to poor genetics. Without a focus on genetic potential of terminal traits, beef-dairy cross calves can see low market prices like those of the Holstein bull calf. However, cows bred to more elite beef genetics will see their opportunities come in abundance.

Jared Wareham, general manager for Top Dollar Angus, is excited about the opportunities for beef-dairy cross calves as well.

“The dairy industry represents the ideal

segment to facilitate integrated supply chains,” Wareham said. “Their innate structure will allow them to overcome the major challenges that exist throughout a highly siloed industry, like beef.”

“Clear advantages in timing of supply, scalability, genetic precision and transparency have many key influencers executing initiatives to carve a path right now. Beyond the normal ebb and flow of the replacement female market, I wouldn't foresee any slippage or reversal in the widespread integration of beef on dairy production within dairy systems moving forward.” 🇺🇸

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Way-Mor Dairy: Lessons from barn fire

At around 1 p.m. on Nov. 27, 2018, a rollercoaster of events started at Austin and Eileen Webster's farm, Way-Mor Dairy in Greenleaf, Wis. They were getting ready to go set up the parlor when a neighbor driving by noticed smoke. Within minutes, they moved the animals to safety, saving most of the herd. Local fire departments, 14 of them, responded incredibly fast to control the fire. The community response was quick as well. Twenty trailers lined up to transport the cows to a farm that had recently sold its animals.

The Websters had started the farm just 18 months earlier in June 2017. They had two children at the time and a baby due that month. The Websters rent the facilities and intend to buy the farm in the near future. They have slowly grown the herd size to 300 cows, which they milk twice a day. The family has also grown to include four children, and the farm has hired a full-time employee.

DBA: What were the biggest challenges in this experience?

Way-Mor: One of the biggest challenges was that we didn't own the facility, so the rebuilding process was up to the owners, which are our relatives. Also, the milk price was terrible, we had loans for cows that we had to pay back and we have a family that already had a life started in this location, with a daily routine that worked for us with small children. It took us a few months to go through numbers and options. In the end,

the only options were to have the owners rebuild with the insurance claim, keep renting at the current place or try and find another place. What ended up making the most financial sense was to set up a lease-to-own agreement with the owners and for them to rebuild with the insurance claim.

DBA: How can a farmer be prepared for this type of situation?

Way-Mor: We recommend having a map available to help emergency workers. It should show LP tanks, power shutoffs and other locations of hazards. It was a bad day, but it went well given the circumstances because we remained calm, acted quickly and put people's safety first.

DBA: Where did you start with the reconstruction process?

Way-Mor: We rebuilt a standard parallel rapid-release parlor with a basement. Our main goal was to be cost effective. We set it up to be able to expand or add future advancements.

DBA: What does the future hold for Way-Mor Dairy?

Way-Mor: We plan to fully purchase the property, increase milk production and increase overall farm efficiency and profitability. We also want to diversify to spread out our risk and create different areas to expand. We hope that by diversifying, it will help make it possible for our children to be a part of the business, if they choose. 



DBA and Edge: Strengthening our team

DBA and its sister organization, Edge Dairy Farmer Cooperative, have hired Dale Beaty, an experienced farm organization leader, to be director of member relations. Dale will help expand services to farm members, including recruitment and member engagement.

Nicole Barlass, who had been director of member relations, has been named director of corporate relations, a new position. "I am very excited about the bandwidth and expertise Dale will bring to our team, and I am eager to focus my time and talents on this more defined role," Barlass said.

DBA and Edge focus every day on how to put farmers in the best position to succeed, said Tim Trotter, executive director of the organizations. This is all about adding value for our members.

"Dale has a proven record of member engagement and leadership development, which is vital for a leading organization," Trotter said. "He is the perfect fit to add value to our members and the greater dairy community."

Get to know Dale

My wife, Jillian, and I live in Milton, Wis. Jillian is the agriculture education instructor and FFA adviser at Oregon High School. We have three adult children, Kaitlyn, Sydney and Carson. We have two grandchildren, Claire and Theodore.

I attended the University of Wisconsin-Madison on an Army ROTC scholarship. I became an Army officer and spent seven years on active duty serving at Fort Bliss, Texas, Grafenwohr and Darmstadt, Germany, and Schofield Barracks, Hawaii. After leaving the Army, I started my own home-building and real estate development company. I have a master's degree in



Dale Beaty and his family.

organization management with a specialty in leadership from Capella University.

What is your agricultural background?

I grew up on a small dairy farm near Yuba, Wis. While in high school, I worked on two dairy farms near Hillsboro. I was active in FFA at Hillsboro High School serving as the chapter secretary and president. After high school, I served as the Wisconsin FFA vice president and president. I attended UW-Madison and graduated with a degree in agricultural economics. I worked at Wisconsin Farm Bureau Federation for the past 15 years.

What should DBA members know about you?

I live life to the fullest, believe in a positive outlook on life and lead as a servant leader. Your member services team is here to consistently deliver relevant and valuable services. I'm available 24/7 to serve our members.

What are you most looking forward to in this role?

I'm excited about the opportunity to serve and grow the positive impact of DBA and Edge dairy farm families. 🇺🇸

Contact Dale at dbeaty@dairyforward.com or (608) 774-4723.

Protecting farm workers during COVID-19

From Hastings Mutual Insurance

Farms need to keep strong safety measures in place as employees continue to work during the COVID-19 pandemic.

Sick workers need to stay at home. Any employee who arrives at work sick or feels ill during the workday should be isolated from others and sent home as soon as possible.

Encourage and educate simple hygiene practices like washing hands with soap for at least 20 seconds and/or using alcohol-based hand sanitizers with at least 60 percent alcohol content. Handwashing stations with soap and water must be made available to workers in the field as well as immediately outside or inside all buildings where employees are working, eating or drinking. Clean and disinfect frequently touched surfaces regularly throughout the workday.

People should stay at least 6 feet away from each other whenever possible and wear a face covering to reduce their risk of spreading the virus to others, if they are carrying it.

The Centers for Disease Control and Prevention has guidelines and promotional items like printable signs available for use on your farm. The website is www.cdc.gov. 🇺🇸

Listen to the Dairy Stream podcast for more tips on protecting farm employees from COVID-19.





DAIRY BUSINESS ASSOCIATION | DAIRY FORWARD

2763 Manitowoc Rd Ste B
Green Bay, WI 54311

920.883.0020
dairyforward.com

DBA Dairy Golf Classic Aug. 13

Discount registration ends July 24

“Brevant Seeds is pleased to be a sponsor of the Dairy Business Association Golf Outing. DBA makes the golf outing an excellent gathering for dairy producers and industry staff alike. It’s a bonus that it serves as a fundraising event for DBA. DBA continues to serve a critical role in representing all in the dairy industry with their effective advocacy and communication.”

Geoff Schrof, Brevant Seeds

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