

# New World News



## Dairy-Checkoff Pays Off

A lot has been accomplished with the dairy-checkoff investment since 2000. While past efforts helped build the positive image the public has about milk and dairy products, the checkoff program has changed the way it does business. We are focusing on meeting what we call "unmet demand" - the difference between what we sell today and what we could sell if we make some changes. The checkoff is working to give consumers the products they want—when and where they want them—through partnerships and product and packaging innovation.

Here are some hard facts on how the program has helped grow the dairy business:

- **35,000.** That's the number of restaurants nationwide that now offer white and flavored milk in plastic bottles, including fast-food chains.
- **6,000.** Today, more than 6,000 schools, representing 3.5 million students, now offer milk in plastic bottles on the school meal line.
- **0.** That is the number of schools and foodservice chains that offered milk in plastic bottles in 2000.
- **300 million pounds.** This represents the current increase in incremental fluid milk sales at schools and foodservice.
- **1 billion bottles.** That is the number of 8-ounce plastic bottles that will be sold at schools and foodservice over the next year.

Source: Dairy Herd Management

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### Ag Services Available

Wipp Brothers Ag Services are located in Madison, Wisconsin and have available for work:

- new 1.5 mile drag line;
- 4 semi's for off farm hauling;
- direct pump from lagoon (at 0.065 cents per gallon plus farm supplies fuel and farm supplies tractor)

Please contact Jeremy at 608-850-3691 or 608-235-3784 if you are interested.

## Market Update

The Mideast Federal Milk Marketing Order, which includes Michigan, Ohio and the majority of Indiana, milk prices are shown to the right.

For daily milk market information, visit: [www.dairy.com](http://www.dairy.com) and go to the "Dairy Reports" section.

\*The Class I price is adjusted based on location and will range from \$15.39 to \$15.89 in the Mideast Order.

2007 Milk Prices (announced on February 2, 2007)		
Class of Milk	Price per 100 pounds (or 45.36 kg.)	Change from Previous Month
I Fluid Milk for drinking	\$15.79	+\$1.16
II Soft products: yogurt, cream cheese	\$12.85	+\$0.30
III Cheese	\$13.56	+\$0.09
IV Butter, powder milk	\$12.53	+\$0.23

### Milk Trivia

How many glasses of milk does a cow give in her lifetime?

- A) 500
- B) 100,000
- C) 200,000
- D) More than all of the above



(C) 200,000 glasses in her lifetime

# Milk is Milk!

New data from a national scientific study of milk show that milk is indeed milk.

Scientific analysis of retail milk samples gathered from 48 states showed no difference in concentrations of bST, insulin-like growth factor 1 (IGF-1), progesterone or nutrients in conventionally produced milk and conventionally produced milk labeled as coming from cows not supplemented with POSILAC, Monsanto said. No antibiotic residues were found in any samples.

The new study included 213 samples of 95 milk brands and compared conventionally produced milk with conventionally produced milk labeled as coming from cows not receiving POSILAC. The samples were gathered from 162 retail locations in 48 states. The study results, which Monsanto intends to submit to a peer-reviewed scientific journal showed that there was:

- no difference in the levels of the hormones progesterone, IGF-1 or bST,
- no differences in nutrients, and
- no antibiotic residue in any of the samples.



Monsanto initiated the research after recent actions taken by several processors and retailers implied or suggested to consumers that conventionally produced milk is compositionally different if it comes from cows not supplemented with POSILAC.

"These results call into question marketing of higher priced milk from cows not treated with POSILAC based on claims about growth hormones or antibiotics that imply a difference in milk composition or safety." John Vicini, Ph.D., lead dairy scientist for Monsanto said. "The study findings are not surprising. Marketing claims that imply differences are unsupported by the scientific data," said John Vicini. "The results are consistent with FDA's exhaustive review of previous studies."

"Farmers should be free to choose FDA-approved technology that lowers their costs and provides the same quality milk to consumers", said Kevin Holloway, president of Monsanto's dairy business. "As a tool that makes dairy producers more efficient, POSILAC also reduces the environmental impact of dairying".

Source: Agweb.com

## Reduced Property Values near Dairy Farms?

Opponents of large dairy farms say the proposal of a dairy being build in their area, will reduce property values and hurt their quality of life. Is that right?

To assess a proposed dairy's likely impact, The Daily Telegram, a Lenawee County newspaper, examined a Medina Township, Michigan, dairy built by Vreba-Hoff in the late 1990s and its effect on the property values in the area.

Do large dairies reduce the value of neighboring properties? The Daily Telegram looked at property values in the immediate area of Vreba-Hoff Dairy I and found no evidence that property values around the facility declined. The comparison looked at property values, from 1996 to 2006 in four different geographic areas. In most years over a 10-year span, property value growth in the area surrounding the dairy outpaced the growth rate in the rest of Medina Township, as well as

growth in Ogden Township and Lenawee County as a whole. Dave Abraham, an appraiser in Tecumseh, has researched the effect of nuisance on home values, and said there is not much proof that a large dairy would decrease home or land values.

Ron Hauter, Medina Township's assessor says he had people come in and protest their assessment because of their proximity to the dairy. According to Hauter, Medina Township residents who complained that their property was losing value were proven wrong by the real estate market. The most expensive house in Medina Township is just over a mile from the dairy and was built well after the dairy was up and running. "I have no problem with them", said Teresa van Havel, who owns the house with her husband. "Maybe five days a year you can smell it".

Source: James Rufus Koren for The Dairy Telegram

# The Monitoring Program

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Vreba-Hoff Dairy Development is currently developing a database that integrates large amounts of information from individual dairies. This information will be available to the joining dairies in order to constantly help improve the quality, quantity and efficiency of milk production and dairy cow well-being.

Collection and evaluation of the information will provide a foundation for our Monitoring Program, which can help you to supply your bank and/or investor with required information to be in compliance with the loan agreements and financing instructions.

The Vreba-Hoff Dairy Development Monitoring Team has been working with approximately 12 dairies since January of 2007 to create a monitoring program. After a lot of planning, researching, program writing, and late

nights, VHDD introduced the Monitoring Program to 12 dairy farmers on Tuesday, January 9<sup>th</sup>, 2007. The group was selected to be the "test environment" and help work out the imperfections and to provide feed back to improve the monitoring system.

We are working diligently to be able to provide this service in the near future to other dairies as well. The Monitoring Program is an on going source of information, training, bench marking, and education.

From the information that is provided by the dairies, the Monitoring Database will be able to provide each dairy with integrated feedback.

If you have any questions or would like more information about the Monitoring Program, please contact Brenda at (419) 337-5000.

## Why Not In My Backyard?

To be continued on Page 4

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By Sandy Kuhn

*Sandy Kuhn is the new Executive Director for the Ohio Livestock Coalition and David White, the previous Executive Director, now serves as Senior Director/Policy Research & Development for the Ohio Farm Bureau*

*Federation. Kuhn has previous work experience with Ohio State University South Centers, River Valley Cooperative and Countrymark Co-op.*

Why not in my backyard? Typically a community is extremely excited when a new business is coming to their town. A new business provides additional tax dollars, more jobs, increased property values and represents a massive "cash infusion" that flows into every aspect of the local economy. Why is that not the case, with modern livestock farms? When you hear that a new livestock farm, particularly one that is large, is coming to your community, you automatically think of the negative aspects. Have you ever thought of the positive contributions a livestock farm brings to your community?

Ohio's livestock and poultry production contributes more than \$8 billion to Ohio's economy and provides for more than 47,000 jobs on the farm or in processing. Livestock and poultry farms generate more

than \$229 million in tax revenue each year.

Let's look a little closer at how the local community benefits from a new livestock facility. We will use a 1,000 cow dairy farm as an example. A 1,000-cow dairy farm will purchase approximately \$2,500,000 of goods and services annually to support their operation. These services include construction materials and services, maintenance for facilities, equipment for the dairy including trucks and other machinery, fuel, feed services including contracts with local grain farmers to produce feed for the dairy as well as local feed mills to provide feed ingredients, manure haulers and applicators, veterinarians, accounting, insurance and human resource services. Studies conducted by the Wisconsin Milk Marketing Board and Pennsylvania's Center for Dairy Excellence show that every cow generates \$13,000 of economic activity per year. This means that for every dollar that a dairy farm or their employees spend locally, it creates a multiplier effect of more than two-and-a-half times the original dollar. This is a definite boost to the local economy and goes a long way in economic development within the local community as well as the entire state. In addition to purchasing services and supplies from local merchants, this dairy and its employees also pay taxes, which help to fund

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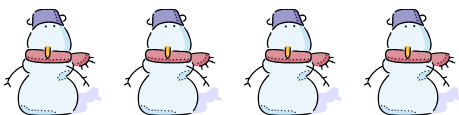
1290 N. Shoop Ave., Suite 140  
Wauseon, Ohio 43567

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## Announcements

The **2007 Indiana Regional Dairy Meetings** are taking place on **February 20** in Decatur, **February 21** in Middlebury, **February 27** in Haubstadt and **February 28** in Columbus. For more information please contact Kelly Easterday at (574) 372-2340 or keasterday@purdue.edu.

The **Tri-State Dairy Nutrition Conference** will take place on **April 24 and 25, 2007** at the Grand Wayne Center in Fort Wayne, Indiana. Current information on the feeding of dairy cattle will be disseminated to participants. For more information check [www.tristatedairy.osu.edu](http://www.tristatedairy.osu.edu) or call Michelle Milligan at 614-292-7374.



## Why Not In My Backyard?

Continued from page 3

local schools and infrastructure. The presence of each farm expands the local tax base with its contributions to payroll and real estate taxes. Job creation is another direct benefit. According to the dairy industry experts, the number of direct, on-the-dairy farm jobs, for the

## Intern available for summer

Swedish woman with agricultural school and dairy experience would like to come to the US this summer and work on a farm for 2 to 3 weeks with the potential interest of becoming employed full-time. If you are interested please make direct contact with: Sara Bondmora at bondmora70@hotmail.com or home telephone: 01146-858570911.

## New Passport?



As of August 26, the Dutch Passport has a chip attached to it with an image of the face. This image is obtained by scanning the passport photo. The requirements for this passport photo have also changed as of August 26, 2006. More information on the new requirements can be found on [www.paspoortinformatie.nl](http://www.paspoortinformatie.nl). We advise you to check this website before you have your passport photo's taken for extending your Dutch passport.

Please check the dates on the I-94 card (little white card) in your passport.

Letting your I-94 expire can have great consequences for your visa!

## EPA Grant Available

A new Environmental Protection Agency (EPA) program will help livestock operations identify and respond to environmental management challenges. In February 2007, EPA will issue an open solicitation for an \$8 million grant to conduct voluntary comprehensive environmental assessments and to develop and review nutrient management plans for animal feeding operations (AFOs). The goal of this project is to offer confidential no-cost technical assistance to AFO operators nationwide that will help operators prevent water discharges and reduce air emissions by identifying and addressing environmental challenges. EPA will provide more detailed information on the solicitation once it is officially posted on [www.grants.gov](http://www.grants.gov) as well as on [http://cfpub1.epa.gov/npdes/home.cfm?program\\_id=7](http://cfpub1.epa.gov/npdes/home.cfm?program_id=7).

## Change of Address

The Peter van der Burg family has moved. They are now residing at: 1318½ CR 32  
Helena, OH 43435  
Phone: (419) 638-1063

1,000 cow dairy would be 8 to 10 employees with an annual payroll of over \$250,000. Moreover, studies conducted by The Ohio State University show that every job created on a dairy farm, creates an additional 2.2 jobs in the agricultural industry downstream.

So, the next time you hear that a new, large livestock facility is coming to your community, why not look at the opportunities that it presents? In the "big picture" these positive contributions far outweigh the occasional smell of manure and a little mud on the road.