

# THE DPS MOOSLETTER

## DPS Supports Dairy Challenge

Carrie Pedreiro

The North American Intercollegiate Dairy Challenge (NAIDC) is a unique two-day competition designed for college students to test their ability to examine and evaluate all aspects of the dairy business. For young people hoping to pursue a career in

the dairy industry, NAIDC presents the opportunity for these students to utilize their dairy knowledge and talents of leadership, time management, public speaking, data analysis, and teamwork skills.

NAIDC's 7th annual national contest will be held April 4-5 in Madison, Wisconsin. 32 teams of 4 will compete in this year's contest. Day one begins with a real-life dairy operational evaluation. Based on their observations, teams are asked to develop a comprehensive program including reproduction, nutrition, animal health, milking procedures, financial management, and housing. Day two involves a presentation of each team's

plan to a panel of judges.

The University of Florida is proud to have a team competing in this year's contest. Team members, led by Dr. Albert de Vries, include Hamilton Bishop, Adam Lichti, Judd Sims, and Diane Tearney. The team visited DPS – Branford for a full day of competition practice where team members used DPS as a practice operation. The group evaluated the farm based on the requirements of the NAIDC contest and then presented their findings to Michael Pedreiro, Executive V.P. & COO, and Arnel Gallardo, General Manager FL Division.

"DPS is honored to have the Dairy Challenge team from the University of Florida use our farm as a practice facility before the national contest in Madison, Wisconsin," Michael said. "It is always good to see young people interested in the dairy industry and this gives them an avenue to figure out if working in allied industry is something that they would like to do as a career".

Aside from this real-life farm practice, the team has prepared by watching video footage of previous years.

Dairy Production Systems is a proud platinum-level sponsor of the NAIDC.



Pictured are the members of the UF Dairy Challenge team with their coach, Albert de Vries.

## DFI & PR Firm Tours Branford

Carrie Pedreiro

DPS – Branford Farm was visited by a group of marketing professionals March 3. The group was organized by Scott Wallin, Director of Industry Image and Relations for Dairy Farmers, Inc. (DFI). Tour members included Geo Morales and Dawn Vaughan, both members of an Orlando PR firm working on behalf of the Ag Institute of Florida on DFI's media campaign efforts. Also joining the group was Diahann Alberann

Smith, a DFI staff member involved with the U.S. Dairy Export Council, and leading the Hispanic PR efforts of DFI.

With the exception of Wallin, the tour members had never been on a large, progressive dairy farm. David Sumrall, Michael Pedreiro, and Rick Hedrick led the tour and exposed the group to the management practices of DPS, explaining basic dairy principles along the way and how they are complimented by incorporation of the latest technological advances in

Continued on Page 3



# President's Ponderings

David P. Sumrall

How much is food really worth? American agriculture is in a place it has never been before. While we have set new records for price received



on most farm-produced commodities this year, we have also set new record highs on production costs. No longer is the American farmer just feeding our nation. Today, it is a truly a world market, meaning that most everything produced in this country is competed for from the far-flung countries of the world, and in most cases, the currency they are using is stronger than our dollar. That creates some real challenges for everyone in this country.

To put it in perspective for you, other than the cost of the very cattle that produce our milk, feed costs are by far the biggest expense in the dairy business that, depending on the style of operation, time of year, geographical location, and sheer efficiency (or the lack thereof), can amount to anywhere from 35-55% of gross revenue. Feed costs are nearly double what they were two years ago. It follows that if dairy farmers are going to be able to keep up with that, the farm price of milk has to incrementally increase as well. And, yes, that means that milk will cost more on the shelf. The same story is true for every other animal agriculture enterprise.

So where is all this coming from? I don't need to tell you what has happened to fuel costs, as you all buy gas or diesel. They too have almost doubled over the last two years. Energy costs in general are spiraling upward. Part of the issue with feed costs is driven by energy costs. The price of a bushel of corn drives the price of every other feed commodity. Some folks believe that we can take crops like corn that are traditionally grown to feed humans directly as well as the livestock that produce meat, milk and eggs for human consumption and turn it into fuel under the auspices of decreasing our dependence on fossil fuel (whether foreign or domestic). I don't get it.

Would you rather depend on foreign oil or foreign-produced food for your table? I think we better proceed carefully. In fact, I think we need to make some big changes and quickly.

If what has happened within our commodity market system as a result of what was initially triggered by what I call the "ethanol revolution" is a fundamentally sound way to go, someone is going to have to help me understand it. The cost of producing food of any kind in our nation is on a pace to literally double. As that happens, there are only a couple of ways that we can go forward.

Firstly, farm prices for food produced could keep up with production costs. That means that we all (farmers included) will have to get used to spending a lot more on the weekly grocery bill. That in turn means that to continue the same spending habits, the consumer is going to have to have more money to spend. I am not sure where that's coming from. But the only alternative is to drastically amend the buying patterns to cope. When food becomes a necessity rather than a meal that we may have taken for granted three times a day for all these years, things will look very different. In order to stretch already tight budgets, consumers will stop buying everything but the absolute necessities. Would that include, say, ice cream at your house? See what I mean? This thing is way more complicated than taking a little corn and turning it into fuel to solve our energy crisis. And by the way, since ethanol production has ramped up, are you paying less for gas?

Secondly, farm prices for food produced could NOT keep up with production costs. I believe you are all more than intelligent enough to understand what that means, so I am not even going there, except to say that if you think milk is expensive now, just wait.

I used to think that politics were pretty much meaningless from a farmer's point of view. I know differently now. It is politics in part that got us into what I have just described. How much is food really worth? We shall see... Whether we want to or not. And in my opinion, it didn't have to be this way.

## Protocol POP Quiz

By Michael Pedreiro

1. How long should you wait after arrival of new springers before processing them?
  - a. 1 hour
  - b. 1-3 days
  - c. 1 week
  - d. 1 month
2. What vaccines/treatments should be given at time of processing?
  - a. CattleMaster Gold™
  - b. Clostridium 8-way™ (Ultrabac 8)
  - c. Excede™
  - d. Poly-Flex™
  - e. A, B, and C
3. When should the vaccines be boosted?
  - a. 1-2 weeks
  - b. 3-4 weeks
  - c. 1-2 days
  - d. Doesn't matter, booster at manager's discretion
  - e. These vaccines do not need to be boosted
4. What additional procedures should take place during the initial processing?
  - a. De-worm with Safeguard™
  - b. De-lice with Cylence™
  - c. Apply 2 metal tags and 2 plastic tags
  - d. Administer a magnet
  - e. All of the above
5. If incoming springers are close to calving then:
  - a. Process as normal
  - b. Move animal directly into the maternity pen
  - c. Vaccinate according to "Drys to Springers" treatment with the addition of TSV-2 and Excede™
  - d. A & B only
  - e. B & C only
6. **True or False:** Oral magnets are used for the prevention of scours.

Answers: 1. B, 2. E, 3. B, 4. E, 5. E, 6. F

# Georgia Gains Office Manager

Carrie Pedreiro

Dairy Production Systems is proud to announce the hiring of Tscharna Damerow as the new Office Manager, DPS – Georgia Division. Tscharna assumed her new role on March 10.

Tscharna graduated from Albany Technical College in Albany, Georgia with a degree in Information Office Technology. Tscharna then transitioned from student to employee, working at the college for about six years. Her position allowed her to refine her business skills working with the economic development program. She interacted with several industries developing standard operating procedures and



Tscharna is enjoying her new role as Office Manger.

training programs.

For the past nine years, Tscharna has been involved in contract work. She held a position working with Procter and Gamble maintaining their Y2K database prior to the turn of the century, making sure the electronic inventory was compliant. Tscharna also worked as an office manager in facility maintenance. Most recently, Tscharna worked on a service contract with the Air Force in the human resources department where she was responsible for the financial inner-workings of the office, including accounts payable and receivable, and also leading new hire orientations.

Tscharna feels her contract work has offered her the opportunity to gain valuable experience, but she is looking forward to a more long-term position.

"I do not know much about the dairy business, but so far I have learned a lot," Tscharna said.

Currently, Tscharna is working on organizing the flow of paperwork and



## Heat Safety

Rick Hedrick

Be prepared for hot weather and keep these tips in mind:

- Drink plenty of water
- Wear loose clothing
- Wear a hat when outside
- Rest when needed

If you experience any of the following symptoms, call for help immediately:

- Muscle cramps
- Dizziness
- Headache
- Nausea
- Fainting

setting up shop in Georgia. Tscharna and her four children live just 10 miles from the farm in Mitchell County.

Congratulations Tscharna, and welcome to the DPS team!

## Quality CORNER

Rick Hedrick

As the hot summer months quickly approach, keep cow comfort in mind. Make sure all fans and misters are working properly and all cows have access to clean water.

### February Bonus Awards

Bell

*Herd Turnover*

Branford

*Quality, Production, Herd Turnover*

Georgia

*Production*

Mississippi

*Quality, Production, Herd Turnover*

New Frontier

*Herd Turnover*

## DFI/PR Tour (Continued)

Continued from Page 1

the industry such as state-of-the-art freestall barns and a waste-water treatment facility. Many questions were fielded between DPS senior management and the group.

Special thanks to Scott Wallin for allowing DPS to host these important guests. We hope the experience and knowledge gained will help the PR efforts of their respective organizations.



Rick Hedrick and Michael Pedreiro explain the milking procedure to the tour group.



QUALITY MILK & MANAGEMENT SERVICES

## Anniversaries

### Corporate

Dorrie Esposito, 2 years

### Bell

Dionicio Cabrera, 2 years  
Cecilio Garcia, 1 year  
Eli Reyes-Diaz, 3 years

### Branford

**Robert McLendon, 8 years**  
Simon Perez, 4 years

### Georgia

Luis Amador, 3 years  
Jairo Chavez, 1 year  
**Roberto Tovar, 7 years**

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## Birthdays

### Bell Farm

8 Dionicio Cabrera

### Branford Farm

20 Luis Castro  
30 Tom Tatum

### Georgia

1 Tony Pacheco  
15 Juan Soto  
24 Timmy Jenkins

### Mississippi

7 Jose Lopez  
22 Rhonda Wood

### New Frontier

5 Ronald McClain  
15 Abundio Rangel  
18 Eulalio Villanueva  
19 Erik Rangel



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## New Hires

### Branford

AJ Pedreiro

### Georgia

Antonio Rivera  
Tscharna Damerow

### New Frontier

Michael Phelps  
Guadalupe San Miguel  
Alane Timmens

## Surprise Shower for Myrna

Myrna Philman, Office Manager of DPS - Florida Division, was thrown a surprise baby shower in the corporate office March 31. Myrna and Enrique Aguilar are expecting a baby boy in early May. With a chance the baby could arrive late April, Myrna is busy getting prepared to take maternity leave.

Myrna received lots of baby goodies! Good luck with the remainder of your pregnancy!



**Our Mission:**  
To provide an atmosphere and the resources to enable our people and our cows to be the leading, most efficient producer of milk in the nation.

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