

April 2009

THE DPS MOOSLETTER

DPS Makes Co-op Changes

Effective April 1st, there are changes with regards to the handlers of the milk produced at DPS-owned farms in Florida and Georgia. CEO David Sumrall recently announced that company milk supply contracts with Southeast Milk, Inc. (SMI) were expiring at midnight on March 31 and went on to announce his decision to reassign production contracts that would place milk with other cooperatives operating in the Southeastern marketing area.

DPS – Georgia's milk as well as that of DPS – Branford will now be marketed through Dairy Farmers of America (DFA). These farms join DPS – Mississippi which is already a member producer of DFA and has been since its inception in 2003.

DFA is a dairy marketing cooperative that serves and is owned by more than 18,000 dairy farmers in 48 states. DFA is one of the country's most diversified manufacturers of dairy products, food components and ingredients, and is a leader in formulating and packaging shelf-stable dairy products. To learn more about DFA, go to www.dfamilk.com.

From the Outback to Florida

On March 31, DPS hosted Phillip Jones and Sohun Gandhi, both of AIS Greenworks. AIS Greenworks is an engineering projects company devoted to designing, supplying, and installing the equipment necessary for competitive greenhouse operations.

Mr. Jones also is an owner in VN Futuremilk Co, Ltd., and Australian-owned company that operates a 500-cow dairy in Vietnam. With the necessity of installing cooling

"I am happy to expand our relationship with DFA," Sumrall said. "I have been extremely pleased with the service-oriented attitude of the organization and its entire staff in our work with them at our Mississippi location, and look forward to bringing that attitude to our Baconton and Branford facilities."

DPS – Bell Farm's production has been assigned to Lone Star Milk Producers (Lone Star). Lone Star Milk Producers was established in 1997 by two dairy farms and has rapidly grown to represent over 350 farms. Lone Star currently has members in Arkansas, Florida, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Oklahoma, Texas, New Mexico and Tennessee. Lone Star members' volume represents approximately two billion pounds of milk produced annually.

Lone Star milk serves customers in Texas and throughout the Southeast. The Co-op also operates a condensed, cream and powder plant in Oklahoma City, OK with a monthly capacity of 18 million pounds for value-added sales as well as seasonal balancing. To learn more about Lone Star, you can visit

them on the web at www.lonestarmilk.net.

"I became familiar with Lone Star through our Texas operations and as I said about DFA, I have found the philosophy and general approach of Lone Star to be one that is focused on premier member service and maximizing returns to member producers," Sumrall said. "I'm happy to be working with Lone Star here in Florida now."

Both DFA and Lone Star are members of the Southeast Marketing Agency (SMA). SMA was formed to give different cooperatives a structured opportunity to work together for the common good of all dairy farmers in the Southeast. There are similar agencies operating in other regional parts of the country.

"I agree with the cooperative principle," Sumrall said. "However, the sad fact is that our industry faces the same issues it did thirty years ago. We need multiple cooperatives in our area as that creates much-needed competition for locally produced milk. However, we need for those multiple cooperatives to align themselves in a harmonious way when it comes to helping local farmers get the most money for their milk. Fighting amongst cooperatives does just exactly the opposite. I am happy to put our milk into SMA-affiliated cooperatives, and look forward to continuing our efforts to work for all dairy farmers, regardless of who their favorite co-op might be," he concluded.

equipment for the milking herd this summer, Jones wanted to research, learn, and observe dairy cooling and cow comfort at work. Jones found



Michael Pedreiro talks cooling with Phillip Jones of AIS Greenworks.



President's Ponderings

David P. Sumrall

"In the race for quality, there is no finish line." That's a quote from David Kearns, former CEO of Xerox Corporation who later became Deputy Secretary



of Education. I admire folks who can say so much with so few words. What a message this statement makes to us all about the care we put into our day-to-day activities!

One of the fundamental building blocks of our company is that of quality. Most of the time when you hear me talking about quality, it refers to some numeric evaluation of our milk as the result of some laboratory test. No question about it, that is important. And because we have made it important, DPS has been blessed and honored to become widely recognized for our superior milk quality at all of our locations, winning awards and top rankings every time someone makes a list. And yes, I am deeply pleased and humbly proud of the work that every member of the DPS team has contributed to those results. However, as wonderful as it is to have your work recognized, I'm more interested in what is behind the scenes.

As I pondered on where quality really comes from, it struck me that a quality end result only appears when every step along the way is treated with the greatest attention to detail. Each of those steps along the way in and of itself cannot produce the end result. But put together, those same steps define our milk quality, and ultimately our company. I rarely travel anywhere that I don't receive compliments on behalf of the DPS team for not only its devotion to milk quality, but its commitment to make it happen. What more could a guy wish to hear?

The more I thought about it, the deeper this line of thinking took me. The word "quality" has application not only in every area of our business, but as importantly, our relationships and our very lives.

Think about the person with whom you would say you have the highest quality relationship. What makes it special? What makes it better than the relationship you have with others that

are of less "quality"? Without any discussion, I am willing to bet that it is directly and proportionately related to the amount of attention to detail that one or both of you is willing to put into the relationship on an on-going basis. When you truly care about someone, you pay attention... Detailed attention. And you do so constantly. And as you do so, the other party reciprocates with like attention to detail. This is the stuff that great relationships are made of.

At the heart of it all is the operative word that is buried in a couple of former paragraphs. Did you notice it? It is "care". You see, one of the great lessons I have been reminded of by the devoted individuals that make up our DPS teams is really a simple one, and it is nothing new. My Mom and Dad raised me that way and it was an integral part of my upbringing. Growing up, I and my siblings were all admonished to be caring... to do everything as if it were important or not to do it at all. Further, if it was not worth doing right, it was not important enough to even consider.

As we have toiled together over these years to build this organization, a lot of people have invested a lot of "care" into the system, and it shows. As a result, not only do we get great results... We have built great relationships. We have built great relationships not only internally and with each other, but with other individuals and organizations both nationally and internationally in the process. What a great tribute to each of you who has been a part of it.

I want to thank each of you for your part in the race that we are running. Remember that it is a race that never ends. It IS important. And you DO care. I have seen it. And that makes all the difference in the world.

Outback (continued from Page 1)

DPS by way of AgPro, a Texas-based company that specializes in designing and constructing dairy facilities and consultant to DPS, and became interested in touring the Bell and Branford farms to observe the freestall housing, cooling and nutrient management systems.

During their visit, Jones and Gandhi were given a walking tour of the facilities of both the Bell and Branford locations. The gentlemen had many questions answered by the DPS man-



By Michael Pedreiro

- At Freshening all cows will receive:
 - J-5
 - Bovishield Gold FP 5L5
 - Lutalyse
 - Safeguard Dewormer
 - All of the above
- What do fresh cows receive at 26, 42 & 56 DIM?
 - J-5
 - Lutalyse
 - Bovishield Gold FP 5L5
 - Ultrabac-8
 - ScourGuard 4KC
- At 42-48 DIM cows are given what vaccine?
 - J-5
 - Ultrabac-8
 - Bovishield Gold FP 5L5
 - Cattlemaster Gold
 - None of the above
- Cows are now moved to the breeding pen once/week at ___ DIM.
 - 50-56
 - 56-62
 - 60-66
 - 67-73
 - 75-81
- Every month open cows 200-229 DIM will be given:
 - Bovishield Gold FP 5L5
 - J-5
 - Ultrabac-8
 - Cattlemaster Gold
 - Lutalyse

ANSWERS: 1.D, 2.B, 3.C, 4.D, 5.A

agement team and received a thorough overview of how cows are kept cool and comfortable in the hot, humid months of the summer.

DPS was just one of the many stops the men plan to make while in the United States. They hope their travels will give them a better understanding of cow cooling and give them the knowledge needed to complete their cooling project in Vietnam. We wish them great success in their endeavor.

From Intern to Employee

Carrie Pedreiro

Testing something through trial has long been an excellent way to explore, discover, and establish a level of satisfaction with something. The DPS internship program was not only established to give students with an interest in dairy production an opportunity for a hands-on experience, but also to give those students the ability to explore the field, discover new things, and decide if a career in dairy is satisfactory to them.

This past January, two such students began internships with DPS. Diane Tearney and CJ Middleton, both students at the University of Florida,

joined the DPS team by way of the internship program. Interestingly enough, this time last year, Diane was mentioned in a Moosletter article because of her involvement with the Dairy Challenge program. Diane, along with the other members of her team, visited DPS to practice for their competition. Their mission was to evaluate the farm using records, interviewing management, and observation to determine the operations' level of success. During her evaluation, Diane became fascinated with the DPS protocol and was impressed by what she described as "good employee compliance." With the ambition of applying to veterinary school next year, Diane wanted to get experience with large animals. Remembering DPS, she applied for an internship.

CJ Middleton originally grew up in the Midwest and is no stranger to the dairy life. When he moved to Gainesville to attend the University of Florida, CJ researched local dairies via the internet. He found his way to www.dpsdairy.com and learned about the company. CJ was particularly interested in how a dairy of DPS' size was managed and how those management styles differed from what he grew up knowing in the Midwest. CJ contacted DPS, and was awarded an internship opportunity.

Both Diane and CJ's internships involved a departmental rotation in which each student spends time in each department on the farm. Exposure to each area on the dairy provides a much better understanding of how each department works together for the overall success of the operation.

"I really wanted to learn how to be around cows safely and work efficiently," Diane said. "I wanted to learn the right way of doing things."



Injuries

Rick Hedrick



On the job injury or unsafe conditions:

- No on the job injury or unsafe condition, is too small to report
- Any reported injury must be followed by going to a medical facility as soon as possible
- An accident investigation must be done with the injured employee, their supervisor and safety director as soon as possible to determine how to prevent it from happening again

"I wanted to do everything I could get my hands on," said CJ. "I was looking for that overall dairy experience."

One thing both students found was that dairy life was more than just cows. Being a member of a team that takes care of many animals means learning to work well with other people too.

"I was nervous about how I would fit in," CJ admitted. "But I worked next to employees and with managers and they all let me get in there. I felt like they accepted me."

Diane and CJ enjoyed their internships so much, they each have now become full time employees of DPS.

Diane now is a member of the hospital crew at DPS – Bell where she hopes to bring her knowledge base from school and offer a deeper understanding of medical concepts to her fellow co-workers.

"More than anything I hope to set a good example," Diane said. "I want to bring a positive attitude towards work and be an asset to the team."

CJ has been hired on as a feeder at

Continued on Page 4

Quality CORNER

Rick Hedrick

Teat end damage

- Pulsation is what harvests milk from the cow. Vacuum takes the milk from the claw to the receiver. It is not designed to suck milk from the cow.
- Make sure milking machines detach when they should. Too much vacuum or over milking will cause teat end damage.
- Teat end damage will not allow the teat end to close properly letting bacteria enter the teat canal causing mastitis.

February Bonus Awards

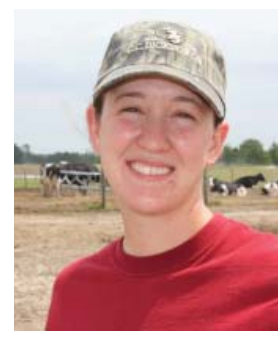
Bell
Quality, Production

Branford
Quality, Production

Georgia
Herd Turnover

Mississippi
Herd Turnover

New Frontier
Quality, Herd Turnover



Diane Tearney



CJ Middleton



QUALITY MILK & MANAGEMENT SERVICES

Anniversaries

Corporate

Dorrie Esposito, 3 years

Bell

Cecilio Garcia, 2 years
Eli Reyes-Diaz, 4 years

Branford

Simon Perez, 5 years

Mississippi

Mel Nicholson, 5 years

Corporate Headquarters

23343 NW CR 236
High Springs, FL 32643
Tel: (386) 454-7977
Fax: (386) 454-7966

Birthdays

Branford

30 Tom Tatum

Mississippi

5 Vicente Gamez Mejia
19 Ricardo Rivas
22 Rhonda Wood

New Frontier

1 Richard Watts
4 Daniel De Leon
18 Eulalio Villanueva
19 Erik Rangel
22 Juan Martinez
27 Rito Lopez

Georgia

1 Tony Pacheco
15 Juan Soto



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New Hires

Bell

Brittany Albright
Jose Fernando Ramirez
Mirna Velasquez
Ines Bustos

Branford

Luis Chavez
Guadalupe Escobar
Cassie Pridgeon
Janie Reed
Jennie Smith

Mississippi

Vicente Gamez Mejia

New Frontier

Ventura Botello
Esequiel Anaya
Michael Garza
Reyes Olvera

Interns (continued from Page 3)

DPS – Branford.

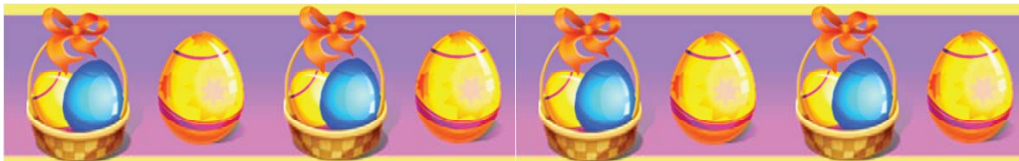
"I hope to possibly pursue a Masters degree in nutrition," said CJ. "I love it so far and enjoy the atmosphere here and the experience I'm gaining."

The internship program is a unique way

to give the dairy business a test drive and explore the field first-hand. Many interns DPS has hosted have gone on to become full time employees, and we are happy to add Diane and CJ to that list.

Happy Easter!

April 12 is Easter! We want to wish all our DPS team members and their families a very Happy Easter!



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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