

January 2009

# THE DPS MOOSLETTER

## New Year, New Herd Health Protocol

Carrie Pedreiro

The beginning of a new year brings a strong sense of a clean slate. Many people adopt New Year's resolutions hoping to change a part of their lives. While starting from scratch has its advantages, sometimes building on what is already in existence is just as beneficial.

So is the case with the DPS Comprehensive Herd Health Protocol. For over a decade, DPS has implemented a protocol covering all herd health procedures in order to provide the optimal care for our herds. The protocol serves as an instruction manual to all employees

and creates a uniformity in the treatment of all DPS owned and managed herds. Each item in the protocol is researched and approved by management to complement not only the DPS management style, but also the climate and other herd demographics.

Rather than start from square one, the protocol is reviewed periodically and changes and adjustments are made to incorporate new vaccines, new management procedures, and new research that can improve the overall health of DPS owned and managed herds. Such a revision has been taking place over the last few months and a new protocol is on its way.

The revision process takes many hours and requires the input of many people. In October, DPS invited several herd health professionals to present a herd health protocol to members of the DPS senior management team. This presentation offered each company the opportunity to make a case for the use of their products. Participants included Pfizer, Novartis, Fort Dodge, Schering-Plough/Intervet, and Boehringer Ingelheim.

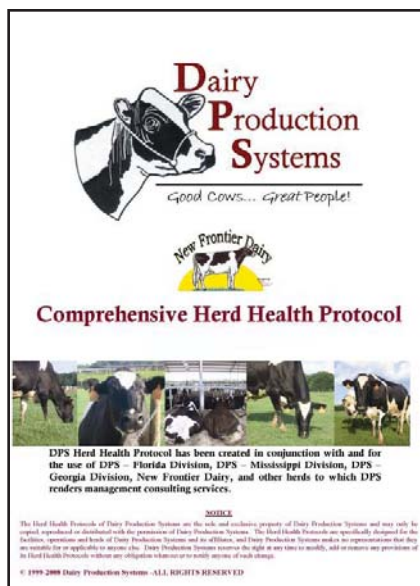
On December 12, DPS met with several animal health professionals to discuss the pharmaceutical company presentations and review the existing protocol. Attendees of the meeting included David Sumrall, Michael Pedreiro, Dr. Carlos Risco, Dr. Art Donovan, Dr. Owen Rae, and several University of Florida College of

Veterinary Medicine residents and students.

The group first reviewed the presentations by each pharmaceutical company and discussed which vaccines should be used and which should be replaced with new ones. Once the decisions had been made, the existing protocol was reviewed page by page and changes were made as necessary.

The protocol book is under its final review process by DPS Senior Management, and will be ready for distribution later this month. Michael Pedreiro will travel to each location to distribute new protocol books and review each change with employees over the next few weeks. Employees should be aware that they must trade their current protocol book for the new one.

The DPS protocol is a very important tool on every farm and the key to our herds' health. Each change, no matter how small it may seem, is for the betterment of the herd. Upon receipt of your new protocol book, make sure to review it carefully and put the new practices into place.



A look at the cover of the DPS Herd Health Protocol Book. The last protocol revision was in January of 2008.



# President's Ponderings

David P. Sumrall



Happy New Year! 2008 is in the history books. The last several months of the year brought about many changes, some of which we know about and some that I am convinced will take us much longer to uncover, much less understand. Bouncing down the rough road of the last few months of 2008, I found it interesting to study how other folks reacted to all that was going on in the context of comparison to how I felt about all those things myself. In the end I learned that for me, the changes I know about are not that hard to deal with. It is the unknown that draws my concern and begs for my undivided focus.

In pondering some of those unknowns, I came to the very stark realization that the fact that I was spending time on them was in itself a demonstration of my own uncertainty and a general lack of faith on my part. Being what I consider to be an eternal optimist, I did not like the conversation that I was having with myself, so I decided to take inventory. In that process, I found out that while there are many negative things out there, the real issue was my perception and attitude of those things rather than the thing themselves. In my inventory process, I learned that I have much more to be thankful for than to complain about. I also realized that I needed an "inventory adjustment" or two.

I don't believe that challenges define who we are. I believe that we define ourselves by how we respond to those challenges. It is as simple as the difference between viewing ourselves as a victim or a victor. The reality is that no one can take charge of our attitude unless we give that ability away. There are many inspiring stories of people who found themselves in the midst of terrible circumstances that ultimately overcame those obstacles and even turned tragedy into triumph. In studying several of these cases, I have found that the common thread

among them was an uncommon attitude. In every case it involved a real and fundamental grasp of the priorities of life and a crystal focus on the things that truly matter.

I think that 2009 will be a pivotal year. I believe that it is full of challenges like most of us have never seen. They will range from simply irritating to in some cases life-changing. In the midst of it all, we all must move ahead, one day at a time. Therein is one of the keys that can unlock the potential within each of us. The art of living one day at a time has somehow been lost in the booming society that we have all become accustomed to. We have made a habit of living life in a mad rush, anxious for everything. In the hustle of what we call "living", if we are not careful, we can let much of life pass us by. We can get our priorities out of order and lose our focus.

I am sure of this. The problems that we face transcend the pettiness that we have in some cases allowed to fill our lives. We are, as they say, all in the same boat. We didn't get there overnight and we won't get back to dry land overnight either. However, it is what we do while we are adrift that will define who we are as we make the journey of 2009 together. What we must not lose sight of is that the journey is more important than the destination. Within that journey is life itself.

In the business world, it is a common practice to take inventory at year-end in order to have a proper and accurate accounting of the state of the business. If that process shows a discrepancy, an "inventory adjustment" is made to balance the books. It occurs to me that this is a pretty good practice on a personal level as well.

If you really want to get 2009 off to the right start, I challenge you to take inventory. Pay particular attention to your attitude, priorities, and focus as you examine the things that make up your life. Don't be afraid to make some inventory adjustments as needed. It will make the books of your life come into balance. Happy New Year!

## Protocol POP Quiz

1. What is the first thing you should do on a cow that is a candidate for a physical exam?
  - a. Check Temperature
  - b. Check lungs
  - c. Review PCDart records
  - d. Rectal Palpation
  - e. None of the Above
2. When checking rectal temperatures during normal weather conditions the normal range is:
  - a. 98.5-99.5 degrees
  - b. 101.5-102.5 degrees
  - c. 102.5-103.5 degrees
  - d. Both A & B
  - e. Both B & C
3. After checking rectal temperature you then need to check the udder for signs of mastitis which are:
  - a. Swelling and Pain in the udder
  - b. Hot quarter
  - c. Flakes or clots in milk
  - d. Watery-looking milk
  - e. All of the above
4. Cows should then be checked for any digestive problems by:
  - a. using a stethoscope to listen for "tell-tale" Displaced Abomasum (DA)ping
  - b. palpating to check for manure consistency & color
  - c. checking rumen fill and look for signs of bloat
  - d. checking ruminal sounds... normal is 2 turns/minute
  - e. All of the above
5. When checking lungs remember that it is normal to:
  - a. Hear respiration sounds when inhaling but not exhaling
  - b. Hear respiration sounds when exhaling but not inhaling
  - c. Hear respiration sounds when inhaling and exhaling
  - d. Not hear any respiration sounds when inhaling or exhaling

Answers: 1.C, 2.B, 3.E, 4.E, 5.A

# New Frontier Anniversary

Carrie Pedreiro

The year 2008 was eventful for Dairy Production Systems. This month marks the one year anniversary of the management of New Frontier Dairy.

One year ago, David Sumrall and Marc Peperzak entered into a co-ownership of the dairy located in Dublin,



Texas. Throughout 2008, the DPS management team supplied leadership to the site management team, including Phil Barnes, Chuck Timmens, and Alane Timmens, as the protocols and management systems were put into place.

Happy anniversary to New Frontier Dairy! Here's to much more success in 2009!



## New Year's Safety

Rick Hedrick

2009 New Years Safety Resolution  
Most of our injuries in 2008 involved a cow.

Remember:

- Be aware of your surroundings
- Be quiet and calm around the cows
- Do not stand in their blind spots
- Make sure they know you are behind them
- Be careful not to get kicked
- Never let yourself be caught between a cow and a fence, wall or gate

Let's work together and make 2009 a safe year on all our farms!

## Quality CORNER

Rick Hedrick

All of our quality problems for 2008 happened for two reasons.

1. Lack of intense attention to detail
2. Not following established protocols that produce known and documented success.

### Remember:

- Attention to detail in all areas is key to our success.
- Following DPS milking protocol is a job requirement, there are no other options.

If we improve on these two areas for 2009 we will consistently meet our goals.

### November Bonus Awards

#### Bell

*Quality, Production, Herd Turnover*

#### Branford

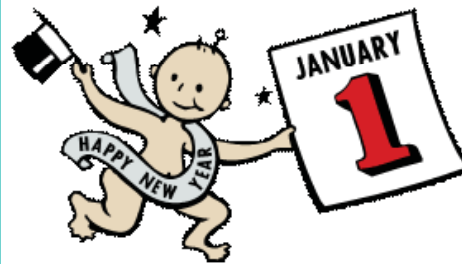
*Quality, Production, Herd Turnover*

#### Mississippi

*Quality, Herd Turnover*

#### New Frontier

*Quality, Production, Herd Turnover*



## Bell Renovations Update

Carrie Pedreiro

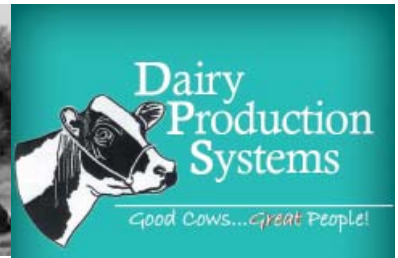
The cows have moved in! With the electricity turned on, management was able to let cows move in to the first completed freestall barn at DPS - Bell.



*The cows seemed to enjoy their cool new home!*



Construction continues on the second barn. Keep checking your Moosletter for the latest updates!



## Anniversaries

### Bell

Juan Guzman, 2 years  
**Jorge Osorio, 5 years**  
 Miguel Reyes, 2 years

### Georgia

Victor Camancho, 3 years  
 David Longoria, 2 years

### New Frontier

Saul Alcalá, 1 year  
 Phil Barnes, 1 year  
 Juvenal Caballero, 1 year  
 Francisco Cortes, 1 year

Jesus Daniel, 1 year  
 Jose Deleon, 1 year  
 Francisco Figueroa, 1 year  
 Miriam Figueroa, 1 year  
 Manuel Fuentes Jr., 1 year  
 Catarino Garza, 1 year  
 Alvaro Gonzalez-Reyes, 1 year  
 Maria Herrera, 1 year  
 Rodrigo Herrera, 1 year  
 Edwin Leon, 1 year  
 Victor Martinez-Almaguer, 1 year  
 Pedro Morales, 1 year  
 Pedro Muro, 1 year  
 Abram Olvera, 1 year

Alfonzo Ordonez, 1 year  
 Tony Perez, 1 year  
 Jose Ramirez, 1 year  
 Erik Rangel, 1 year  
 William Rayborn, 1 year  
 Jose Rodriguez Davila, 1 year  
 Humberto Rodriguez, 1 year  
 Abel Rosales, 1 year  
 Emilio Ruiz, 1 year  
 Salvador Sierra, 1 year  
 Agustin Solano, 1 year  
 Silvestre Velasquez, 1 year  
 Eulalio Villanueva, 1 year

## Birthdays

### Corporate

10 Jeff Reed  
 30 Michael Pedreiro

### Bell

25 Sandra Cantarero  
 25 William Morris

### Branford

23 Jose Miguel Carranza  
 29 Rigoberto Portillo

### Georgia

1 Victor Camacho  
 8 Apolinario Martin  
 9 David Longoria  
 28 Enrique Soto

### Mississippi

11 Velma Shelby  
 26 Natalye Reed

### New Frontier

8 Edwin Leon  
 12 Marcos Briseno  
 14 Saul Alcalá  
 15 Tereso Rodriguez  
 17 Humberto Rodriguez

## New Hires

### Bell

Dustin Gilbert

### New Frontier

Reynaldo Chacon  
 Joel Vazquez



**Happy New Year to all DPS Employees and friends! We hope 2009 bring you much health and happiness!**

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**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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