

June 2008

THE DPS MOOSLETTER

Branford Receives Quality Honor

Michael Pedreiro

Dairy Production Systems has always strived to be the best dairy company in the nation since the creation of the

company. Heck, it is even in our mission statement, "... to be the leading, most efficient producer of milk in the nation." One of the founding and closely-held concepts of the company was milk quality. This was due

to the fact that we felt like we could see the quickest return on our investment of time, money, resources and labor. Not to mention that we are producing food for human consumption, we are dealing with a highly perishable product that not only can be ruined by poor attention to detail with regards to quality.

Conversely, superior attention to detail results in excellent quality. All dairy farms should be heavily focused on milk quality. After all, it is our job to deliver a premium product to consumers. Being that we are in the highest fluid milk market in the country, we believe that milk quality is "where we hang our hat" and as such, one of our top priorities.

Areas that we really focus on are putting cows in a better environment, strict compliance to milking procedures, and an aggressive approach to managing mastitis both in clinical and sub-clinical form. This process of really focusing in on the "three legs of our milking stool" began about 4 years ago. At the inception of DPS, we made several changes to implement our focus on quality. On the environmental side, we have replaced all existing loops (which were beginning to show their wear) with new galvanized loops at our Mississippi

and Georgia Divisions. We also have built new freestall barns in Branford and are now in the beginning stages of building new freestall barns at the Bell location. These freestalls are all sand-

bedded, providing a clean, dry environment which helps keep bacteria counts to a minimum.

The second leg of strict compliance of milking procedures starts with the NMC recommended guidelines. NMC (National Mastitis

Council) is an organization that is devoted to improving the quality of milk around the globe through research and education. With over 40 years of research, the NMC has come up with recommended milking procedures, which we have put into practice on all our farms. We quickly realized that implementing these procedures was relatively easy but the most difficult part was ensuring the compliance day-in and day-out.

The third leg of the stool is the management of mastitis. For all our cases of clinical mastitis we have set up on-farm labs to differentiate the gram positive and gram negative infections. We use the Minnesota bi-plates to incubate the milk samples and within 24 hours can make a determination of what class of infection we are dealing with and make a decision on how to treat cows. This saves on treatment costs as we no longer waste money on gram negative cases that we know will not respond to our current antibiotic treatment. For sub-clinical cases, we pull a list of cows with high somatic cell counts from the last DHIA test day and then use the California Mastitis Test (CMT), to re-confirm the infection and to determine what quarter has the

infection. We then pull samples from each infected quarter and plate them on our bi-plates and treat all gram positive infections.

The three legs of our milking stool have greatly improved our milk quality numbers in the last four years. No location has improved more than the Branford location. In 2005 the dairy averaged 294,500 somatic cell count (SCC) and 15,917 standard plate count (SPC). After implementing our tools to successful milk quality, we saw huge improvements. For the first five months of 2008, DPS – Branford Farm is averaging 139,500 SCC and 6,483 SPC!

Also noticing Branford's superior milk quality was the Florida Department of Agriculture and Consumer Services (FDACS). Each year, FDACS reports the "Top 20 Milk Quality Honor Roll" in which the organization recognizes the top 20 milk quality dairies. The honorees are determined by calculating the dairy's milk quality based on that farm's somatic cell counts, bacteria counts, and farm inspection reports throughout the year. For 2007, DPS – Branford was second on the list! The farm was awarded a plaque to commemorate the achievement.

Milk quality is something we all should be concerned with in the dairy business. It is each employee's responsibility to do their part to help each location exceed our milk quality expectations. Congratulations to the DPS – Branford team on ranking second in the state for milk quality in 2007! I challenge every DPS location to continue improving our milk quality.



President's Ponderings

David P. Sumrall

What makes us who we are? I mean, we obviously aren't all the same. I'm not talking about physical attributes or how we look. I'm talking about how we think. How we see things. How we operate. Our value system, what we believe, and what we are passionate about. How we communicate. I believe these things are the critical components of who we are.



As most of you know, I spend a lot of time studying people. I am an incessant observer of people and am constantly pondering what people do and say, and am keenly intrigued when two or more people are involved and react to the same thing in different ways. There has to be a reason for it.

I think each of us is defined by three broad areas, those being our upbringing, our education (both formal and informal), and our experience. I think that each of us has a variety of people that are a part of our development within these areas, and I believe that this is where things begin to differentiate us as individuals.

The fact is that our upbringings, educations, and experiences are all variable at all times, and as we mature, we further complicate the shaping of who we are by beginning to develop our own set of attitudes, beliefs and values. It is that maturation process that ultimately shapes us into who we are and in the process may make us very different from others in our world.

To be clear, I am not suggesting that this whole process in and of itself makes any of us any better or worse than anyone else. But I am

suggesting that it is what makes us different. Whether we are better or worse people as a result of the process is entirely dependent upon each of us individually. At the end of the day, it is what we do with our upbringing, education, and experience that ultimately determines what kind of people we are and how we are perceived by others.

I have often spoken of my family and the role that they have played and continue to play in my life. I make no bones about the fact that I was blessed to be born into a family headed up by parents that fully understood how to create an environment for me and my siblings to have the opportunity to be anything and everything we wanted to be, whatever that happened to be. As I grew up, I acquired the desire to someday do the same for my own children. If their mother and I did our jobs properly, the cycle will continue. And believe me, as I watch them now bringing their own children into the world, the awesome responsibility of what I have been doing is more apparent than ever.

As I have thought about all that lately, it dawned on me that as we become adults that same awesome responsibility widens outside of our immediate family. I think that our degree of willingness to accept that responsibility is a critical component of leadership. It is that kind of caring involvement that creates a culture of excellence that I am so interested in fostering



The Sumrall Family - (Back row) Sam, Bud (Dad), Ann, Bob, (Front row) David, Peggy (Mom), and Peggy Lu.

for our company.

What kind of person are you? Is being a part of a culture like that important to you? I challenge you in the same way that my parents challenged me and my siblings. We can be anything and everything we want to be. It simply requires a conscious choice.

Thanks, Mom and Dad.

Protocol POP Quiz

by Michael Pedreiro

- All cows are palpated to ensure pregnancy before being dried off, but what happens to a cow if found open at dry-off?
 - She is left in her original milk pen if giving more than 30 pounds of milk
 - She is culled if giving less than 30 pounds of milk
 - She is dried off anyway
 - She is enrolled in a Timed AI program
 - Either A or B
- Each technician is to wear gloves at the time of infusion of dry cow tube, but what do they use to disinfect gloves and how often do they need to disinfect?
 - 7% Iodine solution, disinfected after every cow
 - Novalsan solution, disinfected after every cow
 - Alcohol, disinfected after every teat
 - Any of the above options
 - None of the above
- How often should the gloves and Novalsan solution be changed out?
 - Gloves every 10 cows, Novalsan every 30 cows
 - Gloves every 5 cows, Novalsan every 15 cows
 - Gloves every 25 cows, Novalsan every 50 cows
 - Gloves should be changed only when ripped, torn, or more of your hand is in contact with the cow than the glove, Novalsan should be changed when solution is brown
 - Gloves and Novalsan should be changed after every cow
- Prior to infusion of Quartermaster the teat ends should be cleaned with:
 - Iodine
 - Novalsan
 - Alcohol
 - Any of the above
 - Either A or C
- What color leg bands should be applied to all dry cows?
 - Green
 - Blue
 - Red
 - Yellow
 - White

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



Welcome Baby Brandon!

Carrie Pedreiro

A new bundle of joy has arrived! Congratulations to Myrna Philman and Enrique Aguilar on the birth of their son Brandon Enrique Aguilar.

Brandon was born by cesarean section at North Florida Regional Medical Center in Gainesville, Florida on May 23 at 12:15 PM. He weighed in at 7 pounds, 13 ounces and 20 1/2 inches long.

After a short stay in the hospital, Brandon was brought home on May 26 and both Mommy and baby are doing well.



Myrna Philman is the Office Manager for DPS - Florida Division, and Enrique is a member of the DPS - Florida Division outside crew. After her maternity leave, Myrna will return to her position around the first of July.

Congratulations to Myrna and Enrique on their new addition and welcome to the world baby Brandon!



Eye Safety

Rick Hedrick

The majority of eye injuries result from small particles striking the eye. Examples include metal slivers, dust, or cement chips either ejected from tools or wind blown. Chemical burns are possible when using detergent and acid during the wash-up. Among welders, "welders flash" damage workers eyes and surrounding tissue.

Personal protective eyewear such as goggles, face shields, or safety glasses must be used when an eye hazard exists. If you need any of these items to work safely, see your supervisor and they will be provided.



Quality CORNER

Rick Hedrick

Preliminary Incubation or PI counts are the bacteria that grow at cold temperature before pasteurization which directly affects the shelf-life of the milk. High PI counts are caused by poor wash-up procedure, not following rubber parts protocol, milking dirty teats, or cooling problems. It is possible to have a low bacteria count but have an elevated PI count.

March Bonus Awards

Bell

Quality, Production

Branford

Quality, Production

Georgia

Herd Turnover

Mississippi

Quality, Production, Herd Turnover

New Frontier

Herd Turnover



Anderson - Ritchey Wedding

Carrie Pedreiro

Congratulations to Tammy Anderson and Joe Ritchey! The couple was married Saturday, May 17 in a beautiful ceremony in the presence of family and friends at the Lion Club in High Springs, Florida.

The new Mrs. Ritchey and her husband Joe are both from Trenton, Florida.

The newlyweds enjoyed a fun-filled honeymoon in Memphis, Tennessee where they visited Graceland.

Joe Ritchey has been a longtime, dedicated employee of DPS - Bell Farm, where he works as a mechanic.

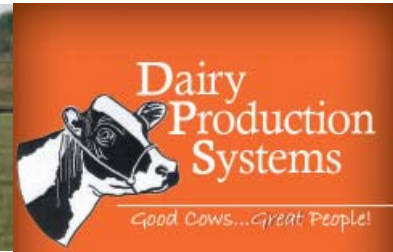
Congratulations to Tammy and Joe and best wishes!



June is Dairy Month!

Celebrate with a glass of milk, bowl of ice cream, slice of cheese, slab of butter, or helping of yogurt!





Anniversaries

Branford Farm

Enrique Aguilar, 8 years

Santos Alvarez, 8 years

Alex Bonilla, 8 years

Luis Chicas, 1 year

Manuel Espinoza, 3 years

Georgia

Alberto Aranda, 7 years

Raul Guerrero, 2 years

Mississippi

Chance Nicholson, 4 years

Emanuel Roda, 1 year

Birthdays

Corporate

10 Jamie Sumrall

Bell Farm

6 Jennifer Allen

10 Ramon Dias

Branford Farm

17 Manuel Espinoza

21 John Holt

26 Jose Romero

Georgia

11 Juan Gaspar

11 Jose Moreno

15 Noe Miranda

15 Martha Sanchez

20 Luis Amador

28 Tomas Martinez

Mississippi

12 Roy Philley

26 Arnoldo Vasquez

27 Jorge Asencio-Viera

New Frontier

7 Roberto Morales

New Hires

New Frontier

Colby Barnes

Tereso Rodriguez

Abraham Delgado

Justin Elliott

Jamie Martinez

WELCOME

Happy Father's (and Mother's) Day

Carrie Pedreiro



June 15 is Father's Day! We want to recognize all our employees who hold the title of "Dad" and extend our wishes for a wonderful day. Make sure to remember your own Dad on Father's Day and let him know how much he is appreciated.

I recently became a mother and was looking forward to my first Mother's Day this year. In all the excitement, I surprisingly forgot to mention Mother's Day in our May *Moosletter*! Having a new appreciation for Moms and what they do every day, I did not want to let this special day go unacknowledged, even if the wishes are late! Happy Mother's Day to all DPS employees and readers of our newsletter that are Mothers, and if you neglected to thank your mother for all she's done, tell her today!



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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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