



5th Annual I-29 Dairy Conference January 21-22, 2010

Best Western Ramkota Inn &
Conference Center
Sioux Falls, SD

Sustaining Our Dairy Families, Farms, and Rural Communities



Coordinated by the following educational institutions
and their Extension Services:

North Dakota State University
Iowa State University
University of Minnesota
University of Nebraska
South Dakota State University
and
Southwest Minnesota Dairy Profit Group

http://sdces.sdstate.edu/ces_website/conferences/I-29DairyConference/

5th Annual I-29 Dairy Conference, January 21-22, 2010

Sustaining Our Dairy Families, Farms, and Rural Communities

Program Agenda

Thursday, January 21

3:30-9:00 pm **Registration**

5:00 pm **Exhibits Open**

5:30 pm **Social**

6:00 pm **Dinner**

7:00 pm **Keynote—When Pigs Fly - Jolene Brown**

How long has it been since you've really laughed and celebrated who you are and what you do? We'll do both as we understand there is more than hope. There is help!

8:15 pm **Relax and get acquainted**

Friday, January 22

7:30 am-2:00 pm **Registration**

8:00 am **Breakfast and meet the vendors**

9:30 am **Workshop—Strengthening the Family**

Facts of life: When family and business collide
- Jolene Brown

Farming with family is a challenge. To reach an outcome of productivity, profitability and collaboration, there must be tools in place. We will learn the first important steps to becoming a successful "business first family."

11:00 am-12 noon **Breakout Sessions**

Focus on the Dairy Enterprise

(Choose **two** of the three options)

11:00-11:30 am

Sustaining the Dairy Herd: Research lessons about cow welfare - Jan Shearer

It's not enough to know new products or procedures capable of improving performance. Today's animal agriculture must strike a balance that is ethically grounded, scientifically verifiable and economically viable.

Sustaining the Family and its Goals: Graceful transition strategies - John Baker

We do not inherit our farm businesses from our parents; we borrow them from our children. When, how and in what condition will we return them?

Sustaining the Farm Business: Analyzing dairy business options - Jim Salfer

Profitability is one key to a sustainable dairy system - Learn about factors that could affect your profitability by analyzing the business options of different dairy systems.

Friday, January 22 (continued)

11:30 am-12:00 noon - **Breakout Sessions Repeated**

Research lessons about cow welfare
- Jan Shearer

Graceful transition strategies
- John Baker

Analyzing dairy business options
- Jim Salfer

12:00 noon **Luncheon**

National Dairy Initiatives Update: Dairy sustainability—

Making a good story even better - Rick Naczi

Sure you have done a great job driving efficiency on the farm, but consumers will ask, "What have you done for me lately." Don't get frustrated, get more sustainable and successful.

1:30 pm **Milk Marketing for the 21st Century:**

Exploring options for sustained production and profitability

Free market system - Ken Bailey

A tight milk supply and a resurgence in global demand are resulting in much higher dairy commodity prices. The U.S. is now affected by these global economic forces. The outlook for 2010 is for stronger, but more volatile milk prices.

Supply management - Gary Vande Vegte

The recent milk price disaster is the worst since the Great Depression. How does the dairy industry seek price stability? How can we be assured that we never lose this much equity again?

3:30 pm **Panel—Milk Marketing Opportunities and Risk:**

Question and Answer Session

(Questions may be submitted in advance)

- Ken Bailey

- Gary Vande Vegte

- Dairy Producer A

- Dairy Producer B

4:30 pm **Conference Closing**

Sustaining Our Dairy Families, Farms, and Rural Communities

About the Speakers

Ken Bailey has been working in the U.S. dairy industry for over 20 years. He is one of just a few PhD agricultural economists who specializes in and focuses on the complexities of the U.S. dairy industry. He has expertise in analyzing policy changes, international trade, price forecasting and risk management. Ken is licensed with the National Futures Association and is employed by FCStone as a consultant and broker.

John Baker is the staff attorney for the Iowa Concern Hotline, an information and referral service of ISU Extension. He serves as legal counsel for the Iowa Mediation Service and as counsel and advisor for many beginning farmer advocacy groups. John has written numerous articles that emphasize the necessity of understanding connections between people, the law, succession planning and the farm family business.

Jolene Brown is one of America's premier professional speakers who brings humor, hope, and helpful ideas to those who want to celebrate and learn skills for the human and sometimes humorous side of agriculture. She has made numerous guest appearances for television and radio broadcasts and her work has been featured in several major publications.

Richard Naczi, CEO of American Dairy Association and Dairy Council, Inc., directed programs in retail category management, dairy promotion, nutrition education and advertising on behalf of dairy producers in three NE states. Rick also serves as Executive VP of Strategic Industry Analysis and Evaluation at Dairy Management Inc. where he manages an industry-wide sustainability project.

Jim Salfer, University of Minnesota Extension Educator, is responsible for development and implementation of education programs that improve the profitability of dairy producers. His focus is on nutrition and herd management systems.

Jan Shearer, Professor and Extension Veterinarian at ISU, conducts research and extension programs on lameness of dairy cattle, bovine behavior and animal welfare. He serves as Chair of the American Association of Bovine Practitioners Animal Welfare Committee, on the Board of Directors of the Professional Animal Auditor Certification Organization, and was recently appointed to the North American Food Animal Well-Being Commission – Beef.

Gary Vande Vegte, CPA, CMA, is a managing partner of Van Bruggen & Vande Vegte. He holds a bachelor's degree in business administration and accounting from Augustana College. His practice began in 1993 with a large, local CPA firm. Gary's specialty is working with large owner-operated dairy farms, offering consulting, tax services and financial statement preparation.

Conference Location & Lodging

Best Western Ramkota Inn & Conference Center
3200 West Maple Street
Sioux Falls, South Dakota

(Exit 81 off I-29 South of I-90)

To make a lodging reservation at Ramkota Inn, please call: 605-336-0650. Reserve your room by December 24, 2009. Mention "SDSU Dairy Science" to get the conference rate of \$85.99 (single/double occupancy) plus tax.

For More Information

For more information, please contact J.W. Schroeder, NDSU Animal Sciences, at 701-231-7663 or jw.schroeder@ndsu.edu or any of the Program Planners listed below, or visit the website at http://sdces.sdstate.edu/ces_website/conferences/I-29DairyConference/.

Program Planners

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Registration

Pre-register by January 14, 2010 to be eligible for door prizes.

Fee is \$20/person (includes keynote evening meal on Thursday and lunch on Friday).

Members of the Milk Producers Association of North Dakota (MPA-ND), the South Dakota Dairy Producers (SDDP) and the Western Iowa Dairy Alliance (WIDA) will receive a \$10 discount at registration. Members of Minnesota Milk Producers Association (MMPA) will receive a coupon redeemable for \$10 off their registration fee.

Number attending:	
Name(s):	
Address:	
City/State:	Zip:
Phone:	
Email:	
Amount enclosed:	\$

Please make checks payable to 'SDSU Dairy Science Dept' and send to:

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