Conservation, Planning, & Zoning Department

January, 2020

Creating a Millionaire Dairy Farm

Midwest dairy farmers aspire towards highly profitable dairy practices in conventional, grazing, organic, and organic-no grain dairy systems by using the Millionaire Dairy Farm model. These models have proven to be an important decision-making tool for budgeting, benchmarking and futuristic financial planning. This Iowa Extension Risk Management Education Center (ERME) project successfully used the Dairy TRANS method to educate 114 dairy producers to decide, develop and implement financial projections for their operation and move forward with the most profitable dairy system for them on the path to becoming a millionaire dairy.

Using 18 dairy farms as a basis, each farm was surveyed and analyzed financially to establish benchmarks and profit levels. Using the financial benchmarking information collected and through 16 classroom sessions, two on-line learning module webinars, six beginning dairy farmer videos, and over 100 individual visits, these dairy producers increased their awareness, understanding, and business decision-making ability. Following the educational delivery, fifteen beginning producers began selection of their production system and completed a financial profit projection. Fifteen established producers then reevaluated their current system and decided if some type of production or system change would improve their profits.

Project directors, Larry Tranel and Jennifer Bentley, noted that a key to this project's success was the collaboration of other universities. Producers from Wisconsin, Illinois, Michigan, West Virginia, and Louisiana took part and benefitted from learning the Dairy TRANS method.

114 farmers implemented a plan to adopt the most profitable dairy system for them. Their decisions followed one-on-one on-farm visits by the project team. One producer noted, "I didn't understand the value of our labor and how much good employees were worth. I discovered how inefficient we were operating, so we built a parlor to maximize labor efficiency."

This project reached 1,061 dairy producers for 1,811 total meeting hours and nearly 450 producers have taken part in the recorded webinars. Many of these dairy farmers are well on their way to becoming a millionaire dairy because of the information and the one-on-one consultations they received.

From North Central Extension Risk Management Education

"Educating America's farmers and ranchers to manage the unique risks of producing food for the world's table."

Keep up to date with events, articles, and other lake news at our new revamped Facebook page!

Like us on facebook

Heart of Wisconsin 26th Annual Winter Grazing Conference

Sponsored by the Central Wisconsin River Graziers' Network and Marathon & Lincoln Counties

Tuesday, March 10th, 2020 ~ 9:30 a.m. to 3:45 p.m.
Stoney Creek Inn, Rothschild, WI

At the intersection I-39 and south Business 51 (Exit 185) near the Cedar Creek Mall, south side of Wausau

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Pre Conference Bonus Session

Managing Farm Stress - With Larry Tranel

Monday March 9th 6:00 p.m. to 8:00 p.m.

Whitewater Music Hall 130 1st Street, Wausau

(Entrance is off of River Drive - across the street from the CPZ Building)

Tuesday, March 10th, 2020 ~ 9:30 a.m. to 3:45 p.m.
Stoney Creek Inn, Rothschild, WI

9:30-9:45 **Registration:** rolls, and refreshments. Expanded **exhibitor booth area** open.

9:45-10:45 **Break Out 1: Millionaire Model Dairy Farms**

Larry Tranel, Iowa State University Extension and Outreach

Come learn how to become millionaires within 25 years of a dairy career

Break Out 2: Management of Baled Silages

Wayne Coblentz, Research Dairy Scientist

Whether you are finishing beef or raising replacement heifers, baled silage can improve your operation

Break Out 3: Grazing Dairy Cow Supplementation – Energy, Protein, Minerals

Matt Akins, UW-Madison Dairy Science and Extension

Matt Akins will lead us through dairy cow supplementation on pasture that will keep our cows healthy and productive

10:45-11:00 **Break:** Booths will be open.

11:00–12:00 **Break Out 4: Show Me the Money (determining profits)**

Larry Tranel, Iowa State University Extension and Outreach

Model Dairy Producers say "Cha Ching! Cha Ching!"

Break Out 5: Winter Feeding for Grazing Dairy Herds

Matt Akins, UW-Madison Dairy Science and Extension

Winter feeding has challenges. Come learn to balance your cows feed stuffs

12:00-1:30 **Lunch – Provided by The Mint Cafe.**

1:30-2:30 **Break Out 6: Milking Systems from AMS to Low Cost Parlors (focus on labor efficient parlors)**

Larry Tranel, Iowa State University Extension and Outreach

Labor efficiency is still pretty key, whether in parlor systems or robotic milking

Break Out 7: Conservation Stewardship Program (CSP)
Adam Abel,NRCS

Move your farm from good to great and earn rewards

2:30-2:45 **Break.** Booths will be open.

2:45-3:45 **Break Out 8: Using the new Dairy TRANS to Analyze Profits**

Larry Tranel, Iowa State University Extension and Outreach

Dairy producers need sound economic data and analyses to make decisions

Break Out 9: Multi Layered Profitable Beef Operation Including Cattle, Agri-tourism, Horses to Garlic

Gabe & Aurora Slattery, Devils Hole Ranch, Norwalk, WI

Pre-registration HIGHLY recommended

REGISTRATION ~ Heart of Wisconsin 26th Annual Winter Grazing Conference

Conference cost: $25 per person must be received by March 3, 2020. No call-in registrations accepted. Costs cover handouts, speaker costs, and lunch. Walk-in registration — $30/person

Name(s): _____

Address: _____

_____

City/State/Zip: _____ Telephone: ( )_____

Email address: _____

Checks made **payable to:** **MARATHON COUNTY** must be received by March 3, 2020, to receive the $25 rate.
Call-ins to reserve a spot at the lower rate will not be accepted.
Please mail registration with payment to: Marathon County CPZ, 210 River Drive, Wausau, WI 54403.

Gabe & Aurora Slattery – Jeff & Paula Menn - Devil's Hole Ranch

Operate one of the largest cow-calf operations in Wisconsin. Their ranch is a multi-faceted enterprise. They raise angus feeder calves, ranch-bred and trained quarter horses, organic garlic, and offer the opportunity to participate in a family-owned cattle ranch.

During the growing season, crops are planting and harvesting for the feeding of our livestock. Cattle are rotationally grazed year-round on green grass well after the snow comes and on standing crops/residue through the winter than on dry hay. Dry hay use has been reduced dramatically with standing crops and crop residue.

They raise quarter horses to assist in managing their cow herd. Horses are an essential part in our ranch operation and our lifestyle. Cattle Drive Clinics are offered where you can gain confidence and knowledge in horsemanship skills as well as cattle-handling skills.

Marathon County CPZ
210 River Drive
Wausau, WI 54403-5449
715-261-6000

IN THIS NEWSLETTER:

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DO YOU HAVE SUGGESTIONS FOR ARTICLES OR PHOTOS TO SHARE? WOULD YOU LIKE TO RECEIVE AN ELECTRONIC COPY OF THIS NEWSLETTER, OR ARE YOUR RECEIVING IT BY MISTAKE AND WANT TO BE REMOVED FROM THE MAILING LIST? IF ANY OF THESE APPLY, PLEASE CALL 715-261-6038 OR E-MAIL WILLIAM.KOLODZIEJ@CO.MARATHON.WI.US