Started in 1946 by Carl Pagel;
- 7 children in family;
- John youngest took farm over in 1980.

- 4600 Cows
- 110 Employees
- 8000 Acres

- 3000 Calves & Heifers
COLEMAN PONDEROSA LLC.

- 1800 Heifers ~ Age 10 mos. – 17 mos.
- 67% Conception Rate;
- All breeding is done here;

DAIRY DREAMS LLC.

- 2800 Cows at Dairy Dreams
- 1600 Cows and Heifers
- 26 Employees

GHD DIGESTER

- Public Acceptance
- Odor Reduction
- Renewable Energy
- Endless Supply of Bedding;
- 3.2 Million Gallons of manure;
- 21 day retention time;

POWER FROM POOP!

- Exhaust Heat Exchanger
- 1.6 Megawatts;
- Heats Digester and new facility
- Fully computerized, managed from multi-sites;
- Sends e-mails and texts when shuts down;

FILTER SYSTEM

- New Filter System For Hydrogen Sulfide;
- Sell all power we make;
- Buy all the power we use;
- Make 100% more power than we use;
- Government Support 10% to 20%;
- Support shrinking due to lack of funds;
Great bedding – Comfortable
- Apply bedding twice weekly
- Level two times a week;

CROPPING ENTERPRISE
- 3200 Acres of Alfalfa Haylage;
- 5000 Acres of Corn Silage;
- 600 Acres of Wheat;

CROPPING HAY
- 4-5 Crops Per Year
- 600-800 Acres Per Day
- Target Dry Matter 40%

MANURE APPLICATION
- Apply liquids after harvest
- 7000 Gal/ Acre on 2 crops

MONSTER PILE 2011
- Harvest over 100,000 tons of corn silage in 2010

MONSTER PILE 2011
- Target 60 lbs. per cubic foot at 33% dry matter.
MONSTER PILE 2011

- Double Plastic with Tire Sidewall;
- 6% - 8% Shrink;
- Corn Silage is 65% - 70% of our ration;

HERD MANAGEMENT

- 72 Stall Rotary
- 500 Cows Per Hour
- 6 Man Parlor Teams
- 4.2% Butterfat
- 3.3% Protein
- 78 lbs of Milk Per Cow

FREESTALL BARN

- 400-450 Cow Groups
- 50 lbs Dry Matter Intake
- Tunnel Ventilated Barns
- 1750 cows each

CROSS BREDS

- Breeding Program 25% Pregnancy Rate;
- Holstein ~ Jersey ~ Holstein ~ Jersey

FINANCIAL MANAGEMENT

- Budgets - Budgets to Actuals
- Business Plans
- Marketing Plans
- Reviewed Financial Statements;
CONTRACTUAL FARMING

- Milk ~ 50 - 100%
- Fuel ~ 80 - 100%
- Interest Rates ~ 50 - 75%
- Feed ~ 75 - 100%

OUR JOBS HAVE CHANGED!!

YOU ARE NOW AN INDUSTRY REPRESENTATIVE!

"Why it's important to put a POSITIVE FACE on Agriculture!"

DAIRY'S BIGGEST CHALLENGES

- ANIMAL WELFARE;
- HUMANIZING PETS;
- ENVIRONMENTAL GROUPS;
- REGULATIONS - STATE & FEDERAL;
PERCEPTIONS OF AGRICULTURE

They don’t understand!

EDUCATION, EDUCATION, EDUCATION

- Why do we have to defend feeding the world?
- In 1960, 40% fed the world, now 2%;

Educate – Educate – Educate

If we don’t tell our story - someone else will!

In 2011, 10,000 people toured. This year many more!

Groups & Organizations

GREEN BAY GAMBLERS
Mission Statement:
The Dairy Business Association is an industry organization comprised of dairy producers, corporate and allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment.

What is DBA?

- Total of 750 members statewide
- Total of 230,000 cows in WI, equal to 33% of WI’s milk supply
- Membership made up of a diversity of size and type of dairy farms, dairy processors, corporate and allied industry partners

About DBA

- 4 Registered Lobbyists
- 2 Environmental Attorneys
- Advise members on state statutes, regulatory rules and on-farm situations
- Provide crisis management
- Participate in legal reviews
- Enhance local government education
2012 Corporate Sponsorship Guide
Dairy Business Association

DBA Overview
• Wisconsin-based dairy producer-focused organization
• Comprised of dairy producers, corporate and allied industry supporters

Our Vision and Goals
• To facilitate the growth and modernization of dairy farms in the state of Wisconsin
• To improve the image of dairy farms
• To educate the public and elected officials about the value of dairy operations

DBA Members
• 723 total DBA members
  – 420 Dairy Producers
  – 225 Supporters
  – 78 Allied Industry Partners
• DBA members include some of the largest and most forward-thinking dairy operations in Wisconsin

Membership Benefits
• Representation and voting rights within DBA
• Discounted producer insurance plan
• Membership reimbursement opportunities
• Dedicated environmental attorney
• DBA registered lobbyists
• Consultation on key issues impacting their operation

Networking Opportunities
Annual events to network with leading producers and industry professionals:
– Annual Business Conference
– Expansion Symposium
– Golf Outing
– Packer Tailgate Party
– Membership Appreciation
Sponsorship Opportunities

• Annual Corporate Membership
  – $250 to $25,000
• Event Sponsorship
  – Expansion Symposium
  – Golf Outing
  – Packer Tailgate Party
  – Annual Business Conference

Thank you!
To learn more about sponsoring Dairy Business Association, contact:
Laurie Fischer
lfischer@wiedba.com
920-491-9955

DBMMC was created to verify your milk testing!

PLUS !!!

DBMMC is all about

VOICE  MONEY

We will be your representation in D.C.

VOTE

MONEY

➢ All other similar cooperatives drop their rate to match ours;
➢ This saves Wisconsin Producers over $1,000,000.00 per year;
➢ Those dues stay in your pocket! $275.00/100 cows;
- **DBMMC** emphasizes individual voting on Federal Order reforms instead of block voting.

- You will receive your own ballot directly from USDA.

- You vote for what you believe is the best for your dairy business.

- **DBMMC** will be your representation at the Federal Level.

- **DBMMC** will deliver information back to you from D.C.

- **DBMMC** will be there to make changes on current legislation that will affect your dairy business.

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**CONTACT US**

Scott Munes  
Business Development Manager  
920-493-2697  
smunes@dbmmc.com

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**MIDWEST VS OTHER REGIONS OF THE UNITED STATES**

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**USDA Production Regions—Milk Production Percentages by Region**

- Basis will average $1.50 - $2.00 above Class III.

  March mailbox price was $20.36, up 11.27 from February; this price was $5.58 higher than March 2010
Wisconsin Cow and Herd Trends

Wisconsin Productivity Trend

Wisconsin Trend vs Kewaunee Since 1975

Today’s Wisconsin Dairy Business

Historically Speaking

- 1840 - U.S. Population 17,069,214
- 1840 - Farm Population 9,012,785 (69%)
- 1910 - U.S. Population 91,972,266
- 1910 - Farm Population 32,077,361 (31%)
- 1950 - U.S. Population 151,132,623
- 1950 - Farm Population 25,058,978 (12%)
- 2009 - U.S. Population 310,000,000
- 2009 - Farm Population 2,075,510 (1.8%)
ITS UP TO US - -

- ENJOY WHAT YOU DO!
- DO IT WELL!
- TELL YOUR STORY WITH PRIDE!
- TELL YOUR STORY OFTEN!
- AGRICULTURE WILL PREVAIL!

If that doesn't work!!

Contact Information

John T. Pagel  
N 4893 Hwy C  
Kewaunee, WI 54216  
Phone: 920-388-3333  
Cell Phone: 920-493-3939  
Email: johnt@pagelsponderosa.com  
Website: www.pagelsponderosa.com