

***Rosy-Lane's journey:
destination sustainable***



Great **People**
Great **Cows**
Great **Returns**

LLOYD HOLTERMAN

WATERTOWN, WIS. USA

~ ~

Wales Farming Conference - Feb. 2019





1981





Rosy-Lane Holsteins

LLOYD AND DAPHNE HOLTERMAN

1999



2019: 1800 acres / 720 hectares
Corn for silage & grain; alfalfa hay



2013: Four partners



Rosy Lane's team

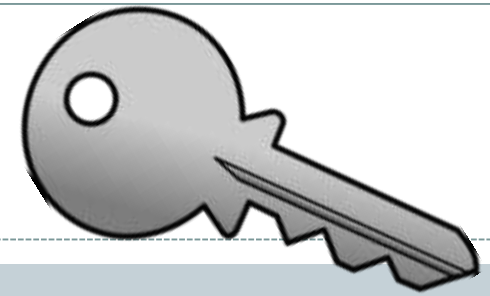


Farm facts



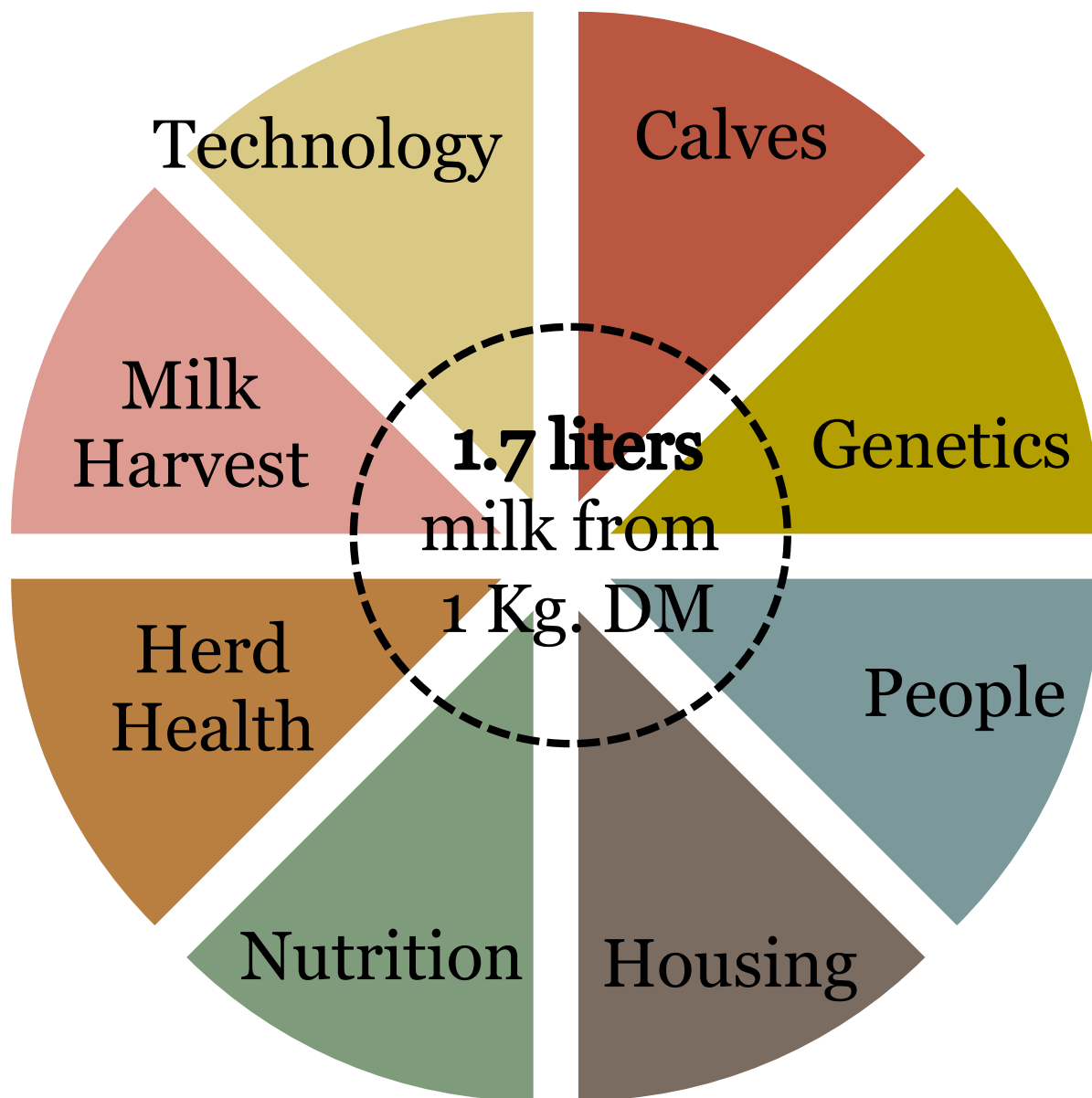
- 1072 cows
- 840 heifers
- 6 years no antibiotics used in milking herd
- 113,000 SCC (Dec. 2018)
- 154 DIM
- 43 Litres/milk/day average on 940 cows
- 4.6 lactations/cow

Overall goal



**1.7 liters of milk per 1 Kg dry matter
total mixed ration fed to cows**





Cow goals



<u>2018 actual</u>	<u>Goal</u>
3.3% death loss	< 3%
0% treated with antibiotics	<0.5%
153 days in milk	< 160
1.7 services / conception	<2.0
725 EUR profit/cow/4 yr. ave	> 775 EUR
133,000 somatic cell count	<150,000



GREAT PEOPLE - GREAT COWS - GREAT RETURNS

New 2017



New 2018



Triolet Triotrac mixer



- 850 cubic feet
- Tracks variation of feed ingredients
- Tracks usage
- One person in 5 hours (not 2 people in 8 hours)
- Less fuel
- Less capital investment, about \$40,000

Double 12 – lights on udders





Sustainable genetics / breed for:

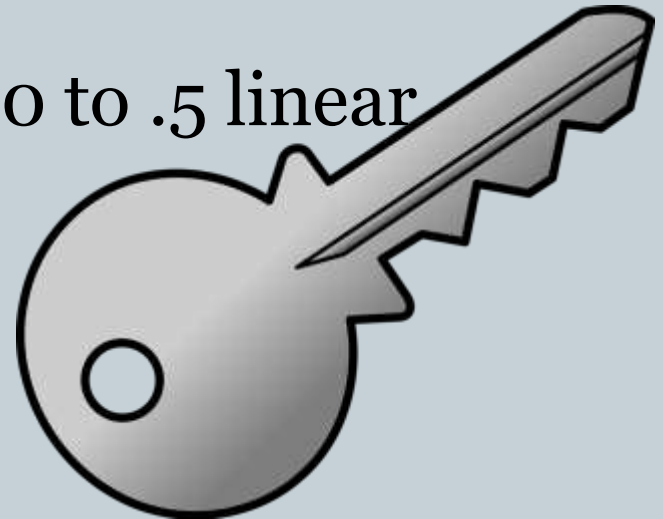


- Productive Life
- Daughter Pregnancy Rate
- Mastitis resistance
- Calf Wellness \$
- Locomotion, lameness resistance

Lameness prevention

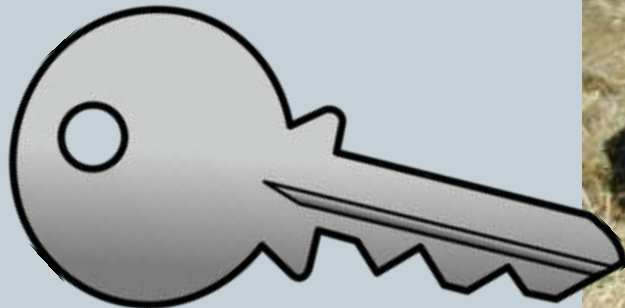


- Long-term solution is genetics
- University of Wisconsin School of Veterinary Medicine research shows you should select for
 - Moderate heel depth, select 0 to .5 linear
 - Slightly spread toe



Benefits of hands-off calving

- Less human labor required
- Fewer retained placentas
- Reduced metritis
- Less calving injuries on cow
- Less Dead on Arrivals
- Healthier calves



RosyLaneLLC Delta 10090



RosyLaneLLC Ramos 3333



Christine Mosseller

11 years progress at Rosy-Lane



	2007 BST	2018
• Cows	695	1072
• Milk	12,953 L	13,757 L
• Fat	492 Kg	564 Kg
• Protein	374 Kg	440 Kg
• Vet EUR/45 Kg milk	1.8 EUR	.60 EUR

11 years progress at Rosy-Lane



	2007 BST	2018
• Services/conception	3.1	1.7
• Dead on arrivals	8.6%	3.2%
• % Milking herd treated	0.9%	0%
• Liters milk/ Kg feed	1.62	1.67

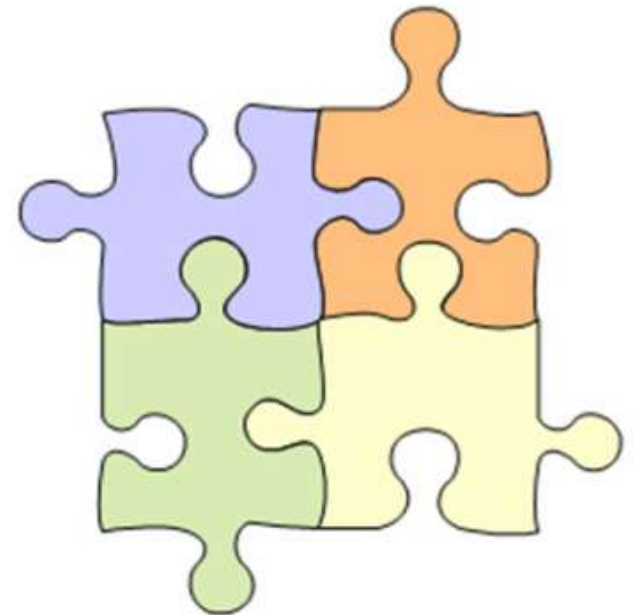
Feed efficiency improved profits 50 EUR/cow/ year

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Summary



- A total management program needs to create wealth over time
- One practice must integrate & complement other practices
- More risk in not embracing growth and technology
- It's a puzzle in progress!





Where are you
headed on your
journey towards
sustainability?

Sharing our sustainability stories



DAPHNE HOLTERMAN

**Rosy-Lane Holsteins
Watertown, Wis. USA**

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LLOYD HOLTERMAN

TIM STROBEL ~ JORDAN MATTHEWS

Wales Farming Conference Feb. 2019

“Sustainable”



- Each in our own way, on our own path
- How to share with society?
- Like it or not, we need “social license” to operate



7 X rule



1. Tell them, show them
2. Tell them again
3. Remind them
4. Maybe they hear you
5. Maybe they comprehend
6. They do comprehend
7. They likely form opinion
8. They may act on beliefs

Drive home your commitment to the journey



- Not yes or no; not black or white
- Over time, demonstrate that our internal compass drives us to provide better care to land, animals
- It's in our blood – hard to communicate
- Making it better for next generation



Est. 1959



1950s





1981



2018

Social media helps at Rosy-Lane



This image shows the Facebook profile page for Rosy-Lane Holsteins LLC. The profile picture is a black and white Holstein cow standing in a field. The page name is "Rosy-Lane Holsteins LLC" with the handle "@rosylaneholsteins". The left sidebar contains navigation links: Home, About, Photos, Reviews, Videos, Posts, Events, Notes, Community, and Info and Ads. The main content area shows a post from December 31, 2018, at 10:59 AM, celebrating the New Year with a photo of a baby calf in a hay bale. Below the photo, it says "Taylor Holterman, Nadine Miller and 175 others" liked the post. The right sidebar shows a "Send Message" button and a list of pages liked by this page, including "PRO-DAIRY at Cornell" and "Motiva Consulting".



This image shows the Twitter profile page for Rosy-Lane Holsteins. The profile picture is the same black and white Holstein cow. The bio states: "We farm 1,700 acres and milk 900 Holstein cows in America's Dairyland. Owned by Lloyd W. & Daphne Holterman, Tim Strobel and Jordan Matthews." The location is "Watertown, WI" and it was "Joined September 2014". The statistics show 525 Tweets, 1,267 Following, 1,738 Followers, and 3,275 Likes. The "Tweets" tab is selected, showing a retweet of a tweet from @VoiceOfMilk dated Jan 11. The tweet text is: "#Retweet: #DairyFarmers need you! Be the voice of milk on #NationalMilkDay by submitting comments to FDA on dairy labeling – only real #dairy products should get to use dairy terms! @VoiceOfMilk explains where to submit comments: bit.ly/2R1nFCU #TheVoiceOfMilk". Below the tweet is a graphic that says "SPEAK UP FOR DAIRY!" with a speech bubble icon.

Get involved locally



- Chamber of Commerce
- Library – building for the future
- Leadership Watertown
- Food pantry donations
- Township government, committees

ACT on your beliefs

Sincerity and passion will shine





Let's listen more



- One-on-one personal relationships
- Start 2-way conversations
- My dad's best friends...
- Respect opinions, backgrounds



Connect on values...



Share sustainable efforts

This field gets manure,
an organic fertilizer



Great People
Great Cows
Great Returns

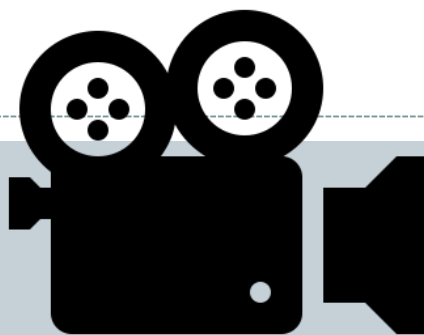
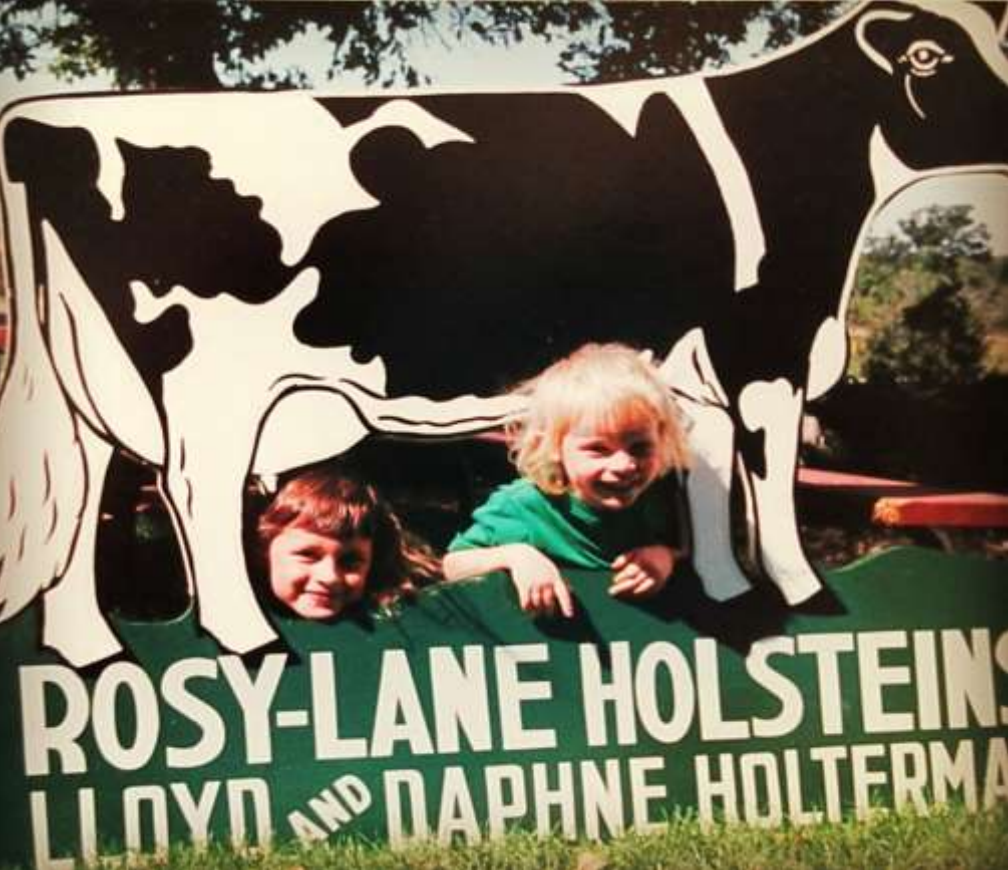


59 lbs feed
100 lbs milk
10 lbs cheese

Our farm is open to anyone with an open mind



- Pick one group or social media outlet
- Begin to post, get active
- Sprinkle in family, pets, hobbies, food
- People will connect with you on these shared interests or values
- Slowly unfold farm's story – one story or example at a time





148 likes

21 comments!

Share sustainable efforts

- Not a how-to today, but a start
- Spend more time on-line and with customers
- You or someone at the farm
- ASK a REAL farmer – who can disagree with that?!



How will you share your sustainability story?



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Great **Returns**
