Rosy-Lane's journey:
destination sustainable

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

LLOYD HOLTERMAN

WATERTOWN, WIS. USA

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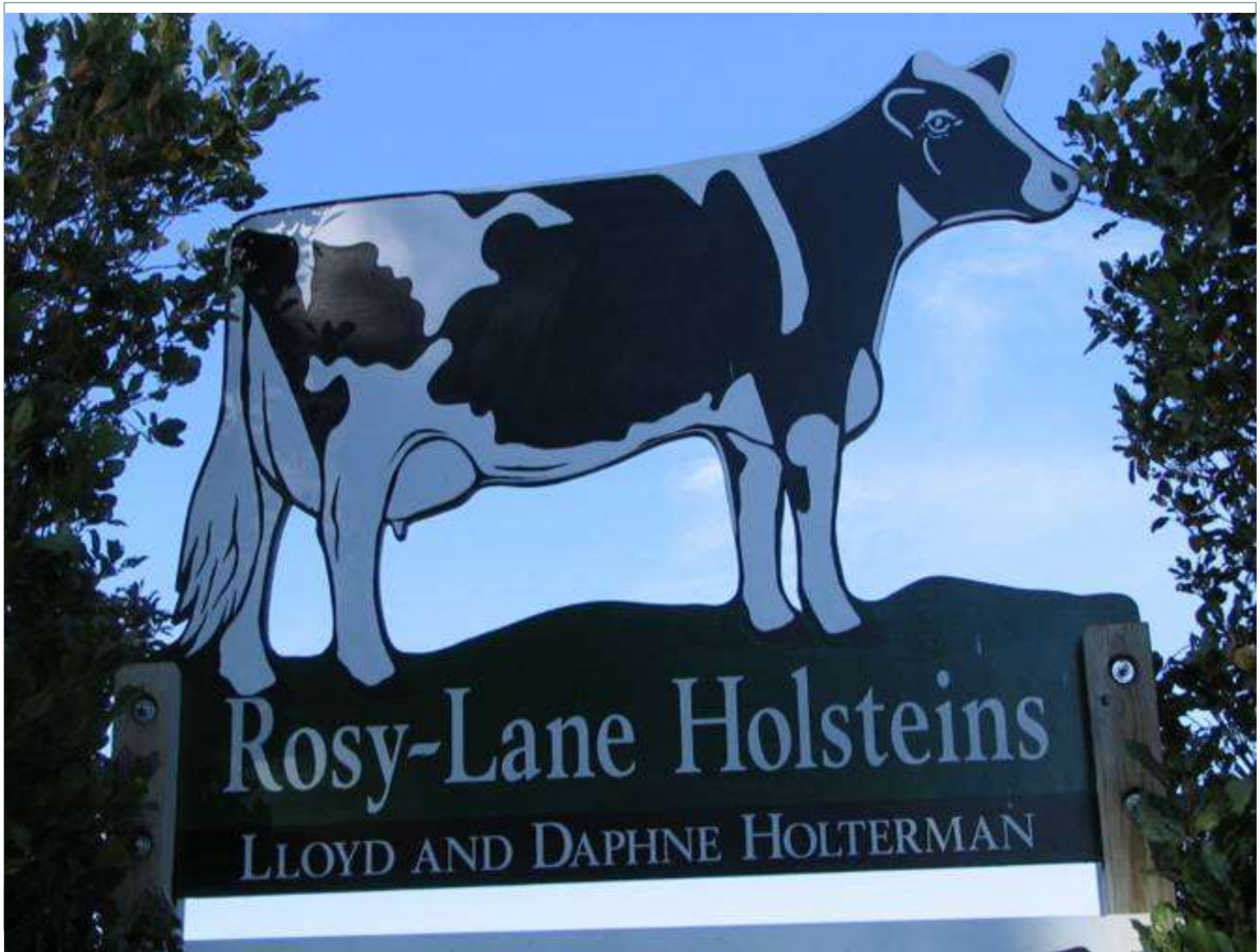
Wales Farming Conference - Feb. 2019

459

1981


Rosy-Lane Holsteins
Lloyd and Daphne Holterman

1999

ROSY-LANE
HOLSTEINS LLC
GRADE A PERMIT
NO. 89-3426-06
WATERTOWN, WI

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

2013: Four partners

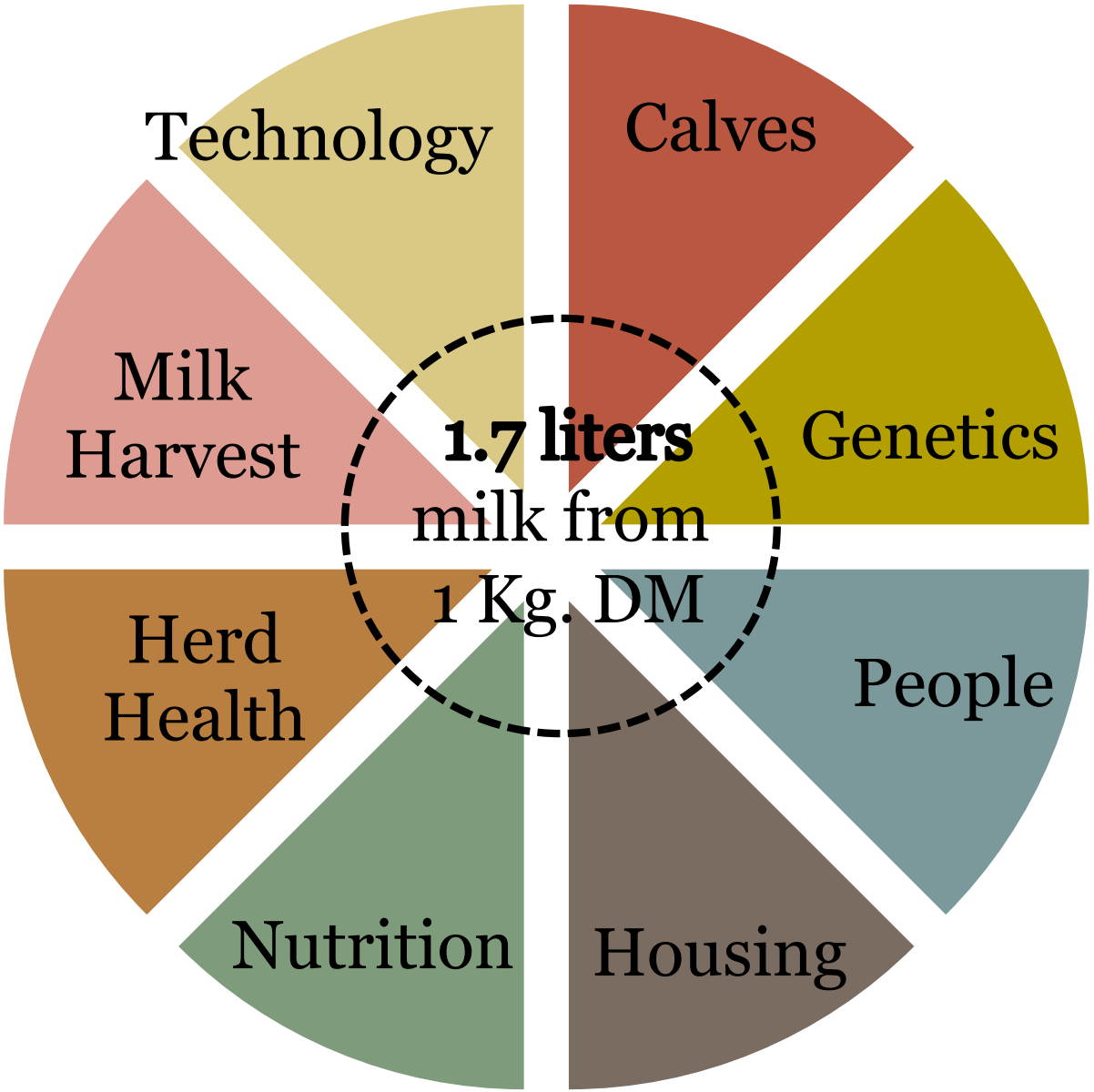
Rosy Lane's team

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


Technology
Calves
Milk Harvest
Genetics
1.7 liters
milk from
1 Kg. DM
Herd Health
People
Nutrition
Housing

Cow goals

2018 actual	Goal
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

ROSY-LANE
HOLSTEINS LLC
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

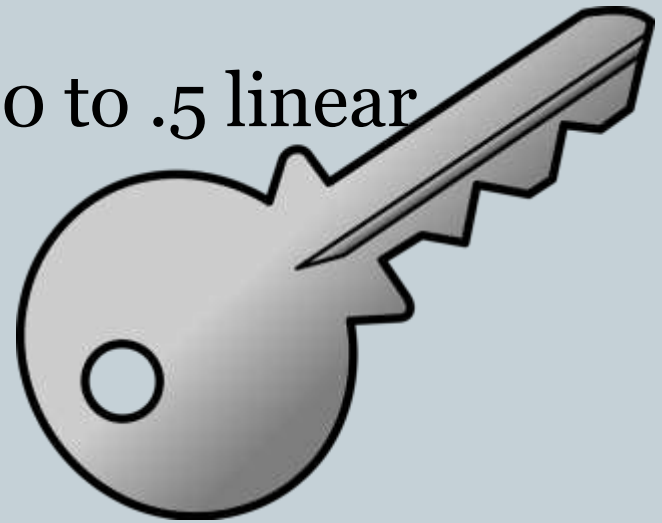
Double 12 – lights on udders

Sustainable genetics / breed for:

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

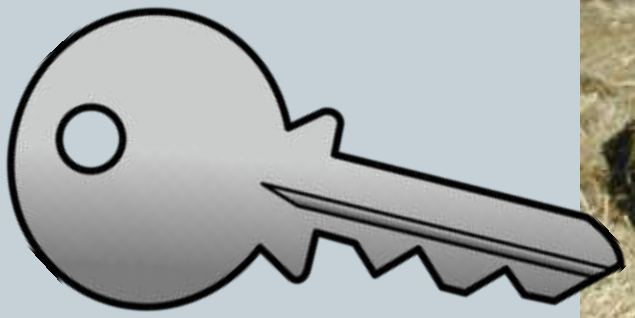
Lameness prevention

- 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



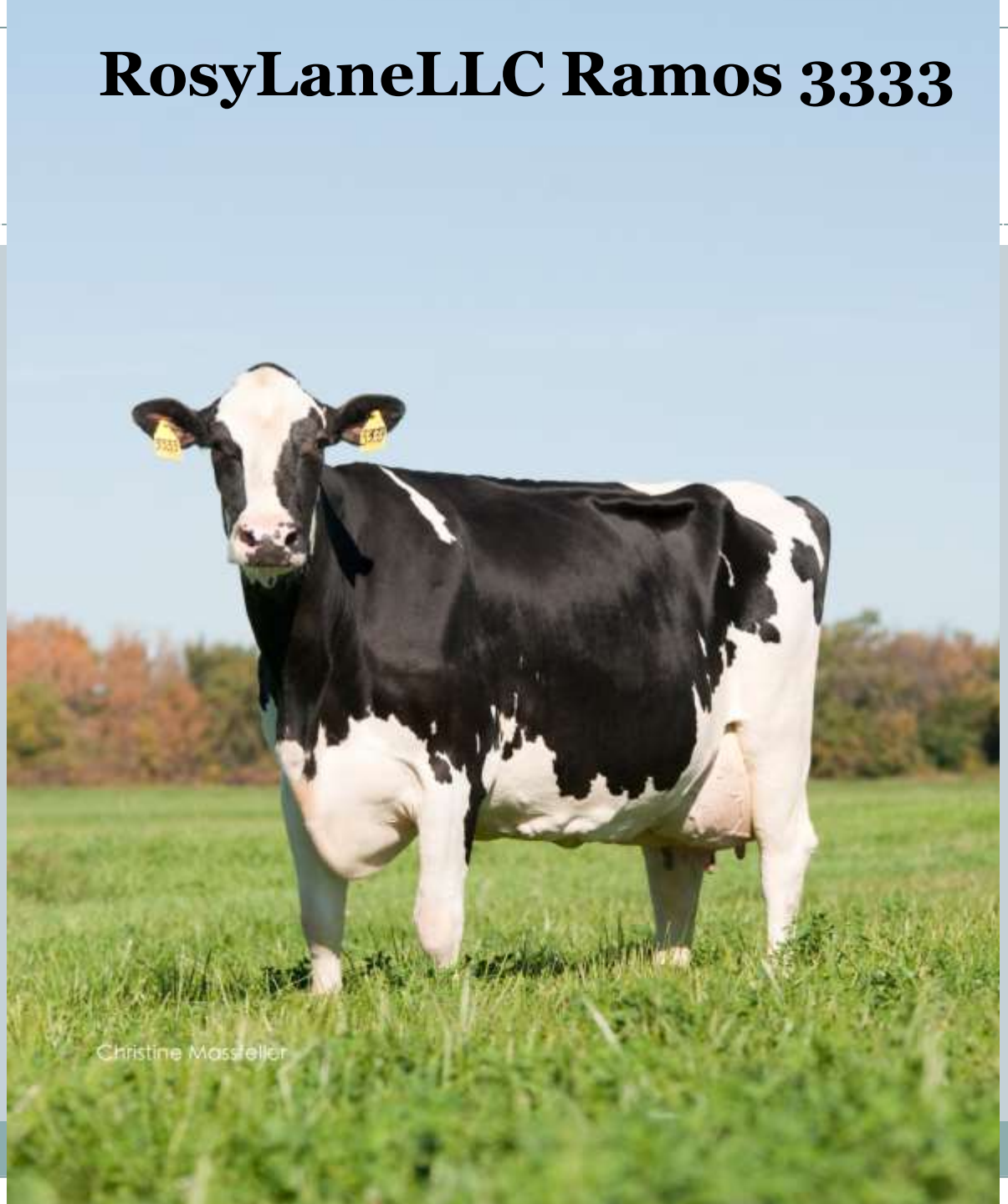
Benefits of hands-off calving

- 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



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

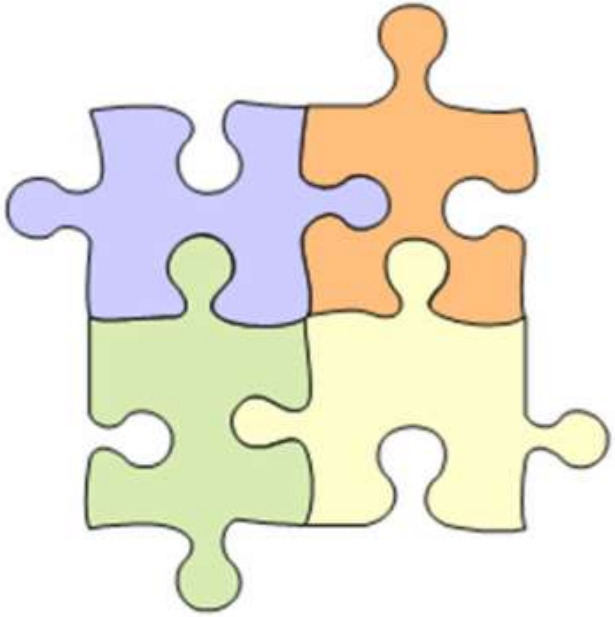
	2007 BST	2018
• Services/conception	3.1	1.7
• Dead on arrivals	8.6%	3.2%
• % Milking herd treated	0.9%	0%
• Liters milk/ Kg feed	1.62	1.67

Feed efficiency improved profits 50 EUR/cow/ year

$$$$$

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

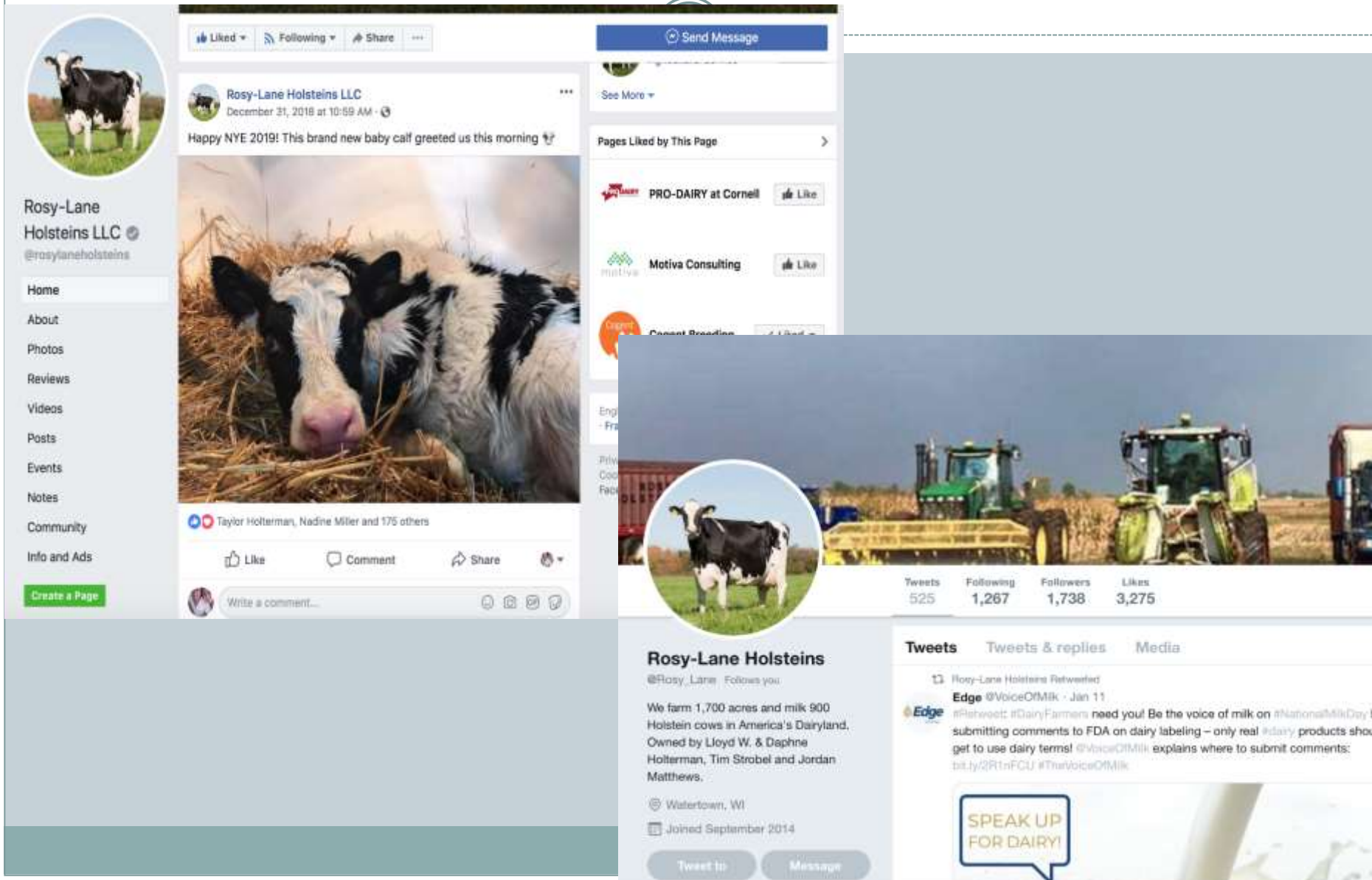
Est. 1959

1950s

1981

2018

Social media helps at Rosy-Lane



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

I'M A DAIRY FARMER
Milk Keeps Wisconsin Mooving
Sarah
Milk Keeps Wisconsin Moo

facebook
Rosy-Lane Holsteins LLC
4820

Let's listen more

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

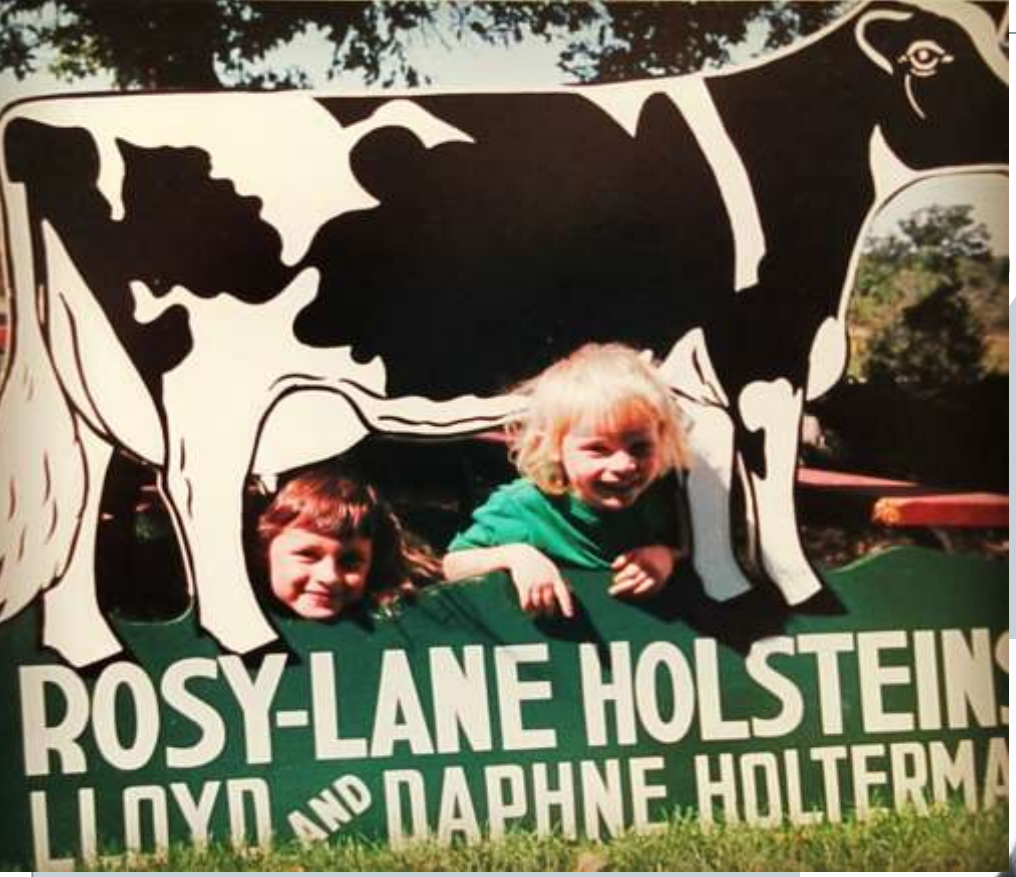
Connect on values…

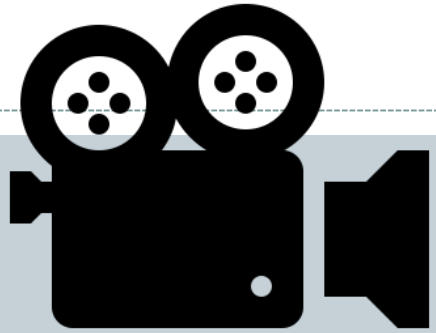
Share sustainable efforts

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


ROSY-LANE HOLSTEINS
LLOYD AND DAPHNE HOLTERMA



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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?