

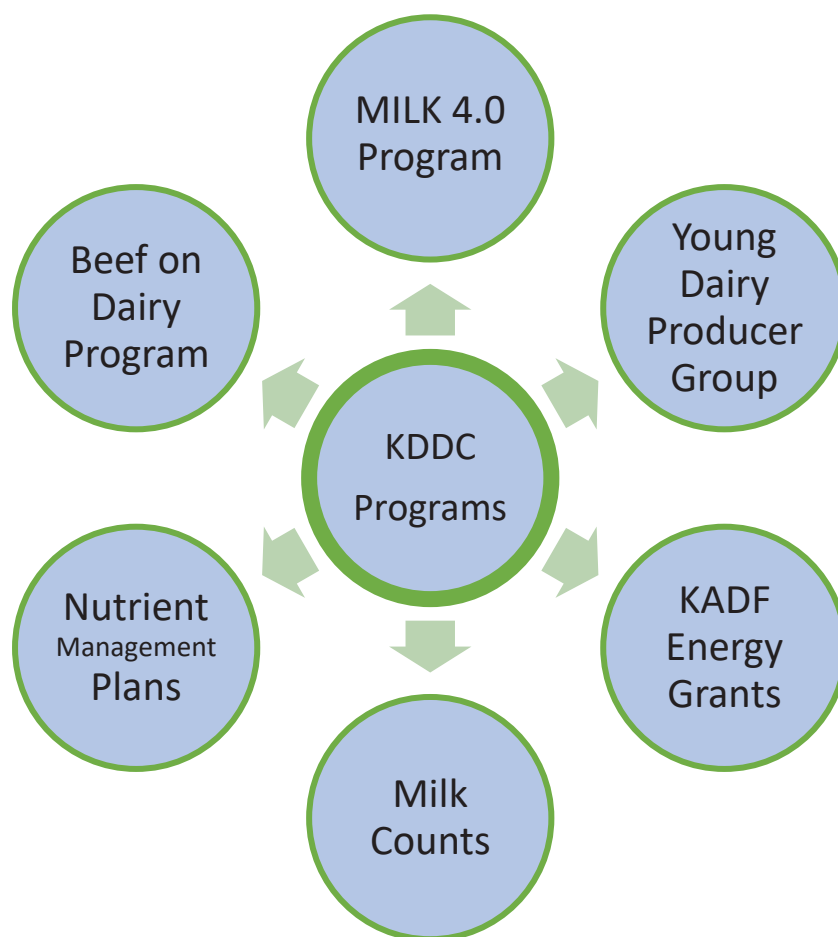
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Do You Know About KDDC's Programs?

KDDC has been committed to bringing programs and opportunities to Kentucky dairy producers since inception in 2005. For 18 years we have been developing programs and partnering with industry organizations for our producers benefit that follow KDDC's four goals: 1) To increase producer profitability, 2) To improve dairy farmer's competitiveness, 3) To enhance dairy farm families' quality of life and 4) To assist in the viability of KY's dairy industry. Be sure to follow each issue of the 2023 Milk Matters as we highlight our current programs and ways we help other organizations provide services to dairy producers. First up is KADF Energy Grants.

more information on page 5

2022 KDDC Board of Directors & Staff

Executive Committee

President: Freeman Brundige
Vice President: Charles Townsend, DVM
Sec./Treasurer: Tom Hastings
EC Member: Greg Goode
EC Past President: Richard Sparrow

Board of Directors

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District 10: Terry Rowlette 502.376.2292
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Kentucky Milk Matters produced by Carey Brown

President's Corner Freeman Brundige



Although the holidays and the start of the new year can be a very busy and hectic time, all of us usually find some time for reflection on the past and thoughts about the future. Dairy farmers over the years have found more troubling times than good ones, but still the love for what we do keeps us more optimistic than pessimistic. Milk prices in 2022 have helped a little but our costs have skyrocketed!

KDDC is constantly trying to make sure that the programs we are offering and the projects we are working on are actually helping the dairy farmers of the entire state.

Recently we have had both staff and board meetings to discuss the direction that the farmer members of our organization want it to go. These were well attended with really great discussion. I think we have done a better than adequate job of providing services that benefit dairy farmers and still staying in the guidelines that are required by our major financial providers. We are very fortunate to have the support of the state organizations that recognize that investing their money in agriculture is more rewarding to the state population than just dumping it in the general fund. We will continue to try to use our time, energy, and available funds to benefit all the dairy farmers in the state. Your comments and thoughts are always welcomed.

Our Dairy Partners meeting in February is a great place to discuss these topics with fellow dairy farmers and people offering them services and products, plus, excellent educational speakers and farmers. Hope to see you there.

2023 KDDC BOARD MEETING DATES

ALL BOARD MEETINGS ARE OPEN TO PRODUCERS

JAN 26	Regular	10:30 ET	Taylors Co Ext Office, 1143 S Columbia Avenue, Campbellsville, KY 42718
MAR 1	Board Members Only Installation of new board members	During Annual Meeting	Sloan Convention Center, 1021 Wilkinson Trace, Bowling Green, KY 42103
MAR 23	Regular	10:30 ET	Washington Co Ext Office, 245 Corporate Dr., Springfield, KY 40069
MAY 25	Regular	10:30 CT	Adair Co Ext. Office, 409 Fairgrounds St, Columbia, KY 42728
JUL 20	Regular	10:30	TBA
SEP 21	Regular	10:30 CT	Barren Co Extension Office, 1463 W Main St., Glasgow, KY 42141
NOV 16	Regular	10:30 ET	Taylors Co Ext Office, 1143 S Columbia Avenue, Campbellsville, KY 42718
DEC 12	Yearly Planning	10:00 CT	Adair Co Ext. Office, 409 Fairgrounds St, Columbia, KY 42728

Looking Ahead to 2023

Commissioner Ryan Quarles

For the past seven years, I've had the honor to serve as your Commissioner of Agriculture.

We've been through a lot these last seven years

We witnessed the cash receipts for Kentucky agricultural products reach an all-time high at \$6.9 billion in 2021, with predictions that 2022's cash receipts could soar to \$8 billion. This is just a fraction of the total economic impact agriculture has on Kentucky's economy – estimated at \$49.6 billion a year. It gives you an idea of how the state of Kentucky is still very rich in agriculture. More than half of Kentucky's acreage is engaged in some sort of agricultural pursuit. We are stronger together.

I've traveled throughout the state highlighting the impact agriculture creates in our everyday lives. My travels promoting Kentucky agriculture have also taken me across the ocean. Last year, I participated in two USDA-sponsored trade missions. Developing markets for Kentucky farm families is an essential responsibility of mine as Kentucky's agriculture commissioner. In 2021, Kentucky's total agricultural and related product exports amounted to more than \$1.1 billion. My goal is to increase that for the betterment of farmers and the state.

We also helped fight hunger together. While there is still a long way to go, more than \$36 million has been raised for the Kentucky Hunger Initiative, a first-of-its-kind effort to bring together farmers, charitable organizations, faith groups, community leaders, and government entities to begin a dialogue to reduce hunger in Kentucky. One in eight Kentuckians, including one in six children, lack consistent access to enough food for a healthy, active lifestyle. We're taking strides to lessen that gap and with your continued help we can make zero hunger a reality sometime in the future.

Part of looking out for our neighbors also includes their mental health. We have a world-class farm safety team that travels the country helping rescue organizations train for farming emergencies, but we also wanted to focus on the mental strains of farming. Farming can be a stressful job and one that can seem unappreciated. But, we all know the true value of a farmer. To prove that, the Kentucky Department of Agriculture teamed up with state universities, and the Kentucky Cabinet for Health and Family Services to launch Raising Hope. With funds

appropriated through the General Assembly and a USDA grant, Raising Hope works with farmers and their families to promote their wellbeing – mental and physical.

We saw the addition of the Kentucky Office of Agricultural Policy, the agency responsible for the administration of the boards that provide grants and loans from Kentucky's tobacco settlement, into the KDA. It seems only fitting that money dedicated to the diversification of the agriculture world be in the hands of the state agency dedicated to advocating for the farmer.

We've experienced these wins together, we've also been through some rough patches. A world-wide pandemic that threatened to shut down family-owned small businesses. Worldwide inflation that took money out of our pockets when we needed it most. We had to navigate supply chain issues and deal with shortages throughout our daily lives. We've also witnessed horrific natural weather disasters, such as tornadoes and floods that threatened our agricultural community. But what I saw most was the resiliency of Kentucky's farmers and the willingness of neighbors helping neighbors.

As I begin my last year as your agriculture commissioner, there are a few things I want to accomplish. First is finding workable solutions to Kentucky's large animal vet shortage. We'll face even more challenges in the months ahead, but we've begun the discussions and I'm praying we find the right answer. Our vets are our first eyes and ears out there protecting the health of our herds and flocks.

I am also looking forward to working with others to develop plans to renovate the Kentucky Exposition Center. We need to maintain Kentucky's leader status as host of major agricultural shows. Renovations to the Expo Center will go a long way to making sure that happens.

Lastly, I want to continue the Department's work on the hunger crisis. Latest numbers show there are as many people today using the food banks as when protocols around COVID-19 put people out of work. Helping our fellow neighbors get the food they need to maintain a healthy and happy life should be top of mind for all of us. The crisis won't go away on its own, it's going to take all of our work to help the food insecure.

Executive Director Comments

H H Barlow



Happy New Year! In my 50 year career in the dairy industry, I've always liked the start of a new year. It's like you get a fresh start. 2022 was a unique year. We had the highest milk price ever in history, but our input costs were also record high priced. In conclusion, I believe most dairymen would consider 2022 a very good year.

What about 2023? Challenging is the word I would use to describe 2023. We face many unknowns. The milk price will be lower...how much lower? Most predictions are \$3/-\$/cwt less, but, as we all know, the price can change dramatically and quickly. It appears that some input costs will be less. Fertilizer and fuel are both down from 2022. However, feed, labor and utilities are currently higher.

The fly in the ointment is interest cost. That cost is like a log around your neck. You have no control over it and it significantly affects your financial position.

Some of you might remember the 18%-20% interest rate of the early '80s which caused major harm to many folks. I had to sell 150 acres just to continue farming. I pray the Fed quits raising the rates so we don't experience the same loss and devastation as the '80s. Inflation is a major problem for dairymen who must use borrowed money for operating expenses.

To combat the financial challenges that 2023 pose, please consider this strategy to better prepare you for what is ahead. Budget your 2023 income and expenses using 2022 numbers. Then, stress test your budget by inputting different values. For example, milk price at \$21 vs \$24 or fuel at \$2.30/gal. vs \$ 3.00/gal. Budgeting can prepare you for different possible scenarios. It is vital to have this strategy written in a reference format.

On the positive side of 2023 outlook, dairy product demand is strong and the prospect for increases in exports are promising. Worldwide production is flat, particularly in the European Union and New Zealand. Australia production is down.

Obviously, it will be extremely important to have some form of price protection for your herd. Herds under 200 cows should be well protected with Dairy Margin Coverage Insurance. Those

over 200 cows should consider Dairy Revenue Protection. Predictions are that DMC will definitely pay at least the first nine months of 2023.

There are many other factors that will affect all dairymen. The 2023 Farm Bill will be written this year. Many of its provisions will directly affect dairymen. KDDC staff and board are directly involved with Farm Bureau and other national organizations to monitor and offer important suggestions to the Farm Bill. These include higher of Class III or Class IV base pricing, changing Class I differentials, de-pooling issues, block voting and transparency of price discovery and reporting.

KDDC's MILK 4.0 program will be continued in 2023 with emphasis on genomic testing, improved milk quality, improved reproduction efficiency and Beef on Dairy initiatives. These tools can be very important for your operation both from a management and financial standpoint.

KDDC is committed to growing the dairy industry in Kentucky with major emphasis on growing our existing dairies. There is money available through the Kentucky Ag Finance Corporation for expansion. The poultry industry has utilized the program for major expansion for years and I think dairy should do the same.

There is still some interest in western dairies locating in Kentucky. We will explore these opportunities on a case-by-case basis. It is a very involved process. Kentucky is poised to become a major southern dairy state. I hope everyone will join with KDDC as we pursue growth in our dairy industry.

Please make plans now to attend our Kentucky Dairy Partner's meeting in Bowling Green on February 28-March 1. We have an excellent meeting planned with farmer panels and fewer outside speakers, which will allow for more farmer-to-farmer fellowship and communication with our industry supporters.

Yes, 2023 will be challenging, but with every challenge, there is an opportunity. I am excited to work with fellow dairymen and our industry partners to make 2023 a great and exciting year.

Remember to add some cheese and sour cream to the chili you are eating by the fire on these cold winter days. And always remember to count your blessings and give God the glory.



Young Dairy Producers of Kentucky is a group formed by the Kentucky Dairy Development Council for those wanting to grow in the dairy industry. KDDC recognizes that the future of dairy in Kentucky relies on the next generation and hopes this group will bring together and support a community of people focused on progressive management, continued learning, and a drive to succeed in the industry.

Young Dairy Producers will be open to any individual between the age of 18 and 35 who is establishing themselves in the dairy industry. Meetings and events will be farmer-focused and varied to meet the needs and interests of members, and will include in-person meetings, calls, and farm tours. Join our Facebook group and reach out to Tori Embry (859-516-1966, tembry@kydairy.org) for more information and to join the mailing list.

Visit our booth at the Kentucky Dairy Partners Meeting on February 28-March 1 at the Sloan Convention Center in Bowling Green, KY. Join us for a mixer on the 28th from 4-6 pm CST where we will be discussing future plans for Young Dairy Producers of Kentucky.

#1-KADF Energy Grants

KDDC in collaborating with the Kentucky Agricultural Development Fund, helps Kentucky dairy producers apply for energy grants through their On-Farm Energy Efficiency Incentives Program.

The On-Farm Energy Efficiency Incentives Program provides incentives for Kentucky farm families to increase the energy efficiency of existing equipment or facilities on the farm. This program is a competitive program dependent upon the availability of funds. Applications are scored and ranked once received. This program is a 50% cost share with reimbursement for the eligible expenditures not to exceed \$10,000 within program year, plus an additional \$150 for energy audit. Full program guidelines can be found on the KOAP website or follow the link located on KDDC's website www.kydairy.org.

In 2023 there are three opportunities to submit a project application, they are April 28, 2023, August 25, 2023 and December 22, 2023. Your KDDC consultant can help you with your application process from knowing if it qualifies, through the application process including securing the third-party energy audit required for each project and down to helping make sure you have the final records for the post project site visit by KADF representatives. Be sure to reach out to your dairy consultant if interested in an energy project for your operation, we are here to help you.

There are a variety of projects that dairy producers can participate in through the On-Farm Energy Efficiency Incentives Program that has the potential to save producers money and improve farm profitability. Below is a listing of eligible cost share items for 2023.

A. Equipment Upgrades

1. New installation of, or conversion to, energy efficient grain drying systems with suggested improvements such as:

- Addition of recirculation of cooling section exhaust air
- New dryers with increased column width
- Implementation of dryeration
- Addition of in-bin cooling

Moisture content evaluation based on past operating expenses and production records

2. New installation of, or conversion to, energy efficient poultry systems, including:

- Insulate ceiling or sidewalls
- Electronic heating/ventilation controls
- Attic inlets; tunnel inlet doors
- Mixing fans
- Radiant heaters
- Energy efficient lights

3. New installation of, or conversion to, energy efficient dairy systems, including:

- Milk cooler tank and milk pre-cooler
- Automatic milker takeoffs

- Variable speed drives for vacuum pumps
- Heat recovery from refrigeration equipment
- Scroll compressor / energy efficient refrigeration unit
- 4. Timers for tractor engine block heaters
- 5. Energy free or low energy waterers
- 6. NEMA labeled premium efficiency motors
- 7. Low pressure irrigation systems, conversion from sprinkler to drip irrigation, or variable frequency drives for well pumps
- 8. Renovation expenditures recommended by an energy audit may be considered
- 9. Installation expenses of above items when performed by a hired contractor and documented by invoices and cancelled checks

B. Energy Efficient Building Components & Renewable Energy Projects

1. Energy Star, CFL, Cold Cathode, T-5, T-8, LED, or High Intensity Discharge (HID) lights and lighting fixtures
2. Insulation
3. Programmable thermostats and controllers
4. High Volume Low Speed (HVLS) fans, energy efficient Low Volume High Speed Exhaust or Circulation fans (The BESS lab at the University of Illinois rates exhaust fans)
5. Energy Star windows, doors, skylights, roofing, or other Energy Star building components
6. Cool Roof system
7. Tankless, solar, or water heaters with a thermal efficiency of at least 90%
8. EPA approved biomass fired boilers, hydronic furnaces, heaters and stoves. Must replace an existing system
9. Renovation expenditures recommended by an energy audit may be considered
10. Installation expenses of above items when performed by a hired contractor and documented by invoices and cancelled checks

11. Solar powered watering system for agricultural use. Documentation from a third-party service provider, verifying water use, is required with the application

12. Equipment, structures, or other supplies necessary to harness available solar to offset agriculture related energy expenses, including solar meter for agriculture purposes. Documentation of interconnection agreement for rural electric company is required

Energy grants are just one opportunity that dairy producers have from the KADF to utilize to help their farming operation. Be sure to join us at our 2023 Annual Kentucky Dairy Partners meeting in Bowling Green on February 28th to listen to our 11:15 session that day as Deputy Executive Director Bill McCloskey and staff present on the variety of programs available that can help your farming operation.

Can't join us in person? Plan to view virtually this year to not miss any information.



College of Agriculture,
Food and Environment
Cooperative Extension Service

Kentucky Dairy Partners Annual Meeting

February 28 & March 1, 2023

Sloan Convention Center, 1021 Wilkinson Trace, Bowling Green, Kentucky



KDDC Young Dairy Producers Meeting Tuesday, February 28 (All Times are Central Time)

9:00 AM - 11:00AM	Trade Show Set up
10:00 AM	Registration for KDDC Young Dairy Producers Conference
10:30	"Manure Management for Profit" – Edwin L. Ritchey, University of Kentucky
11:15	"Show Me the Money!!" – Brian Lacefield, Kentucky Office on Agriculture Policy
11:45	Lunch and Trade Show Opens
1:30	"Managing Winter Annuals for Profit" – Jimmy Henning, University of Kentucky
2:15	"Advancing in Technology for the Betterment of Dairy Cattle through Genomics-A Producer's Perspective" – Larry Embry, David Corbin, Brandon Fields and Billy Wilcher
3:15	Ice Cream Break and Visit Trade Show
1:00 - 5:00	ADA of Kentucky Board Meeting
4:30	Young Dairy Producers of Kentucky Mixer
6:00 - 8:00	Dairy Awards Dinner – Dean Schamore, State Executive Director, KY State Farm Service Agency

Wednesday, March 1 (All Times are Central Time)

8:00 AM	Registration & Trade Show Open
8:40	Welcome – Dairy Alliance
9:00	"Good Transition Cow Management Means More Milk" - Bill Weiss, The Ohio State University
9:35	"Strategies for Success in a Changing Milk Market" - Zach Myers, PA Center of Dairy Excellence
10:10	Break and Visit Trade Show
11:00	The Dairy Alliance – Jennifer Wheeler, School Nutrition Director for Marion County Public Schools "Marion County Schools Mooving with Milk"
11:35	"Apply Nutritional Know-How to Your Farm" - Bill Weiss, The Ohio State University
12:10 PM	Lunch & Round Table Discussions- Trade Show Exhibits (Bidding Ends on Silent Auction Items)
1:30	Wrap up and Evaluations

Dairy Producers - PRE-REGISTRATION FORM - Dairy Farmers only

Young Dairy Producer/KY Dairy Partners Conference

February 28-March 1, 2023

attendee 1	attendee 2	
address		
city	state	zip
phone	cell	
email	# of cows	county

Meeting - Check all that apply: ON-LINE REGISTRATION IS ALSO AVAILABLE AT KYDAIRY.ORG

Dairy farmers:

- There is a charge of \$30 per dairy farm family to attend Feb 28 and/or March 1 (LIMIT 4 PER FARM).
- There is also a charge of \$50 per hotel room night.
- Both fees are payable at the conference but please send registration to the address below.
- There is a charge of \$15 per person for the virtual option.

Acknowledge \$30 charge per dairy farm (one charge for one or two days-not each day)

- ☐ I will attend the YDPC on Tuesday, Feb 28 (full day of meeting.)
- ☐ I will attend Ky Dairy Awards Banquet Tuesday evening, Feb 28
- ☐ I will need a hotel room for Tuesday night, Feb 28. Cost is \$50 per room night for a dairy farmer (available to qualified young producers ,n/c for KDDC board members).
- ☐ I will attend Wednesday, March 1- Ky Dairy Partners Meeting and lunch
- ☐ I will attend virtual sessions. (Register online at kydairy.org)

All fees made payable to KDDC via mail or online at kydairy.org.

Mail completed registration form to:

KY Dairy Development Council-KDDC
c/o Eunice Schlappi
554 Davenport Rd
Harrodsburg, KY 40330

Or email to: schlappifarms@gmail.com

If you have any questions, contact Eunice Schlappi at 502-545-0809

Does the Growing Beef x Dairy Trend Work for the Feeders

Dr. Tara L. Felix Extension Beef Cattle Specialist, Penn State University

In the summer of 2019, 2 colleagues, Dr. Kevin Harvatiné and Dr. Chad Dechow, and I submitted a grant to the United States Department of Agriculture (USDA). While these grants have a notoriously low acceptance rate, ours beat the odds and in March 2020 we received funding from the Critical Agricultural Research and Extension (CARE) [grant no. 2020-68008-31411] program from the USDA National Institute of Food and Agriculture. Why did we get this grant?

As many readers of this publication know, I spent several years chasing ways to add value to the Holsteins contributing 20% of the supply of fed cattle slaughtered in the US. However, when that well began to dry up for a variety of reasons in 2017, dairy farmers were once again left with a calf that had little value to the beef supply chain. There are about 2.5 times the number of dairy cows as there are beef cows in the state of Pennsylvania. Thus, in our region, dairy cows represent a substantial supply of calves for the fed market. When those purebred Holsteins calves decreased in value, the dairy industry started to think about what the beef industry considered priorities.

At first glance, to the dairy industry, it appeared that simply a black hide was all the beef industry wanted. Roughly 60% of all fed cattle killed in the US are black hided. So, dairies began making black-hided calves. We all know that first go around was not the best representation of what a beef x dairy calf should be. However, the industry rapidly evolved to begin examining terminal traits, for growth and carcass characteristics, in their bull selection processes. Now, most dairies still get their information for breeding decisions with beef semen from their semen sales representative. But, those companies realized if they did not start making calves that cattle feeders could profit from, they would quickly lose the growth in beef semen sales that they had garnered. In 2021 beef semen sales totaled a record high of 8.7 million units, up from a mere 2.5 million units in 2016.

In most systems, producers that are less familiar with the beef sire Expected Progeny Differences (EPD) or dairy Predicted Transmitting Abilities (PTA), can select an “index” to choose a sire that will produce a calf that will be profitable or maternal or balanced based on the genetic predictions for the breed. However, these predictions are based on the sire. Part of the challenge to a dairy semen sales representative is that they may be able to pick a calf from the \$C index that Angus has, but 50% of that calf’s genetic potential still comes from a dairy dam. How those beef x dairy calves will actually perform though, is still a little bit of a mystery. The Angus breed, recognizing the increased attention to the Angus breed in beef x dairy systems, did develop their recommendations as indices. The Angus Association developed

Angus x Holstein and Angus X Jersey indices, and semen companies began making selections for dairy herds based on those recommendations. So, we are seeing a shift from any black-hided bull will do to a more focused bull selection for these beef x dairy calves. But, the question remains: do beef x dairy calves work for the feeder?

The breeding programs are still gaining popularity among dairy producers because profit potential exists for the dairy (Bittante et al., 2020; Journal of Dairy Sci.). Our grant continues to research whether or not the profit potential exists for the cattle feeder. Across the systems I have priced currently, the age-old university answer of “It depends!” continues to ring true.

Beef x dairy calves appear to work for the feeder when calf prices are negotiated directly with the dairy. Locking in these prices removes variability and allows feeders to manage calves based on break even economics for any “exit point” in the system. That is, if one grows day old calves to 400 lbs. because they have feed resources but limited space a feed capacity to take them to finish, that is a different exit point than if a “wet” calf grower sells those calves directly after weaning.

If we are honest in our pricing and really sharpen a pencil, in most systems, it will take somewhere around \$900 to get a wet calf through weaning and available for sale as a 500 lb. feeder, using current economics. Last week, at certain auctions, you could buy 500 lb. beef feeder calves in for about the same price. Even “good calves” from Virginia could be purchased for just a few hundred dollars more. The question we have to ask as cattle feeders then is: are these calves worth the same price as beef calves? Given that the packer is currently still paying between 2 and 10 cents less per pound for beef x dairy cattle, I would argue that they should not be worth the same amount as native beef calves. However, again, if you price the economics to get those beef X dairy calves to feeder weight, you are hard pressed to accept a reduced price for them compared to native cattle if you’re being honest with your costs.

Where does that leave beef x dairy? Currently, our data would suggest that some of these cattle, if bull selection was appropriate, still have a greater potential to put on muscle than purebred Holstein steers and they appear to grade as well as Holsteins. Because the beef cattle industry is focused on “saleable red meat yield”, there appears to be potential in the beef x dairy calves. However, price paid for those calves and the costs to reach 500 lbs. will be determining factors in the longevity of these breeding programs.

Note: Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the authors and do not necessarily reflect the view of the U.S. Department of Agriculture.

FARM FAMILY FEATURE



Starting Life Together with Faith, Commitment, and Hard Work

HH Barlow

The Zimmerman family in Christian County epitomizes what can be done when a family works together with a foundation of faith in God.

Harvey and wife, Anita, married in 1991 in Lancaster, Pennsylvania and moved to Christian County on January 2nd, 1992. They bought one hundred fourteen acres of bare land and started a life together in dairy farming. They immediately built a house and a dairy barn in 1992 and started milking cows in March of 1993. The first day they milked fifteen cows.

The pictures in this article show what a beautiful dairy farm the family built with the help of their neighbors. Harvey and Anita have eight children from thirty to thirteen.

Harvey grew up with cows in Pennsylvania, and he was one of the first in his Mennonite community to build a dairy in Kentucky. In fact, today he has the oldest dairy operation in Christian County. Many of his fellow brethren also came to Christian County and built dairies. Christian County has more dairy farms than any county in Kentucky.

Today, Harvey is milking forty to forty-five cows. He has a forty-cow stanchion barn. His cows' rations include corn silage, alfalfa silage, rye grass, and triticale baleage with a grain mix. His overall management program is profitable and he is pleased with an eighty pound average in winter. Anita and the children have

always worked in the dairy together as a family. We reminisced about the '94 ice storm, when our communities came together to share generators in order to get the cows milked.

During the 2009 milk price downturn, Harvey started raising turkeys and that business has grown into a poultry feed business. He also sells alfalfa hay. These satellite businesses have added diversity to his farming operation and are a very positive addition to his small dairy farm.

We discussed the life of dairying and he concluded the last thirty years have been very rewarding. A friend asked him, recently, if he didn't dread getting up in the morning. Harvey immediately replied, "I enjoy getting up and milking my cows. It's a good thing." The positive attitude that Harvey portrays is a good example for all of us.

I've known Harvey for thirty years and consider him to be a leader in his community through his involvement by helping anyone in need. He's been progressive and willing to try new endeavors like being one of the original dairymen who started Country View Creamery. I admire Harvey and his family, who are great examples of what can be done when you have faith in God and live your life serving your fellow man. It was a real pleasure to visit with him and learn more about his family's journey in the dairy industry.

The Best Classrooms Smell Like a Barn

WKU SmartHolstein Lab Holds Launch Event for Dairy Community

A day 15 months in the making. That's how Dr. Fred DeGraves, Chair of the Department of Agriculture and Food Science at Western Kentucky University (WKU), described the WKU SmartHolstein Lab Launch. The event was held on November 14, 2022, at the Ag Expo Center in Bowling Green, Kentucky.

"This has been an incredibly busy and an incredibly wonderful 15 months," Dr. DeGraves, DVM, said. "When I think back on it, I can't really even believe how this herd has changed over time."

The WKU SmartHolstein Lab is the 55-cow dairy farm at Western Kentucky University's Agriculture Research and Education Center. Like many university dairy farms, the WKU SmartHolstein Lab gives students hands-on experiences both in and out of their classes. With over 30 cutting-edge technologies on the dairy, students at WKU are presented with many unique avenues to hone their skills.

"Not only will they have a great opportunity to learn with hands on learning, but they're going to see some of the coolest and newest technologies that exist today," Dr. DeGraves explains. These experiences reach beyond traditional animal science students.

"Our pre-veterinarian students – they're able to work with our dairy cows and learn how to care for them and give vaccines and so forth," says Dr. Paul Woosley, WKU Agriculture Research and Education Center Director. "The food science students – they're able to see how milk is produced and the science behind feeding the cattle the proper rations."

The one-of-a-kind dairy farm also important for the entire dairy community. Designed to be a research, development, and demonstration center for the dairy industry, the WKU SmartHolstein Lab is a strategic, synergistic partnership between Holstein Association USA and Western Kentucky University.

Successful start

After 15 months of installations, the WKU SmartHolstein Lab now has more than 30 technologies up and running on the farm. This milestone was celebrated by the WKU SmartHolstein Lab Launch event. Drawing over 100 attendees, the day was full of learning opportunities, networking, and excitement.

The event kicked off with presentations from the team at the WKU SmartHolstein Lab. Then, attendees took a short trip down the road to the WKU SmartHolstein Lab farm. Here attendees toured the barn and got an up-close look at the technologies in action.

"There are eight different places on a cow to put wearable technologies," Gretchen Colón Suau, a WKU SmartHolstein Lab Fellow, explains to a group of event attendees. Gretchen is a second-year graduate student in WKU's Agriculture Program and is responsible for managing and monitoring the technology on the farm.

From an automatic footbath to a grain bin monitor, to wearable cow technologies and a weather monitoring station, there is a little bit of everything at the SmartHolstein Lab.

"Our world outside of dairy is dominated by technology. The dairy technology movement is just an extension of that. Technologies are automating mundane tasks and collecting real-time data for optimal cow health, well-being, and reproduction. I am continually amazed at how much we know about each cow with this new technology," says Dr. Jeffrey Bewley, Holstein Association Analytics and Innovation Scientist, who oversees the WKU SmartHolstein Lab.

While the months of technology installations weren't without challenges, it's rewarding to see everything come together.

"I think the part that has been the most interesting is that this is something that's way bigger than I am, and this is something that's potentially going to impact the entire industry as a whole," says Sabrina Blair, a first-year graduate student at WKU and SmartHolstein Lab Fellow.

Attendees also enjoyed seeing the Registered Holstein herd during the event. Over 20 of the heifers and cows at the farm were donated by Holstein Association USA members through the "Send a Holstein to College Program." The high-quality genetics of the donated animals are important for the work being done with the herd.

"We went from a herd that's decent to a herd that's pretty phenomenal – I'm talking about genetically," explains Dr. DeGraves.

Over time, the goal is to develop a herd of 100% A2, polled cows in the top 20% of the breed for TPI. An additional emphasis will also be placed on health, reproduction, and fitness traits.

The event also engaged representatives from many of the companies with technologies installed at the SmartHolstein Lab. In addition to participating in the trade show, company representatives gave brief talks and answered questions about the technologies at the farm.

Looking ahead

The launch event is only the beginning for the WKU SmartHolstein Lab. The dairy industry is constantly changing – and so is the SmartHolstein Lab. As technology continues to evolve, the WKU SmartHolstein Lab will continue pushing the envelope.

“I think there’s a lot of data that we haven’t even tapped into yet,” says Adam Blessinger, WKU’s dairy herd manager.

Technology installation is only the first step in the process. Seeing how the technology performs in real-life situations is important for further development. The technologies in use at the SmartHolstein Lab range in their stages of development, including some not yet on the market.

“We’re the test dairy for some of these technologies. It’s a great place for us to be the first to test these out and work the kinks out,” Adam shares, adding he hopes other dairies will be able to benefit from the work in the future.

In addition to research and development, outreach is an important aspect of the SmartHolstein Lab’s mission. This includes Registered Holstein breeders, the broader dairy community, and the general public.

“We hope to continue to play an important role for established and startup companies in the dairy industry,” says Dr. Bewley. “We welcome additional partnerships, tours, and trainings. This is a great place to bring a group for a team meeting to explore future dairy technology possibilities.”

At the end of the day, the work and research being done at the WKU SmartHolstein Lab aims to make dairy farming more efficient, and create benefits for both the farmers, and the cows.

“Right now, we’re in a period of an explosion of technologies. The bottom line is, we’re trying to make life better for our dairy cows and for our population,” Dr. DeGraves says. In addition to trying to alleviate labor issues, technology has the potential to improve the overall production and profitability of the dairy herd.

As technology continues to become increasingly relevant in the dairy industry, the WKU SmartHolstein Lab will continue to serve as a research, development, and demonstration center for the dairy industry. The dedicated team at the SmartHolstein Lab looks forward to continuing to share the insights from their work with Holstein USA members, and the greater dairy industry. After all, the best classrooms really do smell like a barn.



2023 KENTUCKY

Y'all ready?

NATIONAL HOLSTEIN CONVENTION

An open invitation to ALL Kentucky dairy producers to attend the 2023 National Holstein Convention being held June 23-27 in Lexington, KY!

The Kentucky Holstein Cattle Club has planned a fabulous, fun event that features horse farm and bourbon distillery tours, educational seminars, youth contests, farm tours, and the National Holstein Convention Sale at Fasig-Tipton!

*Treat yourself to a couple of days in Lexington in the heart of the Bluegrass!
For more information, please visit
www.2023nationalholsteinconvention.com!*

SCHEDULE

- June 23: Youth Workshop & Junior Event
- June 24: Golf Scramble, Junior Contests & Family Night
- June 25: Host Day featuring Horse Farm & Bourbon Distillery Tours, Junior Dance & Adult Banquet
- June 26: Junior Contests, HAUSA Annual Meeting, Non-Delegate Tour & National Convention Sale @ Fasig-Tipton with After Party
- June 27: HAUSA Annual Meeting (cont.), Dairy Bowl Finals & Junior Awards Luncheon

Convention Information & Registration available at www.2023nationalholsteinconvention.com



VISIT LEX

Dixie Dairy Report

November 2022

Calvin Covington

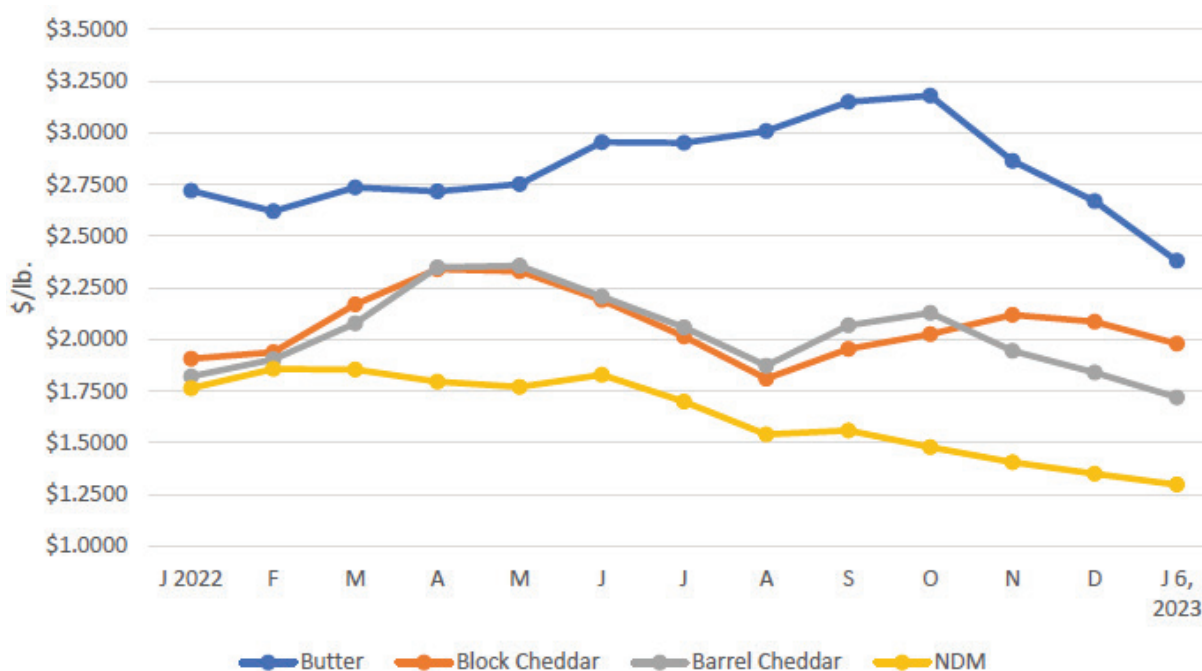
Dairy product prices. 2022 ended and 2023 started with the butter price moving lower. After averaging over \$3.00/lb. in August, September and October; \$2.86/lb. in November, the CME butter price dropped to \$2.67/lb. in December. In the New Year, butter has declined further, closing at \$2.38/lb. on January 6. Record high butter prices dampened demand, and the falling price is reflecting lower demand. Through the first ten months of 2022, domestic butter disappearance is down 6%. Cheese prices are mixed. CME barrel cheddar averaged \$1.84/lb. in December, a dime lower than November. On the other hand, December CME block cheddar averaged \$2.09/lb., a record high for the month of December. However, during the first days of trading in 2023, barrel and block cheddar cheese prices declined, closing at \$1.72/lb. and \$1.98/lb., respectively on January 6. Reports indicate export cheese demand is weakening, milk priced below class price was offered to cheese plants during the holiday season, and spot loads of cheese are available. For many months, the nonfat dry milk powder (NDM) has declined. The December CME average NDM price was \$1.35/lb., the lowest in over a year, and \$0.27/lb. below last December. 70% of U.S. skim milk powder is exported, and exports are down 7.5% for the first 10 months of 2022. Global demand is weak and prices are following.

Milk production. For the fifth consecutive month, milk production is higher than a year ago. USDA estimates 18.250 billion lbs. of milk was produced in November, 1.3% more than last November. More milk is due to more cows and more milk produced per cow. The nation's dairy herd is estimated at 9.420 million head at the end of November, 38,000 more cows than a year ago. Since July, average production per cow is up 1.2%. Of the 24 monthly milk reporting states, November production is steady or higher in 16 states. Georgia reported the highest increase +13.1% and Florida the lowest -10.8%. Over the past year Georgia added 10,000 dairy cows and Florida lost 11,000. Nationwide, Texas and South Dakota show the largest expansion. In the past 12 months, Texas added 30,000 and South Dakota 19,000 dairy cows.

Dairy demand. Through the first ten months of 2022, dairy demand (measured by total solids) is 1% higher than the same period in 2021. A year ago, 2021, demand was 2.8% higher and in 2020 it was 1.8%. Separating domestic and export demand, domestic is up 0.4% and export 3.4% through October. Exports continue to comprise a higher percent of total dairy demand, 17.5% for the year-to-date.

Fluid milk sales. USDA's October fluid milk sales report shows total fluid milk sales are down 2.2% for the year-to-date. Conventional sales are 2.3% lower and organic, which is 6.7% of total fluid sales is down 0.9%. Whole milk continues to be the positive in fluid sales. Through October conventional and organic whole milk sales are up 1.4% and 3.1%, respectively. In the three Southeastern federal orders combined, fluid sales

2022 BUTTER, CHEESE AND NDM MONTHLY AVERAGES AND JANUARY 6, 2023 CLOSING



are outperforming the national average, sales are only 1.1% lower through October. Among the three orders, fluid sales are mixed. The Florida order is 0.2% higher and Appalachian is up a strong 2.2%. On the other hand, the Southeast order is down 4.8%.

Blend prices. My current 2023 blend price forecast shows prices averaging \$3.50-\$3.80/cwt. lower than 2022. See table below. Even though milk production has increased the past five months, I see milk production in 2023 increasing 1% or less over 2022. Tighter margins will hold back milk production. Dairy demand will be a challenge in 2023. As reported above, domestic demand is soft. Inflation and higher prices will continue in 2023, with many predicting a recession. Food service, which is about 40% of dairy demand, is reducing package sizes and portions served. All negatively impact dairy demand. Global dairy demand was weaker in 2022, and weakness is expected to continue in 2023. China, a major dairy importer is seeing its economy struggle, along with its continuing battle with coronavirus. With the U.S. dairy industry's growing dependency on the export market, worldwide dairy demand has an increasing impact on a dairy farmer's milk check. A positive sign for 2023 milk prices is dairy product inventories. Inventories have started increasing some over the past couple of months, but they still remain relatively low in relation to use.

Sustainability payment. Arla Foods is one of the world's largest dairy cooperatives. Arla is based in Denmark and has over 8,000 members located in seven European countries. Starting next year, in addition to producer milk payment based on protein, butterfat and quality, the milk price will include a sustainability payment. The sustainability payment is based upon factors related to environmental sustainability on a producer's farm. These factors include: feed efficiency, fertilizer and land use, herd health, manure handling, sustainable feed, renewal electricity, biodiversity, and carbon farming. With the growing emphasis on reducing carbon emissions and sustainability, a similar type of milk payment may not be too far in the future in this country.

PROJECTED* BLEND PRICES – Base Zones – SOUTHEASTERN FEDERAL ORDERS			
YEAR	APPALACHIAN	FLORIDA	SOUTHEAST
	(\$/cwt. at 3.5% butterfat – base zone)		
2019 ACTUAL	\$19.40	\$21.41	\$19.81
2020 ACTUAL	\$18.79	\$20.83	\$18.89
2021 ACTUAL	\$19.34	\$21.30	\$19.51
2022 PROJECTED	\$26.42	\$28.41	\$26.86
2022 vs 2021	\$7.08	\$7.11	\$7.35
2023 PROJECTED	\$22.84	\$24.83	\$23.05
2023 vs 2022	(\$3.58)	(\$3.58)	(3.81)

*projections in bold

Calvin Covington, ccovington5@cs.com, 352-266-7576

Milk Prices

FMMO 5

www.malouisville.com

December 2022

Class 1 Advanced Price

(@3.5%BF)

\$25.98

January 2023

Class 1 Advanced Price

(@3.5%BF)

\$25.81

FMMO 7

www.fmmatlanta.com

December 2022

Class 1 Advanced Price

(@3.5%BF)

\$26.38

January 2023

Class 1 Advanced Price

(@3.5%BF)

\$26.21



Wildcat Wisdom

Donna Amaral-Phillips

UK Dairy Extension Group



What Does 2023 Hold for Your Dairy Business?

As the calendar turns over to a new year, one often reflects on what has transpired the previous year and thinks about what positive changes to make going forward. Plans are developed to incorporate these changes so as to better, not only our personal lives, but also dairy businesses. Some call these New Year's resolutions, especially as they relate to our personal lives and our relationships with our loved ones. As with most personal New Year's resolutions, these well-intended and needed business plans often get pushed to the back burner because of unforeseen circumstances, feelings of being overwhelmed by current day-to-day chores and management needs, or just our procrastination. Thus, they fail to materialize. My challenge to you is to reverse this too common outcome and to make these plans, no matter how small or involved, become a reality in 2023. Yes, changes to make your plans a reality can seem scary and take planning and time to implement, but the rewards can improve your dairy business and renew your passion for the industry you chose as an occupation. These plans do not have to cost money to implement, they can involve redirecting time and resources to other aspects that were not given the proper amount of attention previously. Let's discuss how these plans can be developed and areas we often forget.

Fix the Flat Tire Before Greasing Equipment

Business CEOs constantly review the financial and performance data for their respective businesses. They look for ways to improve efficiency and plug performance gaps, especially as it relates to containing operating costs and improving labor efficiency. Then, they implement their plan, be it a short term or a longer range plan, after prioritizing areas to address. All businesses, including dairies, need to complete this process throughout the year, not just at the start of a new year. Basically, they are looking for ways to better their business and not just maintain status quo.

Just recently, the Wall Street Journal had an article about Chewy, an on-line, home-delivery pet food retailer. In 2021, this company lost money, but after implementing changes they have become profitable in the last quarter of 2022. Containing costs and improving labor efficiency were identified as areas impacting their profitability. (Yes, I can personally confirm they increased their pet food prices, but these price increases can only account for a part of their improved profitability.) Part of their implemented plan to improve profitability and address identified cost issues was to add automation in their warehouses to find, pick, and package orders to improve labor efficiency, help contain costs, and improve amount of product sold per square footage of warehouse space. Currently, fulfillment automation is in 3 warehouses with plans for 2 or more warehouses in 2023. Improvements and cost containment of supply-chain procurement and freight cost were identified as additional areas to potentially improve

their profitability. In addition, they have diversified beyond pet food and supplies, offering pet insurance and scripted pet meds; thus increasing revenue streams.

With this example, I am not advocating that automation is the key to profitability. My take-home from this story was that the Chewy CEO and CFO collected and reviewed their company's performance and financial data, identified shortfalls and prioritized those to address, developed a plan, implemented said plan, and then reviewed its success or failure. They managed their business after reviewing and interpreting the data available and not by gut reactions or what their competitor was doing. Essentially, they looked forward to see what was needed for their business to survive in this financial climate.

Put One Foot In Front of the Other

Implementing plans for improving one's business need to be put into place over time with small increments at a time. In my example, Chewy automated one warehouse at a time, currently has 3 warehouses automated out of 12 warehouses across the US, and has plans to open/convert 2 more warehouses to automation in the next 15 months. Also, Chewy is not the first company to automate their fulfillment operations; Walmart, Amazon, Kroger, and UPS have automated facilities, to name just a few.

Changes to a business do not need to include capital changes, often hard to justify in today's financial climate for the dairy industry. These plans could be simple changes in management protocols; for example determining pregnancy of cows by 30 days post-breeding versus 45 to 90 days post-breeding. This practice would identify open cows sooner so they could be rebred sooner. The key message here is to develop a plan based on your current financial and production data, break the plan down into a series of smaller steps, and then implement each step and evaluate the progress toward your goal at each step.

Be a Realist in Today's Business Climate

When developing plans and managing the day-to-day aspects of a dairy business, one needs to keep a realistic perspective regarding current and future market prices, increasing input costs, and the volatility surrounding both the income and expense side of a dairy business. I am not implying that you need to like or endorse these increases/decreases. Rather, as in all businesses in today's business climate, one needs to expect, at least not be surprised, by the on-going volatility of input costs and income streams. Commodity prices, i.e. milk prices, have and will continue to fluctuate with the supply and demand of the global, not just US, markets. Using risk management tools, such as Dairy Margin Coverage, can help buffer the large swings seen in milk prices in relation to feed costs. For those who choose to not use these risk management tools, budgets need to include flexibility

and financial buffers to account for income and expense volatility. These needed buffers have been larger than historically needed, making balancing budgets harder than usual, which I expect has increased the number of hours spent trying to best balance budgets.

Businesses need to be flexible and look for alternatives that can help with cash flow as much as possible. Input costs, be it for purchased feed, electricity, or interest on loans to name just a few, are all up substantially and continue to increase or remain at these elevated costs with no relief appearing in the cards at least in the near future. Managing for price increases along with limited supply availability are an additional skill needed today in our professional and personal lives. I thought it was most telling when a casual conversation with a food store clerk turned to, “when you go to the grocery store, you never know how much you will spend and even if you will find what you wanted”. This uncertainty makes it more challenging and stressful managing any business. Probably the best means for dealing with this ongoing volatility is continuing to be flexible, look for alternatives when available, and continuously look for ways to maximize net income per cwt of milk, per cow, and per dairy business.

For his plan to make the company profitable, the CFO for Chewy projected how the changes would improve the economic situation of his managed business. He calculated the expected change in net income

per square foot of warehouse space and profit per product and overall how the automation would improve the company's bottom line. For the dairy industry, we could exchange the words of “warehouse”, “profit per product”, and “income per square foot of warehouse space” to reflect “barn”, “profit per cow”, and “net profit, expenses, or income per stall or cwt of milk”. Spending time calculating the economic impact of changes will help one develop a plan that prioritizes changes that will have the greatest impact on a dairy business, and more importantly, allows one to see their efforts are worthwhile. We need to celebrate the small victories along the way.

Taking time to develop a plan for improving your dairy business in 2023 allows one to be “proactive” versus being “reactive”. Essentially, you take control of your destiny. These plans need to be developed using both financial and production data, thus office time is necessary to manage a business; more so today than in the past. It's more than just “reviewing data”, you need time to think through what changes you should and want to make in your business. For some, their best planning time may be spent on a tractor or driving a team of horses. The key is to develop and implement a plan that reflects the needs of your dairy business and your values and desires. Whatever you decide to do, remember to celebrate those small victories along the way. No matter the financial and performance climate, victories can be achieved in all businesses!

SHELBY INSURANCE AGENCY

Explore the risk management options available to you in addition to Dairy Margin Coverage that can work with DMC or stand alone.

Dairy Revenue Protection protects against the decline in quarterly revenue on an area basis.

Livestock Gross Margin Dairy covers a squeeze between milk prices and feed cost.

Pasture, Rangeland and Forage covers lack of rainfall over two month intervals on an area basis determined by NOAA.

Whole Farm Revenue Protection covers a decline in revenue due to insured causes including a decline in milk prices.

See policies for details. Policy language is controlling.
Shelby Insurance Agency is an equal opportunity provider.



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Brenda Komar Memorial Dairy Scholarship

The family of Brenda Komar has established an annual scholarship in the amount of \$1000.00 in remembrance of Brenda and her dedication and love of the dairy profession. An individual must meet the following requirements for consideration.

REQUIREMENTS

Applicants must:

- Be a Kentucky student
- Be a high school senior planning to major in a field of agriculture, or
- Be a student currently enrolled at an accredited college or university and enrolled in an agriculture-related field

TO APPLY

Submit the following with the scholarship application:

- Resume
- Complete transcript
- One letter of recommendation from college/university or high school faculty member
- One letter of recommendation from an agriculture representative
- High resolution photo suitable for print

DEADLINE

Applications must be received by February 20, 2023. Mail completed application packets to Kentucky Dairy Development Council, 176 Pasadena Drive, Lexington, Kentucky 40503 or email to j.hickersonkddc@gmail.com

AWARD PROCESS

- KDDC scholarship review committee will review applications and select a recipient
- The recipient will be recognized during the KDDC Annual Banquet in February 2023
- Payment will be made directly to the student's school upon proof of term enrollment
- The scholarship must be used by the year following the award

QUESTIONS: For more information and questions, please contact KDDC at 859-516-1129 or kddc@kydairy.org

name	address	
city	state	zip
email	phone	
parent(s) or guardian(s)	address	
city	state	zip
Are you a high school senior? <input type="checkbox"/> YES <input type="checkbox"/> NO	Do you live on a dairy? <input type="checkbox"/> YES <input type="checkbox"/> NO	
high school	college/university	
major	anticipated graduation date	

Please answer the following and submit with application.

- After completion of college, what are your career plans and how do they relate to dairy?
- What role do you play in your family dairy farm operation?
- What qualities do you possess that would move dairy forward in Kentucky?
- What is the most important management practice a dairy operation can utilize to be sustainable in the future?
- In 500 words or less, describe your future plans and how the Brenda Komar Memorial Dairy Scholarship would assist you in meeting your goals.

Submit the following with your scholarship application:

- Resume
- Complete transcript
- One letter of recommendation from college/university or high school faculty member
- One letter of recommendation from an agriculture representative
- High resolution photo suitable for print



Milk. A part of everything that's good.

Southland Dairy Farmers Are Ready for 2023

Southland Dairy Farmers are excited about 2023 and all of the great things they are doing in the State of Kentucky this year! From athletic programs to community events and educating on the importance of dairy in a daily diet, Southland Dairy Farmers are looking forward to continuing promoting dairy in the new year.

In 2021, Southland Dairy Farmers began sponsoring #teachkyag (Kentucky Agriculture & Environment in the Classroom, Inc.) and look forward to continuing that sponsorship this year. By teaming up together, we are able to share our resources and help reach large numbers to share the importance of dairy.

Athletic partnerships show success and we are starting the year with continuing partnerships with Western Kentucky University Athletics and the Kentucky High School Athletic Association to show the importance of dairy with young and active lifestyles. These sponsorships allow the opportunity to share the message in numerous ways and be at the sporting events live.

Special Olympics Kentucky is another event that Southland Dairy Farmers looks forward to each year and will be back in 2023 with the athletes and their families. The ice cream sandwich giveaway is always a hit and allows the athletes to see that Southland Dairy Farmers supports them in their efforts.

The Kentucky State Fair is the place to be in August and we will be back with product samples, Mobile Dairy Classroom and support of the agriculture industry. See you there August 17 – 27, in Louisville!

High schools are still able to apply for the Chocolate Milk Grant, which supplies up to \$2,500 towards their sports team purchase of chocolate milk, The Original Sports Drink. There are increasing numbers of applications in Kentucky and Southland is ready to hand out more this year. Applications are accepted year - round and can be found on our website www.southlanddairyfarmers.com.

The Mobile Dairy Classroom can be seen all over the state and is free to schools and events, thanks to our local supporting dairy farmers. The traveling classroom allows for schools and events all over the country to be educated with our live dairy cow. Each presentation focuses on dairy from farm to table, the dairy industry, and dairy cow, and concludes with live milking demonstrating and Q & A session. Requests for the Mobile Dairy Classroom can be made on our website as well www.southlanddairyfarmers.com.

2023 will be an active year and Southland Dairy Farmers are ready to continuing sharing the message of dairy in so many great ways!



College Road Trips To Promote Dairy

The Dairy Alliance is meeting with college staff members across Kentucky to learn how to better support staff and students in all things dairy.

For dietetic staff and students, The Dairy Alliance is exploring ways to support nutrition undergrads and dietetic interns, such as research ideas and data, farm tours, and exploration of dietetic career paths through guest speakers. Opportunities like these present future dietitians with dairy-positive messaging and information that they can use with future clients.

For student dining insights, The Dairy Alliance is discovering how to assist universities in their dining challenges, such as tight budgets, limited storage, staying up to date with student-pleasing and trendy foods and how to highlight the sustainability of the food offered.

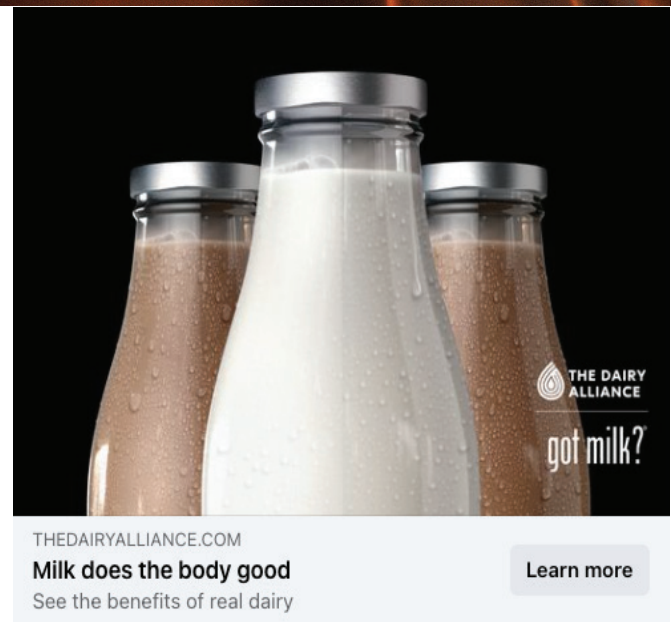
By making trips like to Kentucky's colleges and universities, The Dairy Alliance can gain valuable insights into how to promote dairy to college students still adjusting to their purchasing power and day-to-day health decisions. Through positive dairy representation in their early adult lives, college students can be sure of their decision to choose dairy for their health.

Drink to Your Health With Milk

The Dairy Alliance is focusing on immunity-focused messaging for the 2022-2023 winter months. Adding to consumers' knowledge of the benefits of choosing real milk, the ongoing immunity campaign shares how dairy offers immune-boosting nutrients like vitamin A, vitamin D, zinc, selenium and protein that help you feel your best.

Throughout November, December and January, everyday consumers will be reminded through billboards and targeted digital ads that drinking milk each day is an easy, affordable way to fit more wellness into daily routines. The Dairy Alliance's overarching goal is to drive reconsideration and help highlight dairy milk as a performance lifestyle beverage from a holistic, wellness approach to today's health-conscious consumer.

To stay up to date with the latest messaging, visit thedairyalliance.com/blog.



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Calendar of Events

FEB 21 Legislative Breakfast, Capital Annex 7:30am

FEB 28 Kentucky Dairy Partners Conference & Trade Show & Kentucky Dairy Awards Banquet, Sloan Convention Center

MAR 1 Kentucky Dairy Partners Conference & Trade Show, Sloan Convention Center

MAR 23 KDDC Board Meeting, Washington Co. Extension Office

APR 7 Kentucky National Show & Sales, Exposition Center Louisville

MAY 25 KDDC Board Meeting, Adair County Extension Office

JUN 23-27 Holstein National Convention Lexington

JUL 20 KDDC Board Meeting - TBA

AUG 17-20 Kentucky State Fair Dairy Shows

AUG 18 Youth Cheese Auction, Kentucky State Fair

OCT 2-6 World Dairy Expo

NOV 16 KDDC Board Meeting, Taylor County Extension Office
