

MANAGEMENT Outlook

AgSource Launches KetoMonitor™

Research has shown that ketosis (clinical and subclinical) affects 40 to 60% of dairy cows, at an average cost of \$289 per case. Cows with ketosis not only produce less milk, but are more likely to develop other health issues like displaced abomasums or fatty liver, increasing the chance of early culling. Traditionally, monitoring clinical and sub-clinical ketosis has been difficult and time consuming because most detection methods involve drawing blood and testing individual fresh cows on a weekly basis. However, thanks to new research done by the University of Wisconsin Dairy Science Department and School of Veterinary Medicine, under the leadership of Dr. Heather White, Dr. Gary Oetzel, and Tawny Chandler, in cooperation with AgSource, your DHI milk sample can now be used to evaluate monthly ketosis prevalence in your herd.



Robert Fourdraine, Dr. Heather White, Tawny Chandler and Dr. Gary Oetzel introduced the new KetoMonitor to AgSource delegates and guests at the 2015 Annual Meeting.

Combined with the Transition Cow Index® from the AgSource Fresh Cow Summary, it provides a comprehensive set of tools to monitor and manage transition cows.”

Onset of ketosis is most common between five and nine days in milk (DIM) and incidence is greater in cows than in first-calf heifers. Given these differences in ketosis etiology, models were developed to specifically focus on first-calf heifers and cows and on the early fresh period (5-11 DIM). Together, these models can be used to estimate ketosis prevalence in the herd on the day of milk test with high accuracy (91%). Research validates that factors affecting the onset of ketosis also differ among dairy breeds. As a result, a separate KetoMonitor model is currently being developed specifically for Jerseys, with expected completion in May, 2015.

AgSource members who access their DHI information and reports online via MyAgSource™ will find the KetoMonitor report included at no additional charge. For more information about KetoMonitor contact Erin Berger, Director of Outreach, Training and Sales Support at 715-526-7634, or visit www.agsource.com/ketomonitor.



AgSource's KetoMonitor™ utilizes DHI milk sample component data and additional cow-based information to estimate the herd prevalence of ketosis. This report evaluates Early Fresh (5-11 DIM) and Overall (5-20 DIM) prevalence levels for 1st and 2nd+ Lactation groups. The KetoMonitor™ is designed to: alert you to changes that may have an impact on transition cow health, guide management and nutrition decisions, customize on farm blood testing protocols, and it will flag early fresh cows likely to have ketosis.

According to Robert Fourdraine, Vice President of AgSource DHI Operations, “KetoMonitor is an amazing new tool to more closely monitor and manage a costly, common disease.

CRI Offers Collegiate Scholarships Applications due March 31

Beginning in 2015, CRI will provide a minimum of four \$750 scholarships annually with the goal of empowering youth to pursue careers in agriculture. Applicants must be attending a college, university or technical college in the fall of 2015 and be pursuing a degree in an agricultural field. In addition, applicants must be affiliated with a member of a CRI cooperative subsidiary (AgSource or Genex) by having an active role on the member's dairy or ranch. Children of CRI employees are not eligible. For full eligibility information and the scholarship application, visit <http://bit.ly/CRI scholarship>.

Official ID Required Starting March 11, 2015

Livestock producers should be aware of some important changes concerning the use of 900 series prefix tags and American ID, say state animal health officials.

Starting March 11, 2015, only tags that start with 840 and tags that follow the National Uniform Eartagging System (NUES, metal, silver, brite tags) will be recognized as official identification. Any tag with a 900 series prefix or American ID will not be accepted as official ID for cattle unless that animal was tagged before March 11, 2015.

“We suggest that livestock producers get an early start and use 840 tags when needed for official identification to avoid any confusion and possible improper tagging,” says Dr. Paul McGraw, Wisconsin State Veterinarian.

The rules changed in early 2013 when the U.S. Department of Agriculture published a final rule establishing general regulations for improving the traceability of U.S. livestock moving interstate.

“If a 900 series tag or American ID is newly applied to an animal on or after March 11 2015, the tag will not be considered official identification and another tag will need to be applied,” McGraw says.

Another change is that metal USDA approved tags that follow the National Uniform Eartagging System (NUES) will be acceptable as official identification provided they have

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a U.S. shield. Tags purchased in the last couple of years will have the U.S. shield, but tags purchased prior to that time may not. All tags applied as official identification on or after March 11, 2015 are required to have a U.S. shield.

“If your tags do not have the U.S. shield, you need to order new tags bearing the shield,” McGraw says.

For more information about the Animal Disease Traceability rule, check datcp.wi.gov and search “traceability.”

AgSource Director Represents CRI in Africa

AgSource and CRI Director Annette Trescher traveled to South Africa last October as part of a Cooperative Development Program (CDP) grant from the United States Agency for International Development (USAID).

“The South African farmers that participated in the two-day cooperative learning seminars that we hosted have very little experience in running their farms as businesses that depend on cooperatives for their profitability,” noted Trescher. “They have developed co-ops to receive payments from the government rather than using co-ops to benefit their businesses (i.e. purchasing power, services, etc.)”

CRI is engaged in a long-term project to train smallholder cooperatives in the mechanisms of cooperative governance and management. Trescher and CRI staff discussed member governance and structure with South African farmers.

The trip was part of CRI’s long-term commitment to developing opportunities in emerging markets. These programs also serve to allow cooperative leaders to gain international experience as CRI continues to enjoy exploding growth in worldwide sales.



Annette Trescher

Trescher observed, “These farmers are very proud of their land and cattle, which the government has provided, and are very eager to move from a “basic needs” lifestyle to a more modern style of living where they can use profits to update and improve. They welcomed us and our knowledge of cooperatives and I believe that in the future they will want to partner with cooperatives such as CRI to help farmers around the globe feed the world’s population.”



Push™ Gives Calves an Extra Boost

Dairy and beef producers can now give newborn calves an extra boost of energy with Push™. Push is a blend of highly digestible proteins and energy components developed to help calves overcome stress and disease challenges. The globulin proteins and high energy components included in Push help cleanse a calf's intestinal tract and energize the immune system.

AgSource Field Technician Mike Miller reports, "This product sells itself. I shared a tube with one of my herd owners who had a lethargic calf with droopy ears. We gave her a tube of Push and by the time we finished milking, the calf was up and running around with ears erect. He bought a case of Push on the spot!"



Push was originally developed for newborn calves but can be a valuable energy source in many situations where calves face stress or disease challenges. Push can be useful any time a calf is:

- Recovering from disease or infection.
- Not consuming adequate feed and acting lethargic.
- Transported over some distance, has become less alert or seems depressed.
- Not consuming colostrum, or quality colostrum, immediately following birth.
- Scouring, not eating and losing weight.

Scouring calves or those off feed might also benefit from an electrolyte, such as CRI's NuLife® Oral Electrolytes, that aid in controlling the fluid balance within the calf.

The recommended dosage rate is one tube (30cc) of Push. If needed, a second tube can be given to the calf 12 hours later. Push can be purchased from your field technician or call Sherry at 608-497-3503.



Charting CRI's Course: New Mission & Values

In July the CRI board approved new guiding principles, including an updated mission statement to apply to all areas of CRI. In addition, the board saw the value of developing statements of purpose, mission-like statements to provide more specific direction, for each of CRI's three subsidiaries.

Mission

CRI is the global leader delivering excellence, innovation and value to members and customers as a strong cooperative.

Subsidiary Statements of Purpose

AGSOURCE delivers quality, timely and accurate analysis, providing valuable information and innovative solutions to improve decisions and profitability of members and customers.

GENEX is the trusted provider of world-class animal genetics, progressive reproductive solutions, value-added products and innovative services to members and customers.

MOFA GLOBAL assists customers around the globe in achieving success by developing and effectively supporting the use of advanced assisted reproduction technologies through superior quality products and customer service.

Values

The board also defined CRI's values. In essence, five words that summarize who we are and what we stand for. They are:

- **INNOVATION** – Deliver new solutions to meet emerging needs.
- **INTEGRITY** – Operate with honesty and fairness.
- **LEADERSHIP** – Demonstrate leadership in our industries, in our programs and from our people.
- **QUALITY** – Offer highly-valued and reliable products and services.
- **STEWARDSHIP** – Treat our land, our communities and business resources as our own.



AgSource Elects Leaders

AgSource Cooperative Services held its annual meeting in Bloomington, Minn., on January 28, 2015. Nathan Kling was recognized for nine years of service on the board. Delegates re-elected Matt Gartman of Sheboygan, Wis. and Annette Trescher of Cashton, Wis., to serve three-year terms on the cooperative's board of directors and elected Gordon Schmidt from Gaylord, Minn., to fill the seat vacated by Kling.



President Dan Diederich and COO Pat Baier congratulate Nathan Kling for nine years of board service.

At its reorganizational meeting, the AgSource Board of Directors re-elected Daniel Diederich of DePere, Wis., President and Annette Trescher, Vice President. Matt Gartman, was elected Secretary. Diederich and Trescher will also represent AgSource on the Cooperative Resources International (CRI) Board of Directors.

Directors whose seats were not up for re-election included Daniel Nodolf of Belmont, Wis., Edward Strauss of Sheboygan Falls, Wis., David Koepke, Hartland, Wis., Ralph Levzow of Rio, Wis., and John Utecht of Marathon, Wis. John Shutske, representing University of Wisconsin-Extension, serves as an Ex Officio member of the board.

“AgSource is a member-driven, member-governed cooperative. Delegate input and strong board leadership assure that we deliver on our promise to provide valuable information and innovative solutions to improve decisions and profitability of our members and customers,” states Pat Baier, AgSource Chief Operating Officer. “Our board represents diverse herd management practices, which helps us remain relevant to all who utilize our herd management information.”



Daniel Diederich



Annette Trescher



Matt Gartman



David Koepke



Ralph Levzow



Daniel Nodolf



Gordon Schmidt



Edward Strauss



John Utecht



John Shutske

Anderson Named Friend of the Cooperative



President Dan Diederich and COO, Pat Baier present Kathy Anderson with the 2015 Friend of the Cooperative Award.

Kathy Anderson, whose career with CRI spanned 33 years, was recognized for her contributions to the cooperative at the AgSource Annual Meeting. Anderson was hired in 1981 as a part-time data entry operator. During the course of her career, technology and her job evolved, and she played a critical role in harnessing and adapting computer and communication technologies to serve AgSource's data storage and transmission needs. Anderson served as Associate Vice President of Support Services, later becoming AVP of Technology Services and was the AVP of Information Technology Business Development when she retired in the fall of 2014.

Thank you, Kathy!



AgSource
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