

## AGSOURCE SERVICE AREA CONTINUES TO EXPAND

Effective September 1, 2016, AgSource will have three marketing regions for direct member field services in the Wisconsin area. In addition, a new 'Western' region will be created for expanded services outside the traditional market area including central and western Minnesota, North Dakota and Colorado.

"We are very excited to be delivering our reports and services to more producers outside the state," said Tom DeMuth, Director of Member & Field Services. "With this growing demand, we needed to review how we staff our company and these new regions are the result."

In February 2015, Genex Area Sales Manager, Devin Sumption, learned that one of his herds was having difficulty finding a DHI service provider. A series of discussions with DeMuth led to a 3,400 cow herd in Colorado enrolling on monthly AgSource Dairy services in April 2015. Just one and a half years later, that number has swelled to ten herds and more than 20,000 cows served by AgSource.

"This was a new venture for us," recalls DeMuth. "This herd wanted us to provide full service, which means they wanted us to collect samples on test day, perform analysis on the samples in our laboratory and return results and herd management information to them in a timely fashion. The tricky part is, it's nearly a 2,000 mile round trip, and one that needs to be made each month."

It proved to be no simple undertaking. A skilled crew of field technicians took on the monthly assignment, loading all of the necessary equipment, including meters, racks, sample bottles, luggage and herd management supplies, and headed to Colorado.

"They drive straight through, arrive at the dairy and go to work," notes DeMuth. "As soon as the samples are collected, they clean and load equipment and drive back to the Menomonie, Wis., laboratory, where Joel Amdall, VP of Laboratory

Processes, and his staff promptly analyze the samples and convey results to AgSource's dairy records processing center in Verona, where the data is transformed into herd management information and posted to the herds' MyAgSource pages, just two days after the samples left the dairy.

Already thrilled with the information and service provided, the Colorado herd owners were ecstatic when they learned that the monthly Johnes' blood tests they had been conducting on their herd could be done on their monthly test day milk samples. Not only was it a huge time/labor saver, the test could be done for a dollar less per sample than what they were currently paying. They were sold on the milk Johnes' testing and are now looking at other milk diagnostics available through AgSource.

"That is what our business is all about," sums up DeMuth. "Helping dairy producers efficiently and cost-effectively make good decisions regarding their cows and herds with solid information. It's been rewarding to have our business grow in not only Colorado, but also in Minnesota and North Dakota."

If you have any questions about AgSource's dairy services, please contact Tom DeMuth via phone (608) 497-3509 or email at [tdemuth@agsource.com](mailto:tdemuth@agsource.com).



### Regional Managers

- Southern - Rodney Davis
- Northeast - Paul Jandrin
- Northwest & Western - Jim Garofalo

### Technical Support Specialists

- Northeast - Jean Schroeder
- Northwest - Dawn Owens
- Northwest & Western - Chelsea Wehrman
- Southern - Emily Rolli



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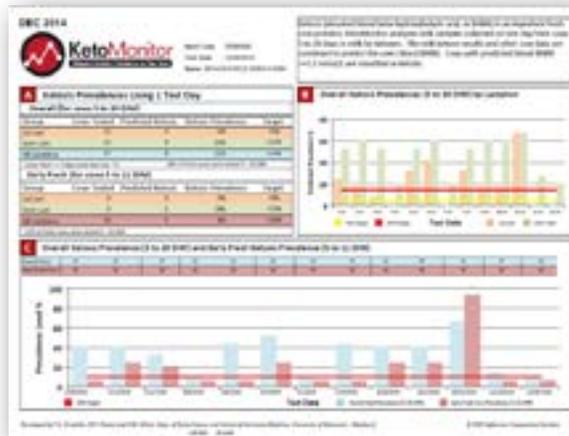
## FALL DELEGATE MEETINGS

Fall district delegate meetings wrapped up the first week of September. Sixty one members attended the five sessions and offered input on governance issues and new product development.

“Our cooperative depends on membership to shape the future of this organization,” states AgSource COO Pat Baier. “These meetings are an excellent chance to meet face to face to review what has happened during the prior twelve months and explore what should happen during the coming year and beyond.” Thank you for attending!



## CRI ANNOUNCES DEVELOPMENT OF SUBCLINICAL KETOSIS BREEDING VALUES



Since January 2015, AgSource members have utilized KetoMonitor® to evaluate and manage subclinical ketosis prevalence in their herds. With this advanced, yet simple, diagnostic tool, preserved milk samples are evaluated for the level of ketone bodies present. Through research collaboration with the University of Wisconsin, it has been proven that combining the ketone levels of the milk with 14 other data points about the milk sample, cow status, and her environment is unmatched as the most accurate predictor of blood BHBA, the clinical measurement of the ketosis condition<sup>1</sup>. Subclinical ketosis has an average incidence of 40-60% in U.S. cows compared with a typical observation rate of 10-15% for the advanced ketosis condition. 85-90% of cows with subclinical ketosis do not exhibit symptoms yet the cows experience significantly reduced peak milk yield, higher somatic cell scores, are 3-4% more likely to develop a DA, have 5-7% lower first service conception rates, and result in 5-8% higher culling rates<sup>2</sup>. Subclinical ketosis has an average cost of \$289 per case<sup>3</sup>, silently robbing producers of approximately \$14,500 for every 100 calvings when gone unchecked.

Utilizing the combined resources of AgSource phenotypic data and a database of more than 100,000 genotypes from Genex males and females, scientists at the CRI International Center for Biotechnology (CRI-ICB) have developed genomic breeding values for subclinical ketosis (SCK). CRI and its subsidiaries will begin publishing SCK breeding values for Genex/CRI sires in December 2016. With KetoMonitor® and SCK genetic rankings and selection, used individually or in combination, Genex and AgSource members, as well as CRI customers worldwide, have the most sophisticated tools available to manage the critical transition period improving on the health and well-being of their cows and having positive impact on their farm productivity and profitability.

Sources: <sup>1</sup>(White, 2015); <sup>2</sup>(CRI-ICB, 2016); <sup>3</sup>(McArt, 2014)



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## MEET A MEMBER OF THE AGSOURCE OUTREACH TEAM

AgSource stands behind the cooperative's products and services. Erin Berger, Taliah Danzinger, Char Handschke, Nicole Hibbard, Sarah Nugent and Bob Ranallo, members of the outreach team, are dedicated to assisting members and herd consultants realize the full value of herd management information.



**Char Handschke**  
New London, Wis.  
With AgSource  
2½ years

**What's your day like?** It's something different every day. One

day I could be teaching new technicians that have been hired within the past year and the next day I could be out on the farm helping a producer interpret reports, participating in a team meeting or assisting them with training on AgSource DM.

**Which AgSource report do you value most and why?** I've got two: The Herd Summary and the Herd Report Card. If I want to see an overall snapshot of a herd, I start with the Herd Summary, but the Herd Report Card gives me an overview of every management aspect of the dairy herd. Easy to read graphs show if the dairy is lagging behind in a specific area. It helps us examine and determine ways to correct issues or implement new procedures to help the herd remain profitable.

**What's your favorite part of the job?** The variety and especially troubleshooting on the farms and bringing the people and relationships together that can assist the farmers.

**Where did you work before coming to AgSource?** Jauquet Dairy in Luxemburg, WI

## AGSOURCE PRESENTS DAIRY PRODUCTION AWARDS AT STATE FAIR

AgSource is proud to support the Wisconsin State Fair Junior Dairy Show. More than six hundred dairy exhibitors from across the state participated in the week-long event, held in West Allis, Wis., making it the largest dairy youth show in the world.

AgSource recognized the show's production award winners. The cow with the highest combined fat and protein production for her breed was named the champion production award winner. Kenzie Emery, Jefferson County exhibited the Ayrshire Champion, Grand-View Burdette Dime – ET with 1,045 lbs. of combined fat & protein; Paul Grulke, from Dodge County, exhibited the champion Holstein, Smith-Crest-TW SH Virgie-ET, with 2,856 lbs.; Olivia Brandenburg, Jefferson County, showed the champion Brown Swiss, Brandenburg Wonder Willow ET with 2,464 and the champion Jersey, Brandenburg Region Kash, with 2,486 lbs.; Jenna Langrehr, LaCrosse County, exhibited the Guernsey Champion, Lang Haven Turley Pumpkin – ET, with 1,481 lbs.; and Danielle Warmka, Dodge County, exhibited the Red & White Production Award Champion, Synergy Abslt Lombardi – Red, with 2,378 lbs. Angie Coburn, AgSource Vice President of Dairy Operations presented the awards on Sunday, August 7, during the Dairyland Youth Celebration.



*(L to R): Ann O'Leary, Alice in Dairyland; Kenzie Emery, Jefferson County, Ayrshire Production Award; Paul Grulke, Dodge County, Holstein Production Award; Olivia Brandenburg, Jefferson County, Brown Swiss and Jersey Production Awards; Jenna Langrehr, LaCrosse County, Guernsey Production Award; Danielle Warmka, Dodge County, Red & White Production Award; Angie Coburn, AgSource Vice President of Dairy Operations and Gloria Kesler, Wisconsin Fairest of the Fairs.*

# TIME TO TEST! FALL SOIL, MANURE & CORN STALK SAMPLING

Fall is a busy season, but taking time to sample this year could save money and help you plan for next year's growing season. High input costs and low commodity prices are two more reasons to test.

**\*New\*** in 2016, AgSource Laboratories is excited to offer soil health testing. Combining the chemical and physical tests of traditional soil testing with biological assessments of the microbial activity, a Soil Health Assessment provides a reference point to use when gauging the current quality of a soil and the impact of any management steps that are taken to improve that quality. For more info or to see an example report, visit [www.tinyurl.com/AgSourceSoilHealth](http://www.tinyurl.com/AgSourceSoilHealth).

Did your corn crop have an adequate nitrogen supply this season? Consider a corn stalk nitrate test. To learn more on the importance of this test and for the steps on how to properly pull field samples for corn stalk nitrate analysis, please visit [www.agsource.com/CornStalkNitrogen](http://www.agsource.com/CornStalkNitrogen).

Manure is a very important nutrient resource. With proper management, it can also improve soil health by supplying nutrients to microorganisms and improving water infiltration and retention by increasing the amount of organic matter in the soil. But before heading to the fields and applying manure this fall, consider submitting a manure sample.

"If you don't test, you won't know the value of the nutrients you're applying," says Dr. Jim Friedericks, AgSource Laboratories' Outreach and Education Advisor. "Two neighboring barns with the same design and management could even have a wide variation of nutrients in their manure."

The minimum recommendation suggests testing for total N, P, and K along with moisture, and Friedericks says that testing for ammonium (NH<sub>4</sub>) can be very useful as well.

Sample collection, preparation and shipping can influence the results. Instructions on how to take a representative sample can be found at <http://agronomy.agsource.com>.

## Basic Manure Sample Tips:

- **Plan Ahead, Sample Early:** It takes time to agitate and sample manure, especially from multiple locations. But manure in storage is relatively stable, so sampling a few weeks before application will give you reliable results.
- **Use the Proper Container:** NO GLASS CONTAINERS! Call the lab to order plastic sample jars.
- **Label Samples:** Full sample jars look very similar! Be sure to label and record sample numbers on the container and on the information sheet.
- **Handle Samples Carefully:** Collect the samples, cool or freeze immediately, and send them to the laboratory the same day. When shipping the samples, seal the sample jar in a plastic bag but place the information sheet outside the bag.

# TOTAL COW CARE PACKAGE

1 milk sample | 3 valuable tests

Ideal for herd dispersals, new purchases and at dry off, this package includes:

- **MILK PREGNANCY TEST** - no stress way to learn if she's with calf or not as soon as 28 days post breeding and 60 days post calving
- **JOHNE'S TEST** - This disease is costly and prevalent. The only way to detect its presence in the herd and manage accordingly is through testing.
- **EASY MASTITIS TEST** - Whether you are trying to identify the pathogen(s) responsible for mastitis flare up or simply want to guarantee a clean bill of health, the Easy Mastitis Test can positively identify 15 commonly suspected environmental and contagious pathogens, live or dead, as well as the penicillin resistance gene.



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