The Crave brothers – Charles, George, Thomas and Mark – were raised on a 40-cow dairy farm near Beloit, Wisconsin. In 1978, the brothers started farming together in Mount Hope where they milked 57 cows on a rented farm. Today, the brothers farm 1,700 acres and their dairy herd consists of 950 cows.

The brothers produce and promote high quality milk and cheese. Through their dairy farm and cheese factory, they tell the story of dairy farming that emphasizes cow comfort, quality milk and working in harmony with the land to produce quality milk and award winning cheeses.

The Crave Brothers Dairy Farm has won numerous awards including 2008 Dairymen of the Year from World Dairy Expo. George Crave, Crave Brothers Farmstead of the Year from World Dairy Expo, Michigan Brown Swiss Cattle Breeders Association Meetings, Michigan Jersey Cattle Club Breed Association Meetings, Michigan Purebred Dairy Cattle Association Update, Youth Program: Preparing to Win.

The Crave Brothers Dairy Farm has won numerous awards including 2008 Dairymen of the Year from World Dairy Expo. George Crave, Crave Brothers Farmstead Cheese, Waterloo, Wisconsin.

Michigan Purebred Dairy Cattle Association Update
Joe Donness, Michigan State University Dept. Animal Science
10:00

Breed Association Meetings
Michigan Brown Swiss Cattle Breeders Association
Michigan Holstein Association

The official conference hotel is: Bavarian Inn Lodge, One Covered Bridge Lane Frankenmuth, MI 48734 www.bavarianinn.com

Make reservations before Jan. 3, 2011 and specify the Great Lakes Regional Dairy Conference or group code 1142EB to receive the special conference rates of $99 for a standard room and $135 for suites (higher rates apply on Saturday night). You must call the reserves line at 1-888-775-6343 to receive the conference rates. Reservations made via the Internet will be subject to regular room rates. Rates are subject to 11 percent tax. Rollaway beds and cribs are available for a nominal fee. An additional fee applies for rooms with more than four people.

Looking for family-friendly activities in the area?

Nestled neatly in the midst of Michigan’s fertile Thumb, Frankenmuth offers numerous activities for the whole family. You and the children can enjoy one of five indoor pools, soak in one of three whirlpools, enjoy 18 holes of indoor mini-golf or do some light shopping, all without leaving the comfort of the Bavarian Inn Lodge.

Venture outside and you’ll find the famous Bronner’s Christmas Village; Zehnder’s Splash Down Water Park, two popular regional micro-breweries, a relaxing day spa and a plethora of inviting specialty shops. Within a short drive you’ll find museums and the area’s largest outlet mall. Learn more about Michigan’s Little Bavaria at Frankenmuth’s official visitor center: www.frankenmuth.org, or call (800) FUN-TOWN.

FRIDAY, FEBRUARY 4

January 21-23, 2011

Great Lakes Regional Dairy Conference
Bavarian Inn Lodge and Conference Center Frankenmuth, Mich.
GLRDC? We can offer you a discounted rate and help
Are you planning to bring a group of 10 or more to the
S
of serving the
Nine years
This is your conference. Don’t miss it!
winners of the Michigan Dairy Ambassador
honor the industry's leading producers,
Industry Recognition Night where we will
be the home base for the fifth annual Dairy
educational speakers, we will once again
In addition to our quality line-up of
Leading experts will make presentations on
topics ranging from animal health and
innovative uses of dairy products to milk
pricing policy development and lessons learned from
2009.
In addition to our quality line-up of educational speakers, we will once again be the home base for the fifth annual Dairy Industry Recognition Night where we will honor the industry’s leading producers, recognize dairy scholarship winners and dairy judging team members, and announce the 2011 winners of the Michigan Dairy Ambassador Program.
This is your conference. Don’t miss it!
Are you planning to bring a group of 10 or more to the GLRDC? We can offer you a discounted rate and help schedule tours to local dairy farms or processors. Call (517) 353-3175 for more information.
Workshop Agenda
Thursday, February 3
9:00 Registration opens a.m.
9:30 Dairy in the Fast Food Lane! Discover how partnerships through the dairy checkoff program bring additional resources and innovations to grow dairy sales.
The Dairy Pipeline: It’s More Than Groceries Diane Leonard, Vice President of Strategic Initiatives, Dairy Management, Inc.
11:15 Would You Like Milk With That? Using Product Innovation to Drive Sales Deborah Mc Daniels, Senior Director, Product Innovation and Development, McDonald's USA
Noon Break and Exhibitor Showcase
1:00 Focus on Animal Health Team Work Spells Success in Racing – and in Farming Mark Thomas retired as a seven-time International Hot Rod Association (IHRA) World Champion and the first person to drive an alcohol fueled car entirely powered by ethanol and lubricated with corn oil. Mark readily admits that collecting the most wins in IHRA history takes a great team – as does running his family’s 240-cow dairy farm. Mark will share his team approach to farming. He will also share how this approach has improved productivity and profitability on his dairy farm.
Mark Thomas, Dairy Producer and 7-time IHRA Funny Car Champion, Ohio
1:30 Leukosis Research Update Dr. Ron Erickson, College of Veterinary Medicine, Dept. of Large Animal Clinical Sciences, Michigan State University
1:45 Johnne's Disease Research Report Dr. Dan Grooms, College of Veterinary Medicine, Dept. of Large Animal Clinical Sciences, Michigan State University
2:30 Optimizing Newborn Calf Health Management Dr. Sam Leudel, Calif and Helfer Specialist, Alltech Veterinary Associates, P.C.
3:00 Break and Exhibitor Showcase
3:30 Herd Health Panel Discussion Facilitator: Dr. Mark Fox, Deckerville Veterinary Clinic Panelists: Mark Thomas, Dr. Ron Erickson, Dr. Dan Grooms, Dr. Sam Leudel
5:00 Tradeshows Exhibitor Showcase and Social Hour Great Lakes Commercial Heifer Extravaganza VI Sale Dinner Program: Normal Doesn't Live Here Anymore The pace...the people...the process...the products...it's obvious for those in agriculture that “normal no longer exists.” Shift happens. During this upbeat presentation, we'll be reminded of the importance of increased vision, quality and adaptability as we market to diverse, deserving and demanding customers. Together, we'll laugh while we learn how to keep a positive perspective in a rapidly changing world.
Jolene Brown, C.S.F.
9:00 Midnight Young, Savvy and into Dairy Hospitality Hospitality hosted by the Young, Savvy & into Dairy young producer society for those age 35 or younger.
2:00 Concurrent Workshops: Calf and Helfer Management Strategies Dr. Sam Leudel, Calif and Helfer Specialist, Alltech Veterinary Associates, P.C.
Milk Marketing Risk Management & Positioning Your Dairy for the Future Dr. Chris Wolf, Michigan State University Dept. of Animal Science
February, Monday 4
7:00 Breakfast a.m.
8:00 Milk Pricing Policy Development: Where It’s At, Where It’s Going Hear the latest on where federal dairy policy issues are headed as discussion of the 2012 Farm Bill begins to take place. Learn more about the components of the Foundation for the Future program and why changes to federal dairy policy are needed.
Jim Tillison, Senior Vice President, Marketing & Economic Research/Chef Operating Officer, CWT Bottlenecks in Reproduction Dr. Jeffrey Stevenson, Professor of Animal Science, Kansas State University
10:00 Break and Exhibitor Showcase
Gary Spiwoks, Dairy Management Development, Vita Plus Corporation 11:30 Lunch
12:30 Break and Exhibitor Showcase
1:00 Workshops Continue
Spartan Dairy 3 Training Workshop Dr. Mike VanderHaar, Michigan State University Dept. of Animal Science
The Facts of Life: When Family and Business Collide There's nothing better or more frustrating than working with “genetics!” Farming with family is a challenge! Combining personalities, differing goals and multiple generations creates a collision course. To reach an outcome of productivity, profitability and collaborative families, intentional actions must be taken. This includes communication tools in place, documents in writing, and a commitment to transition the leadership and ownership of a business. This session is for those less interested in dealing with stress, cussing and ulcers – and more interested in becoming a successful “business-first family.”
Jolene Brown, C.S.F.
3:00 Vertical Integration of Dairy Farms – Producer/Retailer Panel Facilitator: Dr. John Partridge, Michigan State University Dept. of Food Science and Human Nutrition Panelists: Doug Westendorp, Mooville Creamery; George Crave, Crave Brothers Farmstead Cheese; Jon Plummer, Moores Ice Cream; and Wendell Van Gunst, Country Dairy, Inc.
3:30 Break and Exhibitor Showcase
6:00 Michigan Dairy Industry Recognition Night Banquet and Program