



Since 2003, the Great Lakes Regional Dairy Conference (GLRDC) has been dedicated to helping dairy producers learn new ways of increasing their profitability by doing more with less. Thanks to support from generous industry supporters, the GLRDC has earned a reputation as a top educational conference. In 2016, more than 350 producers and dairy industry representatives attended this three-day event. This year, we're building on that momentum by delivering another high-impact conference.

In addition to our quality line-up of educational speakers, we will once again be the home base for the 11th annual Dairy Industry Recognition Night where we will honor the industry's leading producers, recognize dairy scholarship recipients and dairy judging team members, as well as announce the 2017 winners of the Michigan Dairy Ambassador Program.

This is your conference. Don't miss it.

Preconference Session

Wednesday, February 1, 2017

6:00 Dairy Promotion 101 Dinner

p.m. Have questions about dairy promotion or how we're connecting with consumers on your behalf? The United Dairy Industry of Michigan (UDIM) will provide an overview of dairy promotion activities to those attending the conference or those who live nearby. It will give farmers an opportunity to ask questions about programs.

There is no cost to attend. Please feel free to bring others who may not plan to attend the conference.

Thursday, February 2, 2017

9:00 Prudent Antimicrobial Drug Use in Michigan: How and What Are We Doing?

a.m. *MSU Extension*
What do dairy producers, managers, and employees tell us about antimicrobial drug use in Michigan? Attendee will discuss progress and pitfalls of antimicrobial drug use in Michigan herds, gained from a study funded by the United States Department of Agriculture. What do we learn about herd treatment protocols and training from monitoring actual antimicrobial drug use? What tools can we use to change how we use drugs on a dairy farm? Does your treatment plan have a training plan?

11:00 Global Dairy Outlook From Thomas Bailey, Rabobank

a.m. *Thomas Bailey, Rabobank Food & Agribusiness Research and Advisory Dairy Team*
Bailey will share his insights into where the dairy industry is headed globally. He and his team are charged with analyzing developments in food and agricultural markets and industries, and advising the bank and its clients on strategic implications for their businesses. He will discuss what these changes mean to your bottom line.

12:15 Lunch

p.m.

1:15 Understanding Consumers and Building Trust in Today's Food Supply Through Transparency

Charlie Arnot, The Center for Food Integrity
Producers need to better understand the expectations of consumers across a range of socioeconomic backgrounds. It is important to identify the real and perceived barriers to transparency that exist within the food system itself. Arnot will discuss transparency across the food system: one that satisfies the information needs of consumers, supports their access to and selection of safe and healthy food, and builds their trust in today's food supply. He will also look at approaches to transparency that work for both consumers and the food system.

Workshop agenda



Break

2:45 Proactively Working Across the Supply Chain to Build Trust in Dairy

Chad Frahm, Innovation Center for U.S. Dairy
Frahm will discuss how the Innovation Center for U.S. Dairy works across the dairy supply chain to proactively address changing consumer and customer demands, such as working together with processors and dairy cooperatives to better understand today's dairy farm practices. Producers will have the opportunity to ask questions about processor requirements, share their concerns and discuss how a middle ground between processors and producers may be found.

4:00 A Look Inside Australian Dairying

James Mann, Owner and Manager of Donovan's Dairy
Mann will showcase Donovan's Dairy, a 2,000-cow dairy that is on a partial mixed ration and pasture system. He will also discuss how the dairy uses the latest technology including genomic testing to manage its herd and showcase the opportunities and challenges of dairying in Australia. He will discuss Australia's perspective on the global dairy and share his experiences in promoting dairy through the Dairy Australia Board.

5:00 Reception, Exhibitor Showcase and Great Lakes Commercial Heifer Extravaganza XII Sale

6:30 Dinner with Comedian Trent Loos and his Passion for the Purpose

We've all heard the phrase "a crime of passion," but how far would you go to protect or promote what you are passionate about? Trent's passion for promoting agriculture was born out of the reality that people were spreading vicious untruths about the industry he grew up in and dearly loved, and nobody was setting them straight. ~~Listen as Trent shares stories from his worldly travels about the amazing people that are making a difference in so many fields in countless different ways.~~ Whether you prefer a pen and paper or a podcast, your story can change a life

and Trent will show you how. Let your heartfelt passion help you define a meaningful purpose in your life beginning today.

Friday, February 3, 2017

7:00 Breakfast

a.m.

8:00 The Economics of Dairying Today

Greg Bethard, Ph.D., G&R Dairy Consulting, Inc.
The session will focus on competing successfully in a volatile dairy market. Milk and feed prices are in constant flux. How does a dairy manager survive and prosper in these cycles? What tools are available to help? What can a dairy do strategically to lower costs or improve revenue?

9:15 A Hoof Health Game Plan for a New Decade

Karl Burgi, Dairyland Hoof Care Institute, Inc.
As dairy farming is moving into the future with new herd expansions, lameness continues to affect a large number of dairy cows. This session will discuss the reasons for lameness rates ranging internationally from a mere 6 percent to over 65 percent per year. Burgi will focus on the fundamentals of hoof health for today's high-yielding dairy cows including hoof health tools with benefits of high-milk production, improved reproduction rates, longevity and higher profits.

10:00 Break

10:30 Excelling in Milk Quality and Udder Health

Pam Ruegg, Ph.D., University of Wisconsin
The definition of "high-quality milk" and standards for acceptable udder health are continuously becoming more rigorous. Dairy producers who wish to remain competitive must meet or exceed these evolving standards. This presentation will review management practices that result in production of high-quality milk and cover the changing expectations

(continued on back)

Workshop agenda

of consumers relative to how cows are managed to produce high-quality milk that meets those expectations.

11:15 Milk Quality Panel –

a.m. Led by Pam Ruegg, Ph.D.

- Dr. Mark Fox, D.V.M.
- Dr. Roger Thomson, D.V.M.
- ~~Two Producers – TBD~~

12:30 Lunch

p.m. Opportunities and Solutions: 2017 and Beyond

Dr. Mike Hutjens, Ph.D., University Illinois Emeriti

The dairy industry, dairy farmers and agribusiness will be facing a different look in the future. Looking ahead, herd size and milk production per cow will be important. Other important issues will include finding your competitive position, exploring the role of forage quality using Undigested Neutral Detergent Fiber (uNDF) and low lignin alfalfa, and improving animal health through animal immunity (using nutrition such as trace minerals and Direct Fed Microbial [DFM]) with less antibiotic application.

2:00– Workshops:

4:30 • Q&A With a Producer Down Under

Learn more about Donovan's Dairy and James Mann's management strategies in a question-and-answer workshop.

• In-Depth Discussion About Hoof Health With Karl Burgi

Take a closer look at the details of keeping hoofs healthy: understanding basic hoof anatomy, preventing claw horn diseases through functional and therapeutic hoof trimming, using timed hoof trimming, preventing digital dermatitis and foot rot, managing a successful hoof bath and setting up a low-lameness action plan.

• Milk Components: Opportunities for Maximizing Farm Gate Returns

Adam Lock, Ph.D., Michigan State University and other experts

Maximizing milk components has historically been one of the biggest challenges of dairy management. Milk component yield (not milk

volume) continues to be the key driver of dairy profitability. The workshop will emphasize influences on milk components, both fat and protein, during production with input from economists.

5:00 Reception

6:00 Dinner and Awards Program

Saturday, February 4, 2017

10:00 Jersey Breed Meeting a.m.

Noon Conference Concludes

Lodging

Historic Frankenmuth is located on M-83, 6 miles east of I-75 and 5 miles south of M-46.

The official conference hotel is:

Bavarian Inn Lodge
One Covered Bridge Lane
Frankenmuth, MI 48734
www.bavarianinn.com

Make reservations before Jan. 9, 2017, and specify the Great Lakes Regional Dairy Conference or group code 1258WO to receive the special conference rates of \$105 for a standard room, \$115 for premium doubles and \$145 for suites (higher rates apply on Saturday night). You must call the reservation line at 1-888-775-6343 to receive the conference rates. Reservations made via the internet will be subject to regular room rates. All 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.

Other lodging options are available in the Frankenmuth and Birch Run area.

Learn more about Michigan's Little Bavaria at Frankenmuth's official visitor center: www.frankenmuth.org, or call (800) FUN-TOWN.

Cover photo courtesy of the United Dairy Industry of Michigan.

Register early and save!

Register online at events.anr.msu.edu/glrdc/ or call 517-884-7089.

Register before Jan. 20, 2017, and save up to \$25 per day! Online registration closes Jan 29, 2017, at 11:59 p.m. On-site registrations are subject to availability. Registration fees are non-refundable, but can be transferred to another individual or farm. Call 517-884-7089 to make farm registration arrangements.

Adult Program Registration

Early Rate	Regular Rate	Registration Details
\$199	\$230	Full Registration (Thursday – Saturday)
\$175	\$199	Conference/Workshops Only (Thursday – Friday Afternoon) (excluding Breed Program)
\$ 99	\$125	Thursday Only (includes lunch and reception)
\$ 30	\$ 30	General Session Dinner Only (Thursday)
\$ 99	\$125	Friday Only (breakfast and lunch included) (excluding Breed Program)
\$ 30	\$ 30	Friday Night Industry Banquet

Student Registration

Early Rate	Regular Rate	Registration Details
\$ 99	\$130	Full Registration (Thursday – Saturday)
\$ 85	\$110	Conference/Workshops Only (Thursday – Friday afternoon) excluding Breed Program)
\$ 50	\$ 75	Thursday Only (includes lunch and reception)
\$ 30	\$ 30	General Session Dinner Only (Thursday)
\$ 50	\$ 75	Friday Only (breakfast and lunch included) (excluding Breed Program)
\$ 30	\$ 30	Friday Night Industry Banquet

Farm Registration (Max 5 per farm) (for best deal call 517-884-7089)

Early Rate	Regular Rate	Registration Details
\$650	\$680	Full Registration (Thursday – Saturday)
\$575	\$600	Conference/Workshops Only (Thursday – Friday Afternoon) (excluding Breed Program)
\$325	\$350	Thursday Only (includes lunch and reception)
\$30 x No. Attending		General Session Dinner Only (Thursday)
\$325	\$350	Friday Only (breakfast and lunch included) (excluding Breed Program)
\$30 x No. Attending		Friday Night Industry Banquet

Make check payable to Michigan State University – GLRDC. Mail payment to: MSU ANR Event Services – GLRDC, Justin S. Morrill Hall of Agriculture, 446 W. Circle Drive, Rm 11, East Lansing, MI 48824-1039

Are you planning to bring a group of 10 or more to the GLRDC? We can offer discounted rates and help schedule tours to local dairy farms or processors. Call Megghan Honke at 517-884-7089 for more information.

Join us for the 15th annual

GREAT LAKES REGIONAL DAIRY CONFERENCE



February 2–4, 2017

Bavarian Inn and Conference Center
Frankenmuth, Michigan

Serving the dairy industry since 2003