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 dairy industry’s leading producers, farmers and dairy 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.

This is your conference. Don’t miss it.

Workshop agenda

Thursday, February 2, 2017

9:00 a.m. Prudent Antimicrobial Drug Use in Michigan: How and What Are We Doing?
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 a.m. Global Dairy Outlook From Thomas Bailey, Rabobank

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 p.m. Lunch

1:15 p.m. 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.

2:45 Break

3:00 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 processing, share their concerns and discuss how a middle ground between processors and producers may be found.

4:00 A Look Inside Australian Dairying
John 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 worldwide 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 a.m. Breakfast

8:00 a.m. 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.m. 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 a.m. 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)
of consumers relative to how cows are managed to produce high-quality milk that meets those expectations.

Maximizing milk components has historically
Adam Lock, Ph.D., Michigan State University and
• Dr. Mark Fox, D.V.M.
• Dr. Roger Thomson, D.V.M.
• Two Producers – TBD

Take a closer look at the details of keeping
Learn more about Donovan’s Dairy and James
4:30
2:00–
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–
Worksshops:
• 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
economics.

5:00
6:00
Dinner and Awards Program

Saturday, February 4, 2017

10:00
Jersey Breed Meeting
a.m.

Noon
Conference Concludes

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
125SWO 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
cribbs are available for a nominal fee. An additional fee
is subject to regular room rates. All

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.

Lodging

Cover photo courtesy of the United Dairy Industry of Michigan.