



February 6-8, 2020 | Bavarian Inn & Conference Center | Frankenmuth, Michigan

Photo Credit: John Greig, Farmtario

Wednesday, February 5

7 p.m. United Dairy Industry of Michigan Dinner

Thursday, February 6

9:00 a.m. Registration opens

The GLRDC All Breeds Online Exchange – Cow and Heifer Sale

Hosted by Kreeger & Associates all day February 6 and 7

Pre-Conference Workshop Hosted by Michigan State University

The Michigan Alliance for Animal Agriculture is a partnership between the state's animal agriculture industries and MSU focused on advancing the Michigan animal agriculture economy. Three MSU faculty researchers will share how they have utilized M-AAA funds to examine practical solutions to problems Michigan dairy farmers face.

9:30 a.m. **Exhibitor Showcase Begins**

11:00 a.m. **Getting a Grip on Ag Economics & Your Business**

David Kohl, AgriVisions LLC

The landscape of agriculture is in an accelerated change mode. Macro factors such as tariffs, trade wars, global and domestic economics are creating a surprise around every corner. The farmer and rancher of the decade of 2020-2030 will experience more change than in the past seventy years driven by the consumers, technology and management. To stay competitive, the producers of the future will require a high business IQ and be proactive in positioning the business for success.

12:30 p.m. Lunch

1:25 p.m. **The Latest Research in Forage Digestibility**

Mike Van Amburgh, Cornell University

He will share the latest findings from his research regarding the efficiency of absorbed amino acids, nitrogen metabolism and NDF digestion. This will allow you to work with your nutritionist to create diets that will maintain production and components while lowering overall intake and finding ways to utilize forage consumption to reduce non-farm raised feeds.

1:45 p.m.

Breakout Sessions

Stretching Feed with Creative Forage Solutions Panel

Mike Van Amburgh will be joined by industry experts and producers like Dan Olsen to share their experiences in stretching feed with creative forage solutions.

The Latest Trends in Feed Alternatives – Alfredo DiCostanzo, University of Minnesota

This session will focus on the latest trends in feed alternatives such as whey, as DDG and other by products become scarcer for dairy and beef producers. He will also explore feeding and management strategies to improve economic efficiencies in dairy beef.

New Trends in Technology – Kyle O'Brien, Michigan Dairy Tech

This session will showcase what has worked best for producers who have used technology in a variety of ways to enhance dairy operations across Michigan. Hear what has worked best for others and how to get the most bang for your buck in your new technology purchases. You will also learn everything you need to know about installing cameras for your protection and to help with transparency.

Creating a Legacy Plan for the Farm – Producer and Expert Panel

Roger Betz, MSU Extension will host a panel of producers who will share their transition successes and pitfalls, including the story of Brooks Farms in Wisconsin. In addition, you will learn tips for starting these challenging conversations and the data needed to take steps secure a legacy for your farm.

3:00 p.m. Networking break and Exhibitor Showcase

3:30 p.m. ***Repeat Breakout Session (See 1:45 p.m.)***

4:45 p.m. **Producer Perspective: Breeze Dairy Group**

Brian Gerrits, partner and CEO, will provide an inside look at the partnership of five Wisconsin farming families. He will share a little about their history, the unique partnership and where they are headed while showcasing their facilities.

Dairy Beef Market Report and Feedlot Closeout Analysis

Daniel Schaefer, University of Wisconsin

This session will focus on the latest trends in dairy beef markets and the market realities surrounding beef/dairy crosses. In addition, he will provide feedlot closeout analysis that can be applied to your dairy beef operations to increase profitability.

5:30 p.m. Social hour and Exhibitor Showcase

Friday, February 7

7:30 a.m. Registration and exhibit area opens

8:30 a.m. **Income over Feed /Butterfats**

Tom Overton, Cornell University

This session will focus on strategies to maximize milk income over feed costs (IOFC), which is the herd metric most related to overall farm profitability. The session will include results from business-focused farm discussion groups that detail which factors contribute to income over feed costs (IOFC), and how to feed and manage cows to make sure that herds are maximizing IOFC.

9:15 a.m. **Techniques and Trends in Respiratory Disease, Salmonella and Management in Calves**

Chelsea Holschbach, University of Wisconsin

Dr. Chelsea Holschbach, a board-certified internist, working as a Clinical Instructor in Large Animal Medicine at the University of Wisconsin-Madison School of Veterinary Medicine will share the latest trends in respiratory disease, salmonella, and antibiotic resistance. In addition she will discuss techniques for monitoring calves for early detection, treatments and more to

help keep your calves healthy.

10:00 a.m. Networking break and Exhibitor Showcase

10:30 a.m. **Feed and Milk Markets**

Sarina Sharp, Daily Dairy Report

Hear the latest dairy, cattle, and feed market trends from Sarina Sharp of the Daily Dairy Report. Sarina grew up on a dairy farm in West Michigan and hedges milk and feed for her family's dairy farms. Sarina will provide her outlook for your bottom line.

11:15 a.m. **Understanding the of New CAFO Permit Requirements and the Future of Winter Spreading**

Erica Rogers, Michigan State University Extension, Megan McMahon and Sylvia Heaton, Michigan Department of Environment, Great Lakes and Energy

Experts will explain the new CAFO permit requirements and explain what is needed to meet these requirements. They will also discuss winter spreading policies and what this may mean for all producers in the future.

11:45 a.m. Lunch

12:45 p.m. **Farmer Brown on Family Business**

Jolene Brown, CSP and CPAE

Jolene's been called agriculture's version of Dr. Phil. Her 30+ years of working with farm families have taught her valuable lessons of what works...and what doesn't. In this insightful and fun-filled session, she'll address the most frequently asked family business questions and share five behaviors of successful legacy businesses. You will learn that it requires intentional work to make a good family business even better!

2:15 p.m. **Workshops**

Tough Questions in Tough Situations – Jolene Brown

Uh-oh! Here they come – consumer groups, the public, the media, government officials, urban friends. What's the best way to answer their tough questions? Are the responses self-defending or public educating? Is it possible to do both and still respond? During this participatory session, producers will practice preparing and listening, before responding to sample questions. Learn what makes "news" and the current hot topics for agriculture. Explore the top ten pet peeves of the media and why everyone in production agriculture must do their homework. There is tremendous value in being a true professional in the midst of challenge.

The Latest Recommendations in Building Design and Retrofits – Courtney Halbach, The Dairyland Initiative with the University of Wisconsin–Madison, School of Veterinary Medicine

Learn how to implement the latest recommendations in barn design with a specific focus on stall design, ventilation and pen layouts to optimize cow well-being and performance. These concepts are applicable for all herd sizes, milking systems, and new and retrofit facilities.

Utilizing Livestock Manure with Growing Crops – Glen Arnold, The Ohio State University

Glen Arnold will share results from research and production projects where corn was sidedressed with liquid manure through V4 stage of crop development to allow for extended application of manure and reduced needs for purchased nitrogen. Learn tips for success and examine the costs associated with tackling this type of application.

Transition Cow Management – Tom Overton, Cornell University

The transition period continues to be the most important period of the lactation cycle with regard to cow health and establishing subsequent productivity and reproductive function. Hear the key

nutritional and non-nutritional management strategies along with monitoring strategies for transition cow programs in dairy herds.

3:30 p.m. Networking Break and Exhibitor Showcase

3:45 p.m. **Workshops Repeat**

The Latest Recommendations in Building Design and Retrofits
Utilizing Livestock Manure with Growing Crops
Transition Cow Management

5:00 p.m. **Dairy Industry Reception**

Michigan Dairy Ambassador Silent Auction Opens

5:30 p.m. **Michigan Dairy Industry Recognition Night**

Saturday, February 8

9 a.m. **Michigan Jersey Cattle Club Annual Meeting**
Michigan Junior Holstein Association Meeting

10:30 **Michigan Holstein Association Meeting**

Noon Lunch and Speaker

1:30 p.m. Conference Concludes