

## YOUNG PRODUCERS ARE FIRED UP FOR AG ADVOCACY

During the weekend of March 28-29, 2009, seventy young dairy and beef producers from across Accelerated Genetics cooperative membership area acquired communication, leadership and advocacy skills at the Young Producer Leadership Conference.

The first presenter was Jolene Brown



known as 'Farmer Brown' of West Branch, Iowa. Her keynote titled 'Let go of the Rope' encouraged the attendees that agriculture needs them launched and ready to soar. Overall, Brown's messages were clear and truthful and the producer's loved her for it. One producer commented, "Jolene was very motivating and encouraging to get things organized. And her sessions helped me to seriously think about the future of my farm."

Brian Brown, Chair of the Board of Directors of Accelerated Genetics and Joel Groskreutz, President and CEO of Accelerated Genetics, fired up the crowd Saturday night. Joel shared, "It is our priority to develop strong leaders for the dairy and beef industries and the Accelerated Genetics cooperative."



Donna Moening, Vice President of Industry Relations for Midwest Dairy Association taught the group how to put their OWN

face on the product they produce and she provided industry key messages, resources and tools that the producers can utilize when they are communicating with consumers.

Next Tom Jadin, a mental health counselor and speaker from Shioton, Wisconsin, shared a humorous session and taught the producers how to deal with problems and challenges that come up in life and in the farm business.

The conference concluded with Kari Stanek, Communications and Public Relations Coordinator for Accelerated Genetics. She had one final challenge for the producers, "This weekend Accelerated Genetics provided you with some tools, enhanced your communication skills, and encouraged you to set goals. I further challenge to you is to stand up, step out and lead this industry we all love - AGRICULTURE."

**FIGURE 1. TEMPERATURE HUMIDITY INDEX (THI)** - Several factors impact a dairy cows tolerance to heat stress, including the amount of sun exposure, access to shade, air exchange, air velocity, access to water, and general management practices. Dairy cows will generally start to show a sharp decline in milk production after the THI reaches 77. At this point, environmental changes should be implemented to reduce negative impacts on health, production and reproduction.

Temp "F"	Temperature Humidity Index (THI)																			Stress Level	
	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95		100
70	53	54	54	54	55	55	55	56	56	57	57	57	58	58	58	59	59	59	60	60	No Stress
71	54	54	55	55	56	56	56	57	57	57	58	58	58	59	59	60	60	60	61	61	
72	54	55	55	56	56	57	57	57	58	58	59	59	60	60	61	61	61	62	62	62	
73	55	55	56	56	57	57	58	58	59	59	60	60	61	61	62	62	62	63	63	63	
74	55	56	56	57	57	58	58	59	59	60	60	61	61	62	62	63	63	64	64	64	
75	56	56	57	57	58	58	59	60	60	61	61	62	62	63	63	64	64	65	65	65	
76	56	57	57	58	58	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	
77	57	57	58	58	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	
78	57	58	58	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	
79	57	58	59	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	
80	58	58	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	
81	58	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	
82	58	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	
83	59	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	69	
84	60	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	69	69	
85	60	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	69	69	70	
86	61	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	69	69	70	70	
87	61	62	62	63	63	64	64	65	65	66	66	67	67	68	68	69	69	70	70	71	
88	62	62	63	63	64	64	65	65	66	66	67	67	68	68	69	69	70	70	71	71	
89	62	63	63	64	64	65	65	66	66	67	67	68	68	69	69	70	70	71	71	72	
90	63	63	64	64	65	65	66	66	67	67	68	68	69	69	70	70	71	71	72	72	
91	63	64	64	65	65	66	66	67	67	68	68	69	69	70	70	71	71	72	72	73	
92	64	64	65	65	66	66	67	67	68	68	69	69	70	70	71	71	72	72	73	73	
93	64	65	65	66	66	67	67	68	68	69	69	70	70	71	71	72	72	73	73	74	
94	65	65	66	66	67	67	68	68	69	69	70	70	71	71	72	72	73	73	74	74	
95	65	66	66	67	67	68	68	69	69	70	70	71	71	72	72	73	73	74	74	75	
96	66	66	67	67	68	68	69	69	70	70	71	71	72	72	73	73	74	74	75	75	
97	66	67	67	68	68	69	69	70	70	71	71	72	72	73	73	74	74	75	75	76	
98	67	67	68	68	69	69	70	70	71	71	72	72	73	73	74	74	75	75	76	76	
99	67	68	68	69	69	70	70	71	71	72	72	73	73	74	74	75	75	76	76	77	
100	68	68	69	69	70	70	71	71	72	72	73	73	74	74	75	75	76	76	77	77	
101	68	69	69	70	70	71	71	72	72	73	73	74	74	75	75	76	76	77	77	78	
102	69	69	70	70	71	71	72	72	73	73	74	74	75	75	76	76	77	77	78	78	
103	69	70	70	71	71	72	72	73	73	74	74	75	75	76	76	77	77	78	78	79	
104	70	70	71	71	72	72	73	73	74	74	75	75	76	76	77	77	78	78	79	79	
105	70	71	71	72	72	73	73	74	74	75	75	76	76	77	77	78	78	79	79	80	
106	71	71	72	72	73	73	74	74	75	75	76	76	77	77	78	78	79	79	80	80	
107	71	72	72	73	73	74	74	75	75	76	76	77	77	78	78	79	79	80	80	81	
108	72	72	73	73	74	74	75	75	76	76	77	77	78	78	79	79	80	80	81	81	
109	72	73	73	74	74	75	75	76	76	77	77	78	78	79	79	80	80	81	81	82	
110	73	73	74	74	75	75	76	76	77	77	78	78	79	79	80	80	81	81	82	82	
111	73	74	74	75	75	76	76	77	77	78	78	79	79	80	80	81	81	82	82	83	
112	74	74	75	75	76	76	77	77	78	78	79	79	80	80	81	81	82	82	83	83	
113	74	75	75	76	76	77	77	78	78	79	79	80	80	81	81	82	82	83	83	84	
114	75	75	76	76	77	77	78	78	79	79	80	80	81	81	82	82	83	83	84	84	
115	75	76	76	77	77	78	78	79	79	80	80	81	81	82	82	83	83	84	84	85	
116	76	76	77	77	78	78	79	79	80	80	81	81	82	82	83	83	84	84	85	85	
117	76	77	77	78	78	79	79	80	80	81	81	82	82	83	83	84	84	85	85	86	
118	77	77	78	78	79	79	80	80	81	81	82	82	83	83	84	84	85	85	86	86	
119	77	78	78	79	79	80	80	81	81	82	82	83	83	84	84	85	85	86	86	87	
120	78	78	79	79	80	80	81	81	82	82	83	83	84	84	85	85	86	86	87	87	
121	78	79	79	80	80	81	81	82	82	83	83	84	84	85	85	86	86	87	87	88	
122	79	79	80	80	81	81	82	82	83	83	84	84	85	85	86	86	87	87	88	88	
123	79	80	80	81	81	82	82	83	83	84	84	85	85	86	86	87	87	88	88	89	
124	80	80	81	81	82	82	83	83	84	84	85	85	86	86	87	87	88	88	89	90	
125	80	81	81	82	82	83	83	84	84	85	85	86	86	87	87	88	88	89	89	90	
126	81	81	82	82	83	83	84	84	85	85	86	86	87	87	88	88	89	89	90	91	
127	81	82	82	83	83	84	84	85	85	86	86	87	87	88	88	89	89	90	90	91	
128	81	82	83	83	84	84	85	85	86	86	87	87	88	88	89	89	90	90	91	91	
129	82	82	83	83	84	84	85	85	86	86	87	87	88	88	89	89	90	90	91	91	
130	82	83	83	84	84	85	85	86	86	87	87	88	88	89	89	90	90	91	91	92	

Prepared by Vinton E. Smith, Penn State Dairy Management Agent. References for figure: Heat Stress and Feeding Management; Michael Westendorf & David Lee, Rutgers Cooperative Extension; <http://www.rcr.rutgers.edu/pubs/pdfs/fs884.pdf> and Coping with Summer Weather, Dairy Management Strategies to Control Heat Stress; John Smith, et al; Kansas State Univ. <http://www.oznet.ksu.edu/library/lvstkt2/mf2319.pdf>.

the animal. Having a fine mist that only covers the top of the coat will actually act as insulation and do more harm than good by trapping the heat on the cow. The misters need to be run intermittently to allow the water to actually evaporate before the animals are soaked again. The amount of time needed between misting periods needs to change depending on the temperature and humidity.

Further, if cows are kept outside, there needs to be adequate shade to allow animals relief from the sun. Cows left a tremendous amount of heat, so if shade is limited, cows will bunch together and cause additional heat stress on each other.

Overall, to properly manage heat stress on your operation, it is always best to be prepared for the worst. Many animals, especially those in later lactation, will have a hard time recovering from a high level of heat stress and will continue to produce at a lower level for the rest of the lactation.

By being prepared before the 'train wreck,' you can reduce your losses during periods of heat stress. Further, you'll save money in the long run by maintaining a high level of production, minimizing the number of days open (because of breeding issues), and reducing labor and treatment costs - all by keeping your animals healthy and comfortable.