

HEIFER NOTES

Growing Our Future™



DCHA

DAIRY CALF & HEIFER ASSOCIATION



**ONE TEAM.
GOLD DREAMS.**

APRIL 10 – 12, 2018
MILWAUKEE, WI

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Why do you attend the DCHA conference?



AMANDA SMITH

“The really great thing about the DCHA conference is the opportunity to network with other industry professionals and producers from across the country to learn about what they’re researching and what they’re doing on their operations.”

– Valders, Wis.



KENDALL WASSENAAR

“I’m a new member, I just joined. This is my first conference and there has been a lot of information

– a lot of good information and networking. I don’t have a lot of experience in DCHA yet, but everything I’ve heard is very positive.”

– Orange City, Iowa



RYLEIGH ROWCLIFFE

“This is my first year at DCHA. I like all the networking and the tradeshow was amazing.”

– Elba, NY

DCHA conference: Topics to shape your business’ future

An agenda built by calf and heifer raisers like you



Sam Gardner

Looking forward and seeking opportunities for growth is important for the long-term success of your business. That’s the viewpoint of Sam

Gardner as he takes a closer look at agenda topics for the 2018 DCHA conference.

Not only does Gardner have the privilege of helping shape the conference agenda in his role as planning committee co-chair, but he also looks to the conference as an opportunity to help shape the future of his calf and heifer grower business, Gardner Heifers, Inc. in Virginia.

“My role is to give insight from a calf and heifer raiser perspective as to what topic areas are important and what I think might be valuable for our industry,” says Gardner.

TOPICS OF INTEREST

The DCHA conference agenda is shaped to offer something for everyone – whether you raise calves and heifers, are in allied industry or academia.

Looking ahead to the 2018 agenda, Gardner’s top sessions of interest include:

1. Cattle transportation producer panel
2. Group housing producer panel
3. Presentation by Dr. Marina von Keyserlingk, University of British Columbia

“As far as bringing our learnings home, we’re a custom raiser so we don’t have wet calves. However, we’re looking to do some research about them as an area we can grow in,” says Gardner.

Gardner Heifers is currently home to 500 heifers with capacity for 1,000 head. They work with three clients and are actively seeking more. Calves are brought to their facility at 4.5 months in groups of 30–40 where they’ll be raised for 16–18 months. A unique aspect of their setup is all heifers have access to pasture. Gardner Heifers is also home to two on-site veterinarians, Sam’s parents, Don and Susie Gardner.

With a focus on the future, Gardners are always looking for areas to improve and grow their current business. They attend the DCHA conference knowing they’ll be able to take their learnings back home.

“I would like to build experience and knowledge if we get into the wet calf arena – what kind of things do I need to be prepared for as far as

hauling them. In terms of group housing, what type of facilities do I need to look at,” says Gardner.

“Dr. von Keyserlingk was really interesting in the 2017 conference as far as animal behavior and welfare, and I’m looking forward to hearing what’s new from her,” he adds.

VALUE VS. INVESTMENT

Are you considering attending the conference, but not sure about the investment?

Here’s what Gardner says, as someone who has attended the conference five different times:

“The amount of information vastly exceeds the price of registration. To be able to apply what you learn from the conference to your own business is extremely affordable.”

In the past, even if Gardner wasn’t able to attend the conference himself, at least one of their employees would attend.

“Even the topics that don’t directly apply to us – wet calves for example – we can still learn from them. It also gives us the opportunity to take the information we learn and share it with our clients which can help them on their dairy. In the end, the better calf they send to us, the better heifer I can return to them,” says Gardner.

Renew your DCHA membership!

There is one industry-leading source of networking, education and improvement for the raising of dairy calves and heifers. The Dairy Calf and Heifer Association has a renewed commitment to their vision to be just that.

The future starts with the first six months

The road to success in the lactating herd starts well before cows ever lay eyes on a milking parlor. Building the foundation to optimize milk production begins with the nutrition fed in the first six months of life.

Feeding calves a complete nutrition program of milk replacer, starter and

grower in the first critical months of life can help achieve significant gains in future milk production. In fact, calves fed a full potential program through six months of age produced as much as 6,588 pounds more milk during their first three lactations.¹

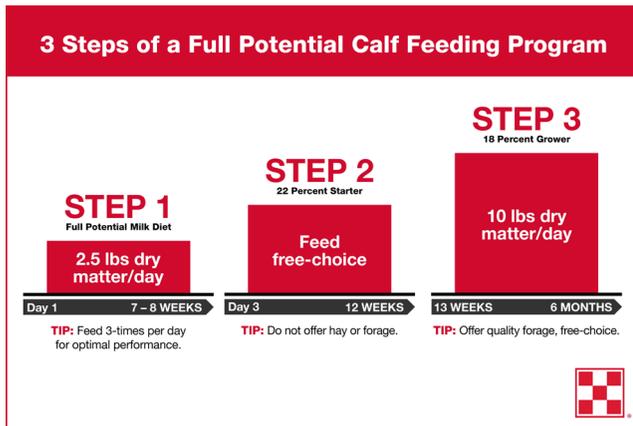
You don't have to wait until she calves in to see results, either. Progressively feeding milk replacer, starter and grower with consistent, research-proven ingredients in each can help improve palatability to increase intakes,

even during transition periods. This can help heifers reach age-at-first-calving up to two months earlier¹ for a faster return on investment.

How can you take advantage of this in your herd? Start by feeding a full potential milk replacer at a rate of 2.5 pounds of dry matter per calf per day for the first eight weeks with ad-lib starter. Continue feeding ad-lib starter through 12 weeks before transitioning to a grower feed at 10 pounds per head per day with free-choice hay.

If you wait until heifers start putting milk in the tank, it may be too late to achieve production goals. Investing early in their development can give short-term health and growth benefits, in addition to greater returns down the road.

Information provided by Kevin Dill, Purina Animal Nutrition, DCHA sponsor.



¹ Compared to calves fed an above average nutrition diet on the same farm. 314,760 lactation observations and 344 animals studied at the Purina Animal Nutrition Center from April 2007 to April 2017.

Help move our industry forward

Join like members with a vested interest in calves and heifers

By being a member of DCHA, you join members with the same vested interest in calves and heifers. Through collaboration as an organization, we help advance and improve this critical segment of the dairy industry.

Whether you're a current member, have been a member in the past, or have never joined, DCHA has something to offer you. We asked our membership what they value most in being a DCHA member. Here are some of their priorities:

ANNUAL CONFERENCE

The association's annual conference provides the latest in industry happenings, calf and heifer management strategies, hands-on demonstrations and unmatched networking opportunities. As a member you receive a \$100 discount on conference registration.

The 2018 conference is set for April 10-12 at the Potawatomi Hotel and Casino in Milwaukee, Wis. Registrations are open. Reserve your spot today at calfandheifer.org.

CONNECTIONS AND NETWORKING



From the annual conference, membership list access and member-only Facebook

group, there are countless opportunities for you to network with members across the country and world year-round.

There's no other organization with a sole focus on calves and heifers. This very focused organization makes it easy for you to connect with other members who are experiencing the same things you are in your farm and business.



RESOURCES



DCHA communicates with its membership throughout the year

using a variety of communication tools – email, social media, website and this publication, our quarterly newsletter.

GOLD STANDARDS



The DCHA Gold Standards are the industry benchmarks and best management

practices for raising dairy calves and heifers. Through your membership, you have access to a printed copy of the Gold Standards and full access to the digital version and infographics through your website membership portal.

FARM TOURS



As part of the DCHA annual conference, the conference committee strives to showcase an

array of calf and heifer management practices and facilities. The tours are a highly reviewed experience in our conference surveys each year.

MEMBER BENEFITS



In addition to being part of the only association with a focus on dairy calves and heifers,

DCHA offers benefits to help your bottom line. Members receive discounts and incentives from these industry partners:

- Access to DCHA Gold Standards
- \$150 FutureCow ComfortBrush® discount
- \$100 annual conference registration discount
- Access to the members-only DCHA Facebook group
- Free quarterly Hoard's Dairyman with Heifer Notes
- Workers' compensation program savings through First Pioneer Insurance Agency

Whether you are a producer, manager, farm employee or allied industry professional, DCHA is an organization that will enhance your success in the calf and heifer industry.

Membership is annual and is renewable the first of each year. Visit calfandheifer.org to renew your membership or become a new member.

THANK YOU DCHA SPONSORS

The Dairy Calf and Heifer Association would not be possible without the generous support of our industry sponsors.

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