

THE DPS MOOSLETTER

Tour Gives Participants First Look at Dairy

Carrie Pedreiro

Tom Quaife, Editor of Dairy Herd Management, recently coordinated a visit to Dairy Production Systems' Branford Farm. Tom, along with Mark Siebert, Dairy Herd Management's new sales manager, visited the farm with the goal of introducing Mark to a modern dairying operation.



Pictured (left to right) Siebert, Mark Siebert, Michael Pedreiro, and Tom Quaife.

Also along on the tour were Mark's daughter Leah, brother Derick, and brother's daughters Claudia and Mary, none of which had ever visited a dairy farm before.

Michael Pedreiro gave a tour to the group which included a tour of the parlor, freestall barns, and waste treatment facility. Michael was available to explain the inner-workings of the dairy and how each part of the farm affects the other.

"We always enjoy giving tours to people who have never been on a farm before," said Michael. "People always have a preconceived notion of what to expect, and it is rewarding to watch people's reactions to how the farm really operates."

DPS was honored to host this important tour and hope the experience had a positive impact on Mark and his family.



The group got an up-close look at the parlor and milkroom during their tour of DPS.



Texas Dairymen Tour DPS

Carrie Pedreiro

DPS was happy to host Richard DeVas and his son Richard, dairy farmers in Pampa, Texas, recently when they visited Dairy Production Systems' Branford Farm. Organized at the request of Jim Baird, General



Pictured are (left to right) Jim Baird, Michael Pedreiro, Richard DeVas, and Richard Jr.

Manager of Lone Star Cooperative, Richard and his son were investigating possible areas to expand their current

operation, and were interested in what the Southeast had to offer. They were specifically interested in the protocols used by DPS to produce high levels of parlor throughput together with premium milk quality. David Sumrall and Michael Pedreiro

took the men on a tour of the facilities and answered numerous questions from the group.

"We are happy to host fellow dairy farmers at any of our locations," Sumrall said. "We are obviously very happy with our results here in the Southeast, and believe that if others take a hard look at what is possible, we can play a role helping to attract more dairy production to this area."



President's Ponderings

David P. Sumrall



"Are the good times really over for good?" That's a line from a song by one of my favorite musicians, Merle Haggard. Throughout the lyrics of his song, he laments the way things have changed in our country and admonishes the listener to hark back to the day when things were more genuine. In pointed fashion he describes our society today as "...rolling downhill like a snowball headed for hell." If you really watch and listen to what goes on with the so called "news networks", you really have to wonder. Frankly, if you aren't careful, it becomes pretty easy to wonder if anyone even cares. And that is a dangerous outlook to have.

I have always been taught and trained to be careful about what I occupy my mind with. My grandmother, affectionately referred to as "Mammaw", regularly admonished me, "...feed yourself carefully...body, mind, and spirit." As a child I had trouble understanding that. As an adult, I know that she was giving me some of the most important advice I have ever been given.

There is an old saying that says, "You are what you eat." If you think metaphorically for a bit, what Mammaw was trying to tell me becomes pretty clear. Our attitudes are highly impacted by what we dwell on. What I think I have begun to understand is that there are two levels of awareness in us all, that being the conscious and the sub-conscious. Of course we have all heard this. However, I have not always really understood how powerful the sub-conscious really is and how much control it really can have in our lives if left untrained and unchecked.

I believe that our sub-conscious mind is a very complex, very sophisticated part of our personality. I believe that we have a responsibility to train our sub-conscious mind properly. If Mammaw were here today, she would tell us that we do that by "care

and feeding". In other words, what we do with our conscious minds is in large part directly responsible for our sub-conscious activity. Think about that for a minute. What we consciously occupy our minds with will determine how we act and react sub-consciously. "Sub-consciously" in this case would mean those things that we do or say automatically and without thought or hesitation. In other words, these would be things that we do sort of on "automatic pilot". Scary, huh? Makes you want to take better control of the conscious mind, possibly? It did for me.

To make matters worse, these two levels of awareness are always at war with each other. The sub-conscious mind really wants to be in control, and seizes every opportunity to do so. In my study and ponderings on this subject, I have sort of learned to deal with my sub-conscious as if it were a child. I need to watch over my sub-conscious being just as I guarded over my own children during their upbringing. The real key is discipline. Funny thing is that my sub-conscious requires much more discipline than any of my kids ever did, individually or even collectively!

Our world today has problems. That is nothing new, and has not changed. What HAS changed in some cases is the discipline within us. We are in some cases becoming victims of what we are being fed, relying on someone else to tell us how to feel, what to think, and how to act. Never has self-discipline, right thinking, good judgment, and follow-through been more important.

With our conscious minds, we make choices. The pattern of choices that we make is what programs our sub-conscious mind and thereby becomes a very real part of who we are, how we act, and how others perceive us. With my conscious mind, I choose to reject the thought that "the good times are over for good". I know this because I am very happy with my life and I am having a wonderful time. Are there things that I want to see changed for the better? Of course! Is there a better way to get started with positive change than to think in a positive way? Mammaw was right... Feed yourself carefully.

Protocol POP Quiz

by Michael Pedreiro

- All incoming cattle should receive ___ for fly/parasite control.
 - 2 cc/cwt of Cydectin
 - 5 cc/cwt of Cydectin
 - 2 cc/cwt of Cylence
 - 5 cc/cwt of Cylence
 - 2 cc/cwt of both Cydectin and Cylence
- This treatment should be repeated ____ later.
 - 3 weeks
 - 5 weeks
 - 3 days
 - 5 days
 - Whenever possible
- KattleGuard spray systems should be set up in the return alleys of all parlors and should spray:
 - Once a week
 - Twice a week
 - 3 times a week
 - Every single day of the week
 - Only when flies become too much to stand
- All dry/maternity cows should be sprayed once a week with _____.
 - Panacur
 - Excede
 - Excenel
 - Cylence
 - All of the above
- To protect calves from pinkeye they should be vaccinated with:
 - Piliguard
 - Bovishield Gold
 - J-5
 - Ocuguard
 - Both A & D

Answers: 1. B, 2. A, 3. C, 4. D, 5. E

Chuck Timmens Back on Board

Carrie Pedreiro

New Frontier Dairy is proud to announce the hiring of Chuck Timmens as Feed, Crops, and Waste Manager! Chuck was a natural fit for the position, as he had managed the Texas operation in years past. His familiarity with the operation and in-depth experience in the areas of crops and waste management will prove invaluable to the team in Texas.

David Sumrall is excited to bring Chuck into this important role. "Chuck will oversee the procurement and inventory



Chuck Timmens joined the New Frontier staff in July.

management of all feedstuffs, manage all farming/crop production operations, and manage all issues related to the waste/nutrient stream of the dairy," Sumrall said.

The fulfillment of this position completes the management team for New Frontier Dairy. Phil Barnes will assume the role of Herd Manager accepting responsibility for all herd health, animal, and milking operations of the farm. Alane Timmens will continue her role as Office Manager. The trifecta of managers will report directly to Michael Pedreiro, Chief Operating Officer for DPS.

Congratulations Chuck and welcome to the New Frontier Team!



Silage Safety

Rick Hedrick

Silage season is one of our busiest times of year and a time when extra precaution must be taken.

- Watch out for children, pets and unauthorized people.
- Pay attention to everything around you.
- Wear ear plugs when around noisy equipment.
- Mount and dismount equipment using a three point stance facing the equipment.
- Always wear your seatbelt.
- Make sure the reverse alarm works.
- Trucks should unload on a clean flat surface away from powerlines.
- Follow company guidelines when pushing and packing.

throughout 33 state. M & B processes 10 tanker loads of milk a week with the capacity to process 50 more. The plant also process 150 different items including various fruit juices.

"Our focus is institutional supplying schools, hospitals, nursing homes and prisons," said McClellan.

"We are currently set to introduce a new limited edition flavored milk to the schools that contains just 150 calories and only 26 grams of sugar," McClellan said. "Flavors will include, but not limited to vanilla, orange cream, root beer, and chocolate covered cherry.

These flavors will compliment the low-fat strawberry and chocolate flavors we already supply."

To learn more about M & B Products, visit their website at www.mbproducts.com.

M & B Products

Carrie Pedreiro

Dale McClellan of M & B Products recently hosted a tour of his processing facilities for DPS CEO David Sumrall and Tom Pittman, Special Projects Manager. Dale's facility, located near Tampa, FL, is a dual-purpose packaging plant wherein he processes milk and a variety of juices.

"I have been particularly interested in the work that M & B has been doing over the years, and like to visit Dale from time to time. He is an innovative guy from which I learn something every time I visit. He is doing some unique things that are addressing a sector of the marketplace in a way that no one else is, and that is very intriguing to me," Sumrall said.

M & B was founded in 1987 and now boasts a distribution network



Tom Pittman (right) and Dale McClellan talk about M & B Products.

Quality CORNER

Rick Hedrick

To add on to last month's wash-up tips, make sure we pay attention to the following details:

- Detergent and acid are used in the correct quantity.
- We are getting a good slug and all the machines are cleaning properly during the line wash.
- The refrigeration is off, spray balls are clean and agitators are running during the tank wash.

June Bonus Awards

Bell

Quality, Production, Herd Turnover

Branford

Quality, Production, Herd Turnover

Mississippi

Production, Herd Turnover

New Frontier

Herd Turnover



QUALITY MILK & MANAGEMENT SERVICES

Anniversaries

Bell

John Fowler, 9 years
Balvino Martinez, 2 years
Felino Velasquez, 1 year

Branford

Luis Castro, 2 years
Carlos, Morales, 5 years
Mario Soto, 3 years
Tom Tatum, 2 years
Ralph Willis, 1 year

Georgia

Yadira Camacho, 2 years
Eduardo Granados, 3 years

Birthdays

Corporate

1 David P. Sumrall
2 Susan Blount

Branford

5 Maria Portillo
12 Jose Romero

New Frontier

2 Eli Caldera
5 Catarino Garza
8 Manuel Fuentes Jr.
8 Emilio Ruiz
14 Rodrigo Herrera
28 Agustin Solano

Bell

2 Joe Ritchey
13 Hipolito Buenrostro
20 Eli Reyes-Diaz
22 Janice Berry

Georgia

26 Porfirio Sanchez

Mississippi

8 Evil Lopez-Reyes

New Hires

Bell

Uriber Roblero

Georgia

Roberto Canas
Simon Palacios
Nicolas Rico

New Frontier

Maridel Avilez
Argelia De Perez
Antonio Flores
Miguel Jimenez
Francisco Lopez
Pedro Osornio Morales
Alma Moreno
Feliciano Perez
Luis Manuel Rodriguez
Chuck Timmens



Welcome Baby Bryan

Carrie Pedreiro

Congratulations to Jose Romero and Maria Salgado! The couple welcomed a baby boy on June 13, 2008. Bryan Romero Oliva weighed 9 pounds, and 3 ounces when he arrived.

Jose Romero is a feeder for Dairy Production Systems - Branford Farm.

Maria Salgado is a milker at the Branford location.

Congratulations Jose and Maria and welcome little Bryan!



Little Bryan takes a nap!

Our Mission:

To provide an atmosphere and the resources to enable our people and our cows to be the leading, most efficient producer of milk in the nation.

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