

THE DPS MOOSLETTER

Heifer Haven Returns First Load of Heifers to DPS

Carrie Pedreiro

The inaugural load of heifers have returned to DPS – Bell Farm. Fourteen months ago, senior management decided to begin raising our own heifers as replacements. From this decision

Heifer Haven was born. Heifer Haven, owned by David P. Sumrall, is solely focused on raising DPS heifers and returning them back to the herd as bred springers. The first load of heifers returned to DPS premises on September 29.

Growing successful replacements starts at birth. DPS maternity and calfyard crews are the individuals responsible for starting each heifer off right. The calfyard crew at DPS – Bell, led by Felino Velasquez, includes Sandra Cantarero, Ramon Dias, Hipolito Buenrostro, Uriber Roblero, Brenda Mendoza, and William Franco. Calves from DPS – Georgia Division, are moved to DPS – Bell anywhere from two days to two weeks of age. While housed at the Georgia dairy, Myra Lawrence manages each calf ensuring they arrive on the Bell Farm in good health. All of these employees are responsible for each calf from day one until they are shipped as part of Heifer Haven. These first few months are critical to the overall health of the animal. Proper vaccination protocols and proper daily feedings are crucial to the success of each heifer as they enter Heifer Haven.

Several improvements to the DPS – Bell calfyard are proving to add to the success of the program. These upgrades

include the purchase of a HTST Milk Pasteurizer. The benefit of this piece of equipment is two-fold. First, it kills bacteria such as E-coli, salmonella, etc., which significantly reduces scouring in the first few weeks of the calf's life.

Second, more nutrients are fed to the calves due to the higher fat and protein levels in whole milk compared to the milk replacer previously fed to the calves. This allows for much higher daily weight gains and significantly lower morbidity and mortality rates. Mortality rates held at four percent even during the hot and

humid months of the year.

In addition to the pasteurizer, all calf hutches were placed under shade trees providing additional protection from the hot sun. Previously, calves were housed outside in open pasture with only plywood shade. The natural shade of the trees has also added ventilation, keeping all calves at a cooler temperature. A four inch layer of sand was also placed under each hutch to aid in draining and fly control. We are continually improving aspects of the heifer raising program at the DPS level under the leadership of AJ Pedreiro, Supervisor-in-charge, and Felino Velasquez.

DPS raises each heifer until they reach 350 pounds, at which time they are shipped to a designated Heifer Haven grower. Mike Rainey, who coordinates with the heifer growers

for DPS, is responsible for overseeing the operations involving Heifer Haven animals. Growers currently include Greene Heifers, managed by Heath Greene, Ideal Farms, managed by Andrew Albertson, and Shamrock Heifers, managed by Dr. Bob Patrick.

"This process is like a chain involving DPS employees first and then the growers," said Mike Rainey. "That chain will break at its weakest link whether that be vaccinations, hauling, or something else so it is our job to start them good and keep the heifers moving."

Heifer Haven's goal is to raise 1300 pound heifers by 24 months of age. Heifers are not given a silage diet, but are raised on hay and graze on pasture with supplemental grain to balance their diet. This environment provides plenty of exercise and allows heifers to calve

around two years with plenty of condition and size.

"I'd match these heifers against anyone's on health," Mike Rainey commented.

Heifer Haven is predicated on the concept of a true

partnership. This partnership requires the dedication of DPS employees and each Heifer Haven grower. Each grower is accountable for the success of every heifer just as much as our DPS employees.



DPS employees feed calves.



The new heifers arrive at DPS - Bell.

President's Ponderings

David P. Sumrall

I was born an eternal optimist. I really do believe that no matter how bad things may seem they could always be worse. However I must admit that lately, I have had to work a



little harder on my attitude to keep that particular part of my psyche in place. Every form of media in existence screams gloom and doom in what is now twenty-four hour-a-day fashion. No wonder so many people live and walk around worried, confused, and unhappy. As I said in last month's issue, we have to be careful what we feed ourselves.

The good news is that not everything we see or hear in any of the various forms of media is true. The trick is to be able to sort it out in a way that allows for a reasonable way of day-to-day life. Otherwise, if you really pay attention to what is being said and believed even half of what you hear, you may develop an attitude of hopelessness. I refuse.

Anyone who has spent much time around me knows that I am an avid and active supporter of effective communication. That is not to say that I am perfect at it... I just want to be. (There is a difference.) I believe that other than a service-oriented heart, effective communication is both the most valuable and most complex tool in the toolbox of human existence. That is why I harp on it so much. There is no question in my mind that the failure to effectively communicate is the most expensive problem within our organization. Hardly a day goes by when I do not witness a failure of communication. After considerable pondering on this issue, I have decided that poor communication results from one of three causes: 1) Apathy; 2) Agenda; or, 3) Attention.

In the case of apathy, I am referring to one of two kinds of attitudes. First is an attitude that "...what I say does not matter. No one values my opinion." This is a devastating disease in the workplace. I have seen it first-hand. Good, hard-working people who see a problem but choose not to talk about it for fear of being ignored, ridiculed, or reprimanded. The second type of apathy is simpler, that being "...it's not my problem and does not directly affect me so I don't

really care." There is no place in the DPS system for either of these attitudes. Apathy is not a trait that we promote or tolerate.

Agendas are much more complicated. This is a situation wherein because of some historical event or chain of events, a person gets jaded into a mindset that impedes their ability to participate in an effective communication process. It may be on the speaking side of the process or the listening side, or worse yet, both. In other words, because of some opinion that a person has developed (due to reasons that are real or perceived), they may choose to communicate in a way that they feel will produce a particular outcome that they want to see (good or bad) depending on what that opinion might be. A specific example is two employees who I will call Pete and Joe. Pete and Joe disagree on some issue (work-related or not) and Pete feels like he was wronged in the process. The next day, Pete sees Joe doing something at work that he knows is wrong, but rather than speaking in a constructive way to Joe about it, he chooses to let Joe's supervisor discover Joe and formally reprimand him. Any "agenda" other than cooperative success is not something we promote or tolerate.

The third and final cause of communication failures is attention. People in general simply do not pay enough attention to what is going on around them, even when important communication processes are in progress. It may be that they are simply poor listeners. But that is fixable and can be tolerated temporarily as long as effort is being put into positive improvement in that area. Being "attentive" is a very important quality in many areas. Attention is critical to the communication process, and real communication cannot take place without it on both sides of the conversation. Inattention is not something that we promote or tolerate.

My challenge to each of us as individuals and as an organization is that we work to eliminate apathy, promote only a collectively positive agenda, and pay close attention to one another. In so doing, the other noise out there will have little effect on us as we live, work, and play. Being an eternal optimist is not a challenge in that kind of environment... And that is the culture that I want for our company.

Protocol POP Quiz

By Michael Pedreiro

1. Calves are vaccinated with Bovishield™ Gold and Ultrabac™ 8 at ___ and ____.
 - a. 3 and 5 weeks
 - b. 5 and 7 weeks
 - c. 2 and 4 weeks
 - d. 12 and 16 weeks
2. The TSV-2™ vaccine is to be administered ____.
 - a. Subcutaneously (SQ)
 - b. Intramuscularly (IM)
 - c. Intravenously (IV)
 - d. Intranasal
3. Calves are to be de-horned at ____.
 - a. 4 weeks old
 - b. 4 days old
 - c. 4 hours old
 - d. 4 months old
4. When calves are weaned at 8 weeks old, they are put into groups of:
 - a. 2-4 calves
 - b. 6-8 calves
 - c. 10-12 calves
 - d. 24-30 calves
5. At 12 weeks of age, calves are branded with the DPS brand on the:
 - a. Left hip
 - b. Right hip
 - c. Both hips
 - d. Do not brand at 12 weeks
6. All heifer calves are shipped to GA growers at:
 - a. 15 weeks of age/200 pounds
 - b. 35 weeks of age/500 pounds
 - c. 21 weeks of age/300 pounds
 - d. Whenever we are tight for space

Answers: 1.B, 2.D, 3.A, 4.C, 5.B, 6.C

Pedreiro Takes New Role in Bell

Carrie Pedreiro

Congratulations to AJ Pedreiro! DPS – Bell Farm would like to announce the promotion of AJ as the new Supervisor-in-Charge.

AJ joined the DPS family in March as a management trainee. Since his hire date, he has been working with DPS – Branford and Bell employees to learn DPS protocols and procedures. His training included stints in several departments such as feeding, calfyard, fresh cows, hospital, maternity, dry cows, outside/maintenance crew, and parlor. AJ spent approximately two weeks in each department and wrapped



AJ Pedreiro

up his internship at the end of August. He then assumed his current position of Supervisor-in-Charge.

In his new role, AJ is responsible for the daily operations of the Bell Farm. AJ will work closely with the DPS Senior Management Team to continue building his knowledge of DPS protocols and to lead the Bell Farm to great success.

AJ came to the Bell Farm from California where he grew up on his family's 1200-cow dairy operation. He

later participated in an internship in 2003 in Colorado at one of our former operations. Upon his return to California, and the sale of his family's farm, AJ worked with his father on a heifer raising operation. His lifetime knowledge of the dairy business will prove an asset to his position with DPS.

Congratulations and good luck in your new role.



Back to School

Rick Hedrick

Halloween is October 31. Along with this fun holiday that allows children to dress up comes potential safety hazards. Here are a few tips to keep in mind this month:

- Watch for children when driving
- Have children carry a flashlight
- Children should wear bright reflective fire retardant costumes
- Plan your route and let family know
- Only visit homes that have a porch light on and never enter a stranger's home
- Stay in groups
- Inspect, don't eat your children's candy



Quality CORNER

Rick Hedrick

A lot of people depend on us to produce clean milk from healthy cows. This is done by following our protocols and standard operating procedures. Each of the five steps in the milking routine is done for a reason. When done correctly, we get good results. It's that simple.

August Bonus Awards

Bell
Herd Turnover

Branford
Quality, Production

Georgia
Herd Turnover

Mississippi
Production

New Frontier
Production

Bell Renovations Update

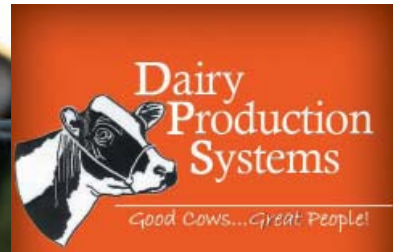
Carrie Pedreiro

Things are beginning to look very different at DPS - Bell Farm. Renovations continue to go smoothly as new freestall barns are constructed.

Here is a look at some recent photos of the progress.



Look forward to next month's issue for continued updates of the Bell renovation project progress.



QUALITY MILK & MANAGEMENT SERVICES

Anniversaries

Bell
Elden Gomez, 2 years
William Morris, 1 year

Branford
Raul Flores, 4 years
Jose Nava, 2 years
James Ritchey, 13 years
Jose Romero, 6 years
Maria Salgado, 2 years

Georgia
Julian Gaise, 5 years
Myra Lawrence, 12 years
Warren Lawrence, 14 years
Jessica Mitchell, 2 years
Tony Pacheco, 2 years

Mississippi
Jose A. Hernandez, 4 years

Birthdays

Corporate
15 Rick Hedrick
23 Carrie Pedreiro

Georgia
1 Jessica Mitchell
8 Oscar Chavez
10 Salomon Prado
17 Roberto Canas
20 Larry White
28 Jose Ramos

New Frontier
4 Jose Davila
15 Maria Herrera
16 Pedro O. Morales
26 Phil Barnes
27 Maridel Avilez
31 Pedro Morales

Bell
7 Elden Gomez
30 Manuel Vasquez

Branford
3 Rudy Martinez
10 Ralph Willis
15 Pedro Carranza
24 Carlos Morales
31 Raul Flores

New Hires

Bell
Willian Franco
Brenda Mendoza

Branford
Jose Carranza
Pedro Carranza

Georgia
Laura Rivera
Rosario Vincente

Porfirio Anaya
Alejandro Andrade
David Cantu
Juan Carrido
Victor Davis
Adalberto De Leon
Maria Garcia
Mayra Holguin
Jose Ledesma
Rito Lopez
Raul Martinez
Esteban Renteria

New Frontier

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The DPS Moosletter
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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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