

*Today the Rosy-Lane flag flies proudly representing the productive fields resulting from good soil stewardship, well-cared-for and healthy animals with great genetics, and the integrity and generosity of the people who live and work here. We are grateful that the Rosy-Lane logo lives on and these traits are recognized in many countries of the world. I truly believe that what we have, we have been given to share.*

**- Rosemarie**

An old photo of the farm will be on display in the office,  
check it out!

### News and notes Rosy-Lane goes... GREEN!

You might know the benefits of composting, and note that we are trying to minimize the amount of waste from the farm office/kitchen area. And we're using the waste to create compost, which will benefit someone's garden.

Now imagine this small effort and multiply it by 100 or more! That's the gist of the Wisconsin Dept. of Natural Resources Green Tier program. Rosy-Lane Holsteins was accepted into Green Tier 1 in July 2013.



There are just a handful of dairy farms in the state designated as Green Tier. Our next step is to work toward Tier 2. There are many elements to the program and much paperwork, measuring, tracking and auditing. It is an on-going effort and we will continue to strive to get more sustainable each year. The program doesn't sit in a binder on a shelf.

**We ask your help daily  
to "think greener"**

Our Green Tier goals for the future are:

1. Reduce energy use 10% (as measured by KW, BTU, and/or gallons of water) per gallon of milk produced within 18 months
2. Work toward eliminating open burning of trash to decrease greenhouse gas emissions.
3. Invest in equipment and technology that makes cow feed more digestible, allowing starch to make more milk, vs. cow excreting it. (track milk production average per cow and manure output - gallons hauled- per cow.)
4. Minimize idle time on all tractors, trucks, equipment

The Green Tier program has a broad scope and we encourage all staff to think of ways we can "do more/produce more with the same or less inputs".

Christine Lilek and Gregg Breese of DNR will be assisting us on our Green Tier journey. We invite you to join us!



## The Rosy-Lane "Record" Aug 2013

A brief history of the Rosy-Lane Homestead *By Taylor, Daphne and Rosemarie Holterman*

The homestead at W3855 Ebenezer Drive has been named "Rosy-Lane" since Lloyd Arthur Holterman (Sr.) purchased 154 acres of land on Ebenezer Drive in 1965. The farm name comes from Lloyd Sr.'s love of roses, and wife, Rosemarie. Lloyd Sr. and Rosemarie are from Franklin, Wis. area. Lloyd Sr. farmed with his father in Milwaukee County for nine years. The family lived in the upstairs of the farmhouse with five children. Because of its proximity to Milwaukee, Franklin was being developed quickly. After spending much time with real estate agents, Lloyd Sr. came home one day in 1965 and said to Rose, "I bought a farm in Watertown today; I think you will like it." Lloyd Sr. had visited the Jefferson County Soils Department and was told the farmland at W3855 Ebenezer Drive was some of the best in the county.

The family packed up and moved to Watertown. Lloyd Sr. brought along 30 cows and 30 heifers.

They purchased the farm from Erwin and Esther Lemke on Thanksgiving Eve. The Lemke's had farmed there for 30 years, since 1935, milking 30 cows along with chickens and more. The Lemke's had purchased the farm from the Strauss family.

On the farm, Lloyd Sr. did much conservation work such as tiling so fields drained better, and building waterways, diversion strips and contour strips to minimize soil erosion. They also increased the size of the cow yard. The herd size grew gradually to a peak of 90 milking cows. Throughout most of the time Lloyd Sr. milked at Rosy-Lane, he had 70 milking cows and 70 heifers.

Lloyd Sr. and Rose added onto the cow barn, built a pole barn (gray barn) and constructed a new machine shed. They purchased the place next door, formerly known as the Baehman farm. They raised 40 hogs and some chickens. Rose did the record keeping and drove tractor when they were baling hay. The only help they had were their children and other school-age kids. They had seven children: Lloyd W. (Jr.), Diane, Bob, Janet, Jean, Gary and Dennis. Lloyd Jr. was 6 years old when they moved here.

In 1989, Lloyd Jr. and Daphne took over farm management and purchased the cattle and farm equipment from Lloyd's parents. They had been farming on their own in Ixonia from 1987-89, after working together in partnership with Lloyd Sr. and Rose at Rosy-Lane immediately after they graduated from UW-Madison in 1980 and 81. Lloyd and Daphne bought the farmland in 1995.

Since Lloyd Jr. and Daphne have purchased the farm, technology and industry practices have developed tremendously. Numerous barns, facilities, tractors, trucks and tools have been utilized to focus on cow comfort and quality feed, all with a profitable business operation in mind. Rosy-Lane now supports even more families, cares for more cows and takes care of more land. The farm has blossomed into an important part of the community, the dairy industry and the lives of those who work here.

*Hoy la bandera de Rosy-Lane vuela orgullosamente representando los campos productivos resultantes de la mayordomía de la buena tierra, los animales bien cuidados por y saludables con gran genética y la integridad y la generosidad de las personas que viven y trabajan aquí. Estamos agradecidos de que el logo de Rosy-Lane vive y estos rasgos son reconocidos en muchos países del mundo. Realmente creo que lo que tenemos, nos ha dado para compartir. - Rosemarie*

## Una vieja foto de la granja estará en exhibición en la oficina, mira!

### Noticias y notas Rosy-Lane va... VERDE!

Podrías conocer los beneficios del compostaje y tenga en cuenta que estamos tratando de minimizar la cantidad de residuos procedentes de la zona de cocina/oficina de granja. Y estamos usando los residuos para crear composta, que beneficiará a del alguien jardín.

Ahora imagina este pequeño esfuerzo y multiplícalo por 100 o más! Eso es lo esencial del programa de nivel verde Dpto. de recursos naturales de Wisconsin. Rosy-Lane Holstein fue aceptado en verde Tier 1 en julio de 2013.



Hay sólo un puñado de granjas lecheras en el estado designado como nivel de verde. Nuestro siguiente paso es trabajar hacia el nivel 2. Hay muchos elementos en el programa y mucho papeleo, medición, seguimiento y auditoría. Es un esfuerzo en curso y vamos a seguir esforzándose por conseguir más sostenible cada año. El programa no se sienta en una carpeta en un estante .

**Pedimos su ayuda diario  
"pensar en verde"**

Nuestras metas de Nivel verde para el futuro son:

1. Uso de la energía de reducir 10% (medida por KW, BTU, o galones de agua) por galón de leche producido [KR1] dentro de 18 meses
2. Trabajo hacia eliminar la quema abierta de basura a la disminución de gases de efecto invernadero las emisiones [KR2].
3. Invertir en equipos y tecnología que hace la vaca más digeribles, permitiendo almidón producir más leche, vs vaca lo excretando alimenta. (seguimiento promedio de producción de leche por vaca y estiércol salida - galones arrastrados - por vaca).
4. Minimizar el tiempo de inactividad en todos los tractores, camiones, equipo

El Programa de nivel verde tiene un amplio alcance y animamos a todo el personal a pensar en maneras que podemos "hacer más / producir más con el igual o menos insumos " .

Christine Lilek y Gregg Breese de DNR ayudarán en nuestra grada verde journey. Les invitamos a unirse a nosotros!



## El Rosy-Lane "Record" Ago 2013

Una breve historia del Homestead Lane-Rosy por Taylor, Daphne y Rosemarie Holterman

La granja en Ebenezer W3855 Drive ha sido nombrada "Rosy-Lane" desde Lloyd Arthur Holterman (Sr.) compró 154 hectáreas de tierra en Ebenezer disco en 1965. El nombre de la granja viene del amor del Sr. Lloyd de rosas y esposa, Rosemarie. Sr. Lloyd y Rosemarie son del área de Franklin, Wisconsin. Sr. Lloyd cultivadas con su padre en el Condado de Milwaukee durante nueve años. La familia vivía en el piso de arriba de la casa de campo con cinco hijos. Debido a su proximidad a Milwaukee, Franklin estaba desarrollando rápidamente. Después de pasar mucho tiempo con agentes de bienes raíces, Sr. Lloyd vino a casa un día en 1965 y le dijo a Rose, "hoy he comprado una granja en Watertown; Creo que le guste". Sr. Lloyd visitó el Departamento de suelos del Condado de Jefferson y dijeron que las tierras de cultivo en Ebenezer W3855 Drive estaba algunos de los mejores en el condado.

La familia empacó y se mudó a Watertown. Sr. Lloyd trajo 30 vacas y 30 novillas. Adquirieron la finca de Erwin y Esther Lemke en víspera de acción de Gracias. El Lemke había cultivado allí durante 30 años, desde 1935, ordeñando 30 vacas junto con gallinas y mucho más. El Lemke había comprado la finca de la familia Strauss. En la granja, el Sr. Lloyd hizo mucho trabajo de conservación como alicatados campos mejor drenado, y construcción de vías navegables, tiras de distracción y contorno tiras para minimizar la erosión del suelo. También aumentaron el tamaño de la yarda de la vaca. El tamaño del hato creció gradualmente a un máximo de 90 vacas de ordeño. Durante la mayor parte del tiempo que Sr. Lloyd ordeñado a Rosy-Lane, tenía 70 vacas ordeña y 70 vaquillas.

Sr. Lloyd y Rosa había añadido en el granero de la vaca, construyeron un establo de Polo (granero gris) y construyeron un nuevo galpón de la máquina. Compraron la casa de al lado, anteriormente conocida como la granja de Baehman. Criaron a 40 cerdos y pollos. Rose hizo el tractor registro de mantenimiento y condujo cuando ellos eran balas de heno. La única ayuda que tenían era sus hijos y otros niños de edad escolar. Tuvieron siete hijos: Lloyd W. (Jr.), Diane, Bob, Janet, Jean, Gary y Dennis. Lloyd Jr. tenía 6 años cuando se mudaron aquí. En 1989, Lloyd Jr. y Daphne asumió el manejo de la granja y comprar el ganado y equipo de los padres de Lloyd de la granja. Había estado cultivando sus propios en Ixonia desde 1987-89, después trabajando juntos en colaboración con el Sr. Lloyd y Rose Lane-Rosy inmediatamente después de graduado de la Universidad de Wisconsin-Madison en 1980 y 81. Lloyd y Daphne compraron las tierras en 1995.

Puesto que Lloyd Jr. y Daphne han comprado la finca, las prácticas de la industria y la tecnología han desarrollado enormemente. Numerosos graneros, instalaciones, tractores, camiones y herramientas se han utilizado para centrarse en la vaca confort y calidad de alimentación, con una operación rentable negocio en mente. Rosy-Lane ahora apoya a las familias aún más, se preocupa por las vacas más y se encarga de más tierras. La granja se ha convertido en una parte importante de la comunidad, la industria láctea y las vidas de las personas que trabajan aquí.



Rosy-Lane Holsteins, Watertown, Wis.  
Green Tier 1 annual report, ending June 30, 2014

### Executive Summary

Rosy-Lane Holsteins has always tried to conserve natural resources while maximizing milk production. Our farm has a long history of soil and water conservation efforts, from contour strips and grass waterways, to diversion terraces and planting trees on hills. At the same time, we strive to be a profitable business that can be passed on to future generations. As our size grew over the years, more regulations came into play.

We were one of the first farms in the state to implement a Comprehensive Nutrient Management Plan (2003). We have had a nutrient management plan in place since 1992. As our farm continues to move forward and grow, we look at ways to get "better" from within, rather than strictly growing in size only. Green Tier offered us a way to pull many things together we had been talking about.

We had a "wish list" of items that we wanted flexibility on (within our CAFO) and provided that to DNR before embarking on our application to the program. We were assured these types of things would be addressed and considered once we had a Single Point of Contact (SPOC) and were participating in Green Tier.

This list includes:

DNR -- potential areas of flexibility  
(in priority order)

1. "W" soils must be tested (hole dug to see if water is present) 24 inches down before manure can be spread in this area/field. This delineation on the maps is not consistent with reality and soil type of the fields, calling into question the validity of this procedure. The maps are no longer accurate due to changes in farming practices such as tiling, tillage, different cropping methods, and climate/hydrology that have been adopted over the years. Some fields are wet and low and marshy and they do not have the "W" definition, while other fields are "high and dry" and have large areas noted as "W". Many of the latter fields we have been farming for 10 years or more and we know the capabilities of the soils.

2. In some instances, allow spreading of manure in Feb. and March when weather conditions are optimal. Knowing ground conditions and watching weather forecasts should be the best way to carefully plan manure spreading during this time. It's simply common sense.
3. Allow us to set high yield goals and apply N accordingly. We are averaging 150 bushels/corn per acre average and we can only apply 170 units N now. This is limiting our ability to maximize yields. Not only is it Nitrogen, but other nutrients like Phosphorus as well.
4. Monitor P levels via soil tests through GPS records, which we have for 8 years (2 cycles). We can determine if manure applications are raising or lowering P levels and spread accordingly, vs. following the theoretical P Index.
5. Treat bedding pack manure differently than liquid waste during February and March – ours is mostly straw and it differs greatly from liquid manure. The run-off risk is very, very low.

However, after 1 year, we found our list of items was not going to be as flexible as we first thought. Some are still being discussed internally, but no final action has been taken – leaving us just where we started.

As a result, at this time, we have no plans to apply for Green Tier 2.

We believe the concept of Green Tier is good, however, the implementation of it is too rigid (i.e. no common sense applied to give us flexibility) to warrant our continued participation. And if farms like ours are not going to be able to work with your limitations, there will be very, very few farms participating in it in the future. This seems counter to the entire point of why Green Tier was created in the first place.

#### EMS Audit:

Our first audit was performed by with help from an outside expert on June 19; we are still awaiting the report/results as of June 30.

I will forward our non-conformances and plans to correct shortly.

## Description of Progress:

Our goals at the onset of Green Tier:

1. Reduce energy use 10% (as measured by KW, BTU, and/or gallons water) per gallon of milk produced during 12 months ending June 30, 2014 (compared to previous 12 months).

For 2012-2013 our electric usage was 1,216,240 kWh or 3341 per day ave.

For 2013-2014 our electric usage was 1,248,880 or 3393 per day ave.

*\* 3 coldest months in a row ever were Dec 2013, Jan. and Feb. 2014 \**

Milk produced June 1, 2012 to May 30 2013: 27,838,940 lbs. or 22.88 lbs milk /kWh

Milk produced June 1, 2013 to May 30, 2014: 27,484,260 lbs. or 22.01 lbs. milk/kWh

NOTE: We didn't meet our goal. Our usage didn't go down, partially due to 3 months of extreme cold, which affected both energy use (went up) and milk production (went down as cows used energy to keep warm vs. produce milk). And this was for one-quarter of the year, not just a few weeks.

2. Work toward eliminating open burning of trash to decrease greenhouse gas emissions.

Our largest volume burnable is paper feed bags. We generate about 15-20 bags per day (50-lb. size). We are exploring options to recycle these items and continue to talk with two suppliers and a large feed cooperative (where most of the bags come from) to see how we can efficiently handle this waste with less impact on environment. For example, we won't probably drive the empty bags to Green Bay just to recycle them. Perhaps we can create a local "drop off" site and coordinate with other farmers, working with the Landmark Cooperative. If we got a pilot program going, it could be expanded to their clients all across Southern Wisconsin and beyond.

We are reusing paper from the home office to print out reports at the farm on the "back" side and only after using it on 2 sides is paper discarded/recycled. We do sort office paper out for recycling from 4 areas:

Calf barn

Farm office and home office

Machine shop-office

We are burning much less trash from our office areas due to composting some food waste, while other food waste is fed to chickens.

3. Increase pounds of milk produced per pound of dry matter of feed consumed. As of June 2013 it was 1.71. As of April 2014 is it 1.65. This data is tracked via Cornell University's ProDairy program.

The impact of this is quite large: The "average" Wisconsin farm receives about 1.4 pounds of milk from every one pound Dry Matter feed fed. At 1.7, we are 22% more efficient than an "average" farm. This amounts to 627,468 more gallons of milk per year from our 825 milking cows, using the same amount of resources. That is more than 100 more semi-tanker loads of milk per year. Even increasing this measure by .01 will make a measurable impact on our farm's sustainability and profitability.

In essence, we are getting more milk (food) off our 1,560 acres and doing it more efficiently. This measure incorporates many aspects of farming and is an ultimate measure of being "in-synch" with natural resources entrusted in our care so they are here for future generations.

### **Sustainability Metrics**

Our EMS was just put in place April 2014 so no metrics are available at this time.

### **Environmental Performance**

#### A. Transportation

We have a fleet of 5 tractors, 3 silage trucks, and 3 pickup trucks that we use on a regular basis. All are maintained in top-notch working order at all times. In addition, we recently implemented a no-idle policy if equipment is not going to be used in less than 3 minutes, it will be shut off.

We use a drag hose to transport liquid manure up to 4 miles away to keep trucks off the road, for safety and other issues.

We planted cover crops on farms a long distance away from farmstead that don't get manure applied. We also no-tilled more than 200 acres or 31% of corn crop in Spring of 2014.

We buy as much as we can in bulk (feed, supplies) and it is delivered in large semi trucks, saving cost for our suppliers by making one trip vs. several with smaller trucks.

## B. Supply Chain

We have been breeding cows for 30+ years to be efficient producers of milk. The companies that buy our Holstein genetics are now also becoming concerned about this and are seeking out our genetics to help change the dairy cattle genetics population around the world.

As one example, an artificial breeding company CRV from the Netherlands (with an office in Madison, Wis.) is focusing on this and their board of directors came to tour our farm during World Dairy Expo 2013. From CRV's website:

### **Better Life Efficiency**

As a general rule, productivity combined with longevity leads to high efficiency. A bull with a score of +5% generates a financial gain of \$335 per cow life in an average herd. Milk production and longevity are particularly important in calculating Better Life Efficiency, but persistency, maturity rate, fertility and weight are also taken into account in the calculation.

### **Better Life Health**

Using bulls with a high score for Better Life Health has the advantage that the herd becomes easier to manage and that cows stand a better chance of aging healthily. Better Life Health is calculated on the basis of a bull's genetic capacity in terms of udder health, fertility, hoof health, calving ease and calf vitality. A bull with a score of +5% generates a financial gain of \$95 per cow per year in an average herd.

Healthier cows produce high quality milk with fewer sick days, reducing antibiotic use and increasing milk production per unit of input.

Rosy-Lane has bred the herd over years to reduce cow maintenance and herd health costs; the program's success can be measured by a 57% reduction in herd health cost during the past four years (from 82 cents per 100 lbs. milk, down to 35 cents per 100 lbs. milk). This is due to less treatments for mastitis, pneumonia, foot problems and other ailments. Our breeding and selection for healthier animals has gotten the attention of ABS Global in DeForest and we are now a genetic supplier to them, with a close working relationship focused on better genetics for the future.

The impact superior genetics can have on the environment has been talked about very little, yet it can have a large impact over time and on many farms. And, it doesn't "cost" anything – farmers buy semen to breed their cows regardless.

In 1993 we participated in research with the University of Wisconsin Madison investigated Kappa Casein, a protein in milk. Selecting for a specific gene in cattle (BB), can increase cheese yields by 10-15% so our milk buyer (Saputo) gets more cheese out of our milk than an "average" semi tanker load. In our herd, which is mostly AB genotype, we estimate the milk can produce a 5% increase in cheese yields for Saputo. Actually, we were the ones who informed our milk buyer at the time (Grande Cheese Company) about our ability to "manipulate" milk (add value) with Kappa Casein and improve it through our breeding program. They were unaware farmers had the ability to select for this gene.

At Rosy-Lane Holsteins, we can do all the recycling we want and stop open burning, but better genetics and other "big picture" efforts aimed at being truly sustainable, will make a much bigger impact over time. And, it will affect farms in the US and around the world. To us, this is more rewarding and more impactful. Breeding a cow that lives longer, breeds back sooner, has good feet and legs and converts less feed into more milk, is our ultimate goal.

### Stakeholder Involvement

At each safety/staff meeting we have, we discuss important of sorting recyclables and composting with staff. We also reference the Green Tier program as appropriate and continue to challenge staff to come up with ideas on how to be "greener". See farm newsletter, the Rosy-Lane Record-Aug. 2013 issue.

Our informal company policy is: Never say no to a farm tour. At every farm tour – about 1 each week on average , we talk about all the ways farmers recycle things:

- Straw for bedding

- Whey from our milk buyer and whey permeate being fed to cows

- Cottonseed from ginning process being fed to cows

- Coffee bean chaff from local Green Tier business being fed to heifers vs. going into landfill

- Manure from cows applied to land as nutrients to help crops grow

- Water used 3 times in milking parlor to clean up before it goes to manure lagoon

- Water used to chill milk is then pumped out to water cows in barns

Milk chilling system is based off well water, being more efficient than using pumps and electricity

We have a rain garden that captures water from calf barn roof, adds beauty and lets water percolate in, vs. run off in ditches

And many, many more practices that are implemented daily and weekly on our farm.

Daphne speaks at numerous schools and community groups including chamber of commerce events.

The farm has a Facebook page with 1600+ followers where a variety of topics and activities are mentioned, many relating to environmental awareness. For example, we recently posted photos and talked about tearing down the old wooden barn on the farm. The wood boards and beams were being re-used and re-purposed, some for furniture. At least twice a year, we make an appeal to our current followers to recommend our page to others esp. non-farm people who want to know more about where their food comes from. It's nice that other farms or ag people follow us, but we want to reach out to others.

We are members of the Rock River Coalition and actively participate in many agricultural (and sometimes non-ag) activities.

### **DNR Relationship:**

We were led to believe we would be able to implement certain "exceptions" to our CAFO permit by participating in this program. We provided a list of items we wanted flexibility on within our CAFO and we were told these types of items would be possible. However, now that year one is up and an annual report is due, we met with our SPOC and found out some of what we asked for will not be workable, and some is still being considered. An early July meeting is now set for further discussion.

In general, we get no benefits out of Green Tier thus far, minimal to no flexibility to our CAFO permit, yet still all the paperwork that goes with it. I can't believe all the paper trails and all the documentation you need for this. I am overwhelmed to say the least, much less my other business partners who must provide the information/measurements and track this stuff on a regular basis. OSHA paperwork is much less and we get "something" out of that - a safer workplace!

We predict Green Tier will be very limited in your farm participation, which is very sad. The program and idea have merit but as it now stands it is un-workable for us. We truly gave it a

try but are sad to say we won't be applying for Tier 2. Instead, we hope to make more of a difference by trying to get a large, local cooperative to recycle paper feed bags after their farmer-customers are done with them. It will be good for all the farmers and the cooperative can provide a "value-added" service to members.

Our SPOC is someone we only worked with a few months and we didn't see this person as an advocate for us within DNR agency. She asked a lot of questions and talked to a lot of people, but our NMP person Nikki Wagner and Rosy-Lane partner Tim Strobel never got support internally at DNR to get things done (our initial list of 5 items) on our behalf.

It was extremely disappointing when we were told a person we were working with before our SPOC came, suddenly could no longer work with us. This type of edict from senior DNR staff is sad and a symptom of a large organization who is forgetting what they are really there to do - help farmers be sustainable and protect the environment. We dairy farms keep getting "bashed" in the media for manure issues and are trying to do the right things but never seem to be credited for doing so. Please help change Green Tier so more farmers use it and all of us protect waters of the state.