



DAN RICE- GENERAL MANAGER

- Passion!!!
 - Discover new ways of meeting customer demand, through Feed Production (CROPS),and Animal Care.
 - Starts with soil
 - Ends with healthy cows and healthy people!

Give honor to God in all I do.What else really matters.

WHAT'S IN YOUR WALLET (TOOL BOX???)

Tail Docking?

No!!!

BST?

Never again!!!

Antibiotics?

Not for Long!!!

Hormones?

Nope!!!



NEVER A BETTER TIME TO BE IN DAIRY PRODUCTION!

We don't need the crutches of
the past.

Future is preventative Medicine
not treatment.



DAIRY INDUSTRY RESET!

- Over Supply
- Traditionally Family Farms
- Consolidation (Large Farms)
- Trade Wars/Tariffs
- International Market (other countries are adding dairy)
- Shrinking Share of the Stomach
- Can't Store Milk
- Animal Welfare
- Labor
- Environmental Pressure

DISRUPTERS OF DAIRY PRODUCTION

- **Direct Supply** contracts
- Are **Organic** products the way of the future?
- Should we use **GMO's**?
- Should we listen to **Animal Welfare** activists?
 - Should we **Dehorn** our cattle?
 - Should we use **Antibiotics**?
 - Should we use **Hormones**?
- Should we use **Synthetic Fertilizers**?
- Should we use **Herbicides**?
- Should we use **Fungicides** and **Pesticides**?

DISRUPTORS OF DAIRY MARKETS

- Social Media
- Plant Based Products
- Specialty Milks
- Other Beverages
- **Restaurant Offerings**
- **Takeout at Grocery**
- Walmart
- Members Stores (Costco, Sam's Club)
- Aldi
- Amazon

WE HAVE COWS THAT PRODUCE:

FOOD

- Milk
- Meat
- Manure



ARE WE TRANSPARENT?



EDUCATING THE CONSUMER

- Not only how, but why we do it.
- How did we lose our consumer's trust?

ASK OURSELVES WHY?

- Why do we feed all species the same corn when they have different digestive systems?
- Why do we use sub-therapeutic antibiotics?
- Why do we give an average of 14 hormone shots to get a cow pregnant?
- Why do we keep cows locked indoors?
- Why do we take the calf away from the dam within hours of birth?

PATH FORWARD???

- Who makes the decisions?
 - Consumers ultimately will speak with their money.
 - Based on economic status, when your hungry who cares?
 - When we mess with nature's design, we will eventually fail. God is still in control. (Dans opinion.)

SUMMARY

- We are producing food!
- We need to listen to the consumer.
- We need to change with consumers buying habits.
- We need to educate the consumer on WHY.
- We need to do what we say we are doing.

QUESTIONS

