



PRODUCER POST

Spring 2012

Inside

Farmer Spotlight	pages 1,4-5
Ask the Experts	pages 1-3
Regional Updates	page 6
Expo West 2012	page 7
NOSB Update	page 7
New Partners	page 8
Farm Facts	page 8

If you have article ideas for a future issue of the Producer Post, please submit them to Robyn Nick, (303) 635-4574 or robyn.nick@whitewave.com

We love to hear your good news!
Let your PRM know if you have news to share.



Scholarship Announcement

Applications for the 2012 HOPE Scholarships are now being accepted. Horizon® will offer up to four \$2,500 scholarships for 2012; **the deadline for applications is Friday, May 18.** Scholarship applications were mailed to all producers in early April; if you have not received the forms and would like to apply, please contact your PRM or email producer@horizonorganic.com.

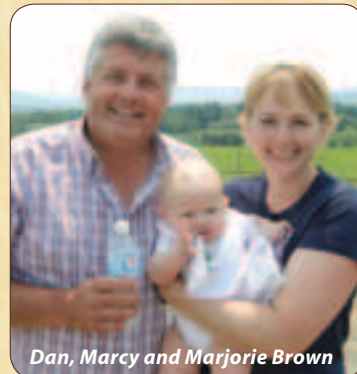
Eligibility requirements: farmers who have dedicated their supply to Horizon Organic, or their children or grandchildren, who are working towards a degree in agriculture or large animal veterinary science that will be used to further the organic movement. For further rules, see the HOPE Scholarship application packet.

Farmer Spotlight

Dan Brown, Snowbrook Organics Great Valley, NY

Dan and Marcy Brown of Snowbrook Organics milk 50 Holsteins, Jerseys and Holstein-Jersey crosses on their 200-acre farm in Ellicottville, N.Y. Dan grows clover and grass, corn silage, and ear corn, and grinds their own grain for their recently installed robotic milking system. "The only thing we buy in is soybean meal and minerals. **We try to stay as self-sufficient as we can,**" Dan says.

Cont'd on page 4



Dan, Marcy and Marjorie Brown

Ask the Experts: Grazing Management in the New Normal

by Troy Bishopp, the "Grass Whisperer"



Troy Bishopp

As a veteran grazer, I'm concerned about the phrases, "The 300 year flood, Peak Soil, Peak Oil, Climate Change and The New Normal" frequently heard in the news. Should I discount them as just an anomaly or should I be planning on how this will affect my grazing operation?

For me, it boils down to a simple concept; keep the soil covered with perennial, highly diverse, biologically active pastures. However it has taken me 48 years of farming to become a true believer and holistic planner in this. It's rather embarrassing to admit I missed this

mark as a "yute" while continually being stumped by a grazing system always headed in the path of what Andre Voisin termed; untoward acceleration, where each successive grazing period provides less forage and the rest period is shortened until the rotation collapses. Grazing consultant Jim Gerrish says grazing too short is the biggest problem in production.

With hairline receding and the prospect of a sixth generation farming here, I found the "aha" moment I needed 12 years ago in a hurricane and in the mirror. The forces came together after a long dry spell followed in earnest by a 5 inch rain. As I flashed a picture of my swollen, muddy stream, I turned the lens to wipe off the rain

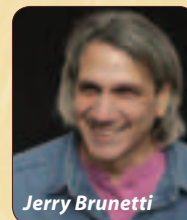
Cont'd on page 2

Ask the Experts: Fly Control & Pinkeye

by Jerry Brunetti

In articles I've written previously, I've discussed methods and strategies to reconcile challenges from the various families of fly genuses which affect productivity, health and comfort on the farm. This article will focus upon one potential unsavory outcome of fly persistence, namely pink eye, scientifically called keratoconjunctivitis.

Pink Eye is an infectious bacterial disease caused by the bacterium Moraxella bovis, which attacks the cornea, or the transparent layer of the eye which allows



Jerry Brunetti

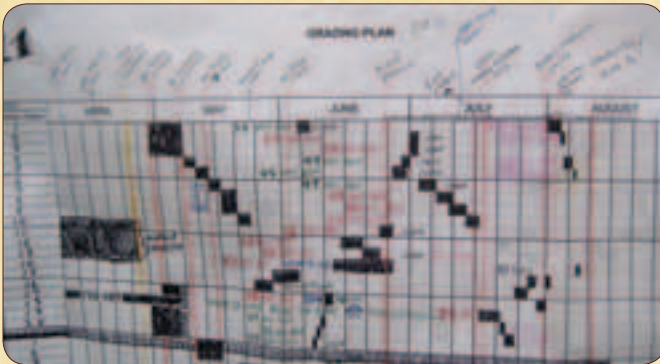
Cont'd on page 3

Ask the Experts: Grazing Management *Cont'd from page 1*

and I caught my reflection, this was my fault.

This single event of losing topsoil put me on the path to become a better grazer and in turn a better land manager. But I needed a better plan, more measuring and monitoring and long term goals. I am lucky to live in an era with access to knowledge from influential grazing notables; Andre Voisin to Newman Turner, Darrell Emmick to Jim Gerrish and Allan Savory to Greg Judy, to name a few. This has led me to think about grazing in a more holistic, management-driven style predicated on a triple bottom line mentality and stop blaming the animals for over-grazing.

“Create the farm you want” is a quote I like in approaching the upcoming grazing season. Like any good game of chess, it starts with a tactical plan. I start by planning (hypothetically) on my 12 month grazing chart (in pencil) before I go into Mother Nature’s domain, around specific financial, production, environmental and family goals. **I plan in recovery periods, certain grazing strategies for each field, expected dry matter intakes and plan back from major events such as my daughter’s wedding, droughty times, breeding, bluebird fledging, frost and stockpiling dates.** This futuristic planning, decision-making and constant monitoring allows me to think deeply about what’s ahead and works nicely with my experience and gut feelings to make management changes sooner and level out the new normals of weather.



You’re probably thinking, easier to plan than to implement. But the impetus for the organic farmer is if you run out of grass you’re out of options. **We’ve got to get in the mindset that it takes grass to grow grass and stop being scared of wasting a little grass if you want top performance for your animals and soil.** I do agree that the forage should be trampled, harvested or clipped sixty days before the first frost to enable possible extended grazing of rested plants.

My observations over 26 years of grazing on our farm are this; rain now comes down in buckets and we need to catch it all for the uncharacteristic dry periods that are happening. On our farm, the shorter always vegetative sward of plant species of yesteryear has given way to a taller, more mature grazing style with a higher grazing residual (4”) and in turn longer rest

periods, averaging 45 days for last season. This has changed my naturalized sward into having a more prairie-like composition which have deeper, stronger roots and puts more litter on the ground to feed the soil microbes.

Having stronger, more vibrant plants has also increased our grazeable days by two weeks in the spring and two months in the fall. This strategy in conjunction with stockpiling has raised our farm’s organic matter from 3.4% to 4.6% over the last three years which has essentially drought-proofed the farm while sequestering the big rain and adding resiliency to the whole farm system without buying expensive inputs.

I’ve been monitoring Brix levels of plants and the cows that eat them and continue to see higher energy levels in more mature swards later in the day especially in young blossoms and leaf tips. To garner more of this production, I move animals 1/3 of an acre in the morning and 2/3 in the afternoon. The difference can be 7 brix in the early morning and double that by 3pm. Capturing this free energy just takes moving a fence. I’m also hearing many farmers having good success spraying raw milk on pastures to raise the energy.

Grazing for energy and not towards Jerry Brunetti’s “funny proteins” has been a learning curve, but also good for the wallet as it takes less expensive grain and baleage to even out the animal’s diet and production. At the same time it allows the plant roots to rest and add mass in the soil which stimulates soil life and increase water holding capacity.

Probably the most often overlooked questions of grazing management in the new normal are: What are you managing towards and why? Without tangible sustainable goals, you may fall prey to buying prescriptions that fix problems not address root causes.

In my humble opinion, **making money from grazing is absolutely about keeping the soil surface covered with diverse swards and soil life collecting solar energy while sequestering moisture and carbon.** One only has to remember 2011 to see this is a great strategy for the future.

How do you get it done? Create farm family goals that incorporate the triple bottom line, plan out in detail how to make these goals happen, question everything, measure and monitor progress often, join a mentoring team, record your results and most of all have fun honing your grazier’s eye because the world needs more pasture-based systems.

Troy Bishopp aka “The Grass Whisperer” is an everyday practical steward, observer, teacher and 25 year veteran farmer and grazing professional in working with biologically active, financially viable and sensory pleasing, diverse, perennial pasture systems. He manages the family’s 5th generation farm grazing resources in Deansboro, N.Y., with custom grazed dairy heifers and beef cattle, a cow/calf herd and wildlife, while also working for New York’s Madison Co. SWCD/Upper Susquehanna Coalition and NESARE’S professional development holistic planned grazing training project. He writes a column for Lancaster Farming and is a frequent contributor to international, national, regional and local agricultural media.

Would you like to receive the Producer Post via email?

Help save resources. Sign up today by providing your email address to your PRM.

Ask the Experts: Fly Control Cont'd from page 1

light to enter. This painful condition can affect all ages of stock, particularly calves up to one year old during their first season of grazing. The process begins when the *Moraxella* begins to burrow into the cornea forming a pit, or ulcer, which appears as a small white spot or ring upon the cornea surface. Initially, copious amounts of tears are produced, in order to wash away the infection, as well as delivering antibodies to the site. The eyelids may close to reduce the pain and protect the eyeball, especially from bright sunlight which has irritating ultraviolet rays. If the ulcer progresses, another immune summons begins, signaling a rapid growth of blood vessels across the eye, which appears as a red ring progressing inwards from the rim of the cornea toward the center. The eye may become totally red (pink eye) but there is still an opportunity for the eye to recover, especially if the herdsman intervenes prior to the bacterium perforating the cornea, causing the fluid in the anterior chamber of the eyeball to leak out. At this point, the eye may be lost.

There are natural treatments that can be made that are quite effective in containing the progression of pink eye, but timing is important and dedication to daily treatment is necessary.

Begin by making a tea, utilizing approximately (1) oz (30 grams) each of the following of dried, or fresh herbs to (1) quart (approx. 1 liter) of water. Some herbs one can blend are:

- **Comfrey (*Symphytum*):** Contains allantoin, a cell proliferation stimulant for wounds. It also contains a lot of demulcent mucilage to soothe and coat damaged tissue.
- **Eyebright (*Euphrasia*):** is an excellent anti-inflammatory and astringent for all mucous membranes, and especially the eyes.
- **Goldenseal (*Hydrastis*):** is not only healing to mucous membranes, but it has effective anti-microbial properties that are attributed to the alkaloids berberine and hydrastine.
- **St. John's Wort (*Hypericum*):** has anti-inflammatory, anti-microbial, astringent and analgesic compounds that speed the healing of wounds and minor burns.
- **Calendula:** also known as pot marigold, this plant is rich in terpenes that have demonstrated anti-bacterial, anti-viral, anti-fungal and anti-inflammatory activities. It's a great partner with comfrey to stimulate the regeneration of tissue.
- **Plantain (*Plantago*):** has valuable healing properties acting as a demulcent, anti-inflammatory, astringent and anti-microbial.

Ideally, after blending in a stainless steel pot, bring to a boil, then immediately remove from the stove and let steep overnight. Then filter the tea through a coffee filter or clean muslin cloth, add about 1oz. of boric acid per quart to preserve the infusion and then refrigerate in a spray bottle, to be used on an as needed bases. I would say the infusion has a shelf life of 1-2 weeks at least. Generously spraying this infusion into the affected eye daily, even several times daily for a week is a sound idea.

In addition to the botanical topical spray, **I would strongly urge the stockman to give sub-cutaneous injections of the following "nutriceuticals":** 10cc of Vitamin A, D, & E; 10cc of Mu-Se (selenium and vitamin E, available from your vet); 5cc of

Multi-Min, an injectable containing selenium, copper, zinc and manganese; and 50cc of a colostrum whey serum. All of these would be given once, maybe twice, 20 days apart.

Prevention is obviously the preferred route to travel, and of course fly control is of paramount importance here. **Nutrition creates a hearty and hale immune system.** More specifically, good quality proteins (i.e. amino acids) to build antibodies and immune cells; then there are the fat-soluble vitamins A, D & E. Vitamin A, livestock get from the carotenoids (e.g. beta carotene, lutein), Vitamin D they synthesize from sunlight, and Vitamin E (tocopherol) is loaded in fresh green forages.

Let's not forget about the immunity associated with trace elements that should be in the soil and thus your forages

such as selenium, zinc, copper, iodine which make up important numerous enzymes that are requisite for strong immunity. An example is the enzyme "glutathione peroxidase" which is made up of the amino acids, methionine, glycine and glutamic acid and the trace element selenium. Livestock or humans can't go very far without it.

Zinc is synergistic with Vitamin A to activate the thymus gland, the master immune gland, responsible for the production of thymic hormones that build T-helper cells and T-killer cells. It modulates the function of lymphocytes, natural killer cells, antibody production, cytokine synthesis and neutrophils. Copper is associated with two important enzymes, ceruloplasmin, and copper based super oxide dismutase (SOD) which prevent tissue damage by performing as an anti-inflammatory and antioxidant. Manganese is a raw material for another SOD enzyme system as well as increasing anti-body titres. The point is that thousands of enzyme systems run the body, including an alert, invigorated and organized immune system. These enzyme "cascades" require comprehensive nutrition.

Build up the fertility of your soil with all the macro and micro elements while not forgetting about the biological fertility either, which is to be sure you have good managed swards of biodiverse grasses, legumes and forbes growing upon mineralized and aerified (not compacted) paddocks so that you can grow roots and build humus. Eliminate or reduce as much as possible the "stress" that hammers immunity and the "terrain" that invites the opportunistic *Moraxella* bacterium to thrive. In other words, **it's a systems approach that requires one to connect as much as possible those very important, seemingly insignificant "dots."**

Jerry Brunetti is the founder of Agri-Dynamics, which provides ecologically sound agronomic and nutritional consulting services, as well as offers a line of holistic animal remedies for farm livestock, equines and pets. Jerry educates and consults with farmers who made the choice to transition to ecologically responsible and sustainable farming, and today advises farmers, ranchers, communities and individuals on creating healthy, regenerative and profitable outcomes and solutions. Jerry is in high demand nationally and internationally as a lecturer and speaker on topics that include soil fertility, animal nutrition and livestock health.

Horizon Organic reminds you that if you have concerns about your herd health, please speak with your local vet; and **if you have questions about allowed substances in organic production, please speak with your certifying agent.**

Farmer Spotlight *Cont'd from page 1*

Dan quit his job as a lift mechanic at the local ski area to start the family farm back up in 1997. "I had never really thought the farm had a future, and I didn't think anyone else would want to farm in our area. But then I discovered it's a lot easier for a cow to walk up and down these hills and harvest the grass, than to try to drive a tractor." The family's been in the area since the 1920s, and the current farm has been in the family since 1949. "One day in 1949, my father went to buy the living room set my parents had been saving up for, and instead came home with six cows to start a dairy. My mother didn't let him live that down!" Dan has two older brothers, who both help out on the farm.

Dan finished his transition to organic in early 2010 and started shipping to Horizon. When asked why he transitioned, Dan says, "I had some disappointing years with conventional, with the sprays, and a few total crop failures. So on a cold February day several years ago, I went to an organic seminar, and came out with a new perspective on farming." Dan never turned back from that moment. "I'd already been pasturing, and that summer I ran more fence around more land to see if we could get by with grazing. We really flourished that year, and decided to keep doing more intensive grazing. **The more it worked, the more we tried, and the more it worked!**"

Dan eventually got to the point where he realized the farm was already close to meeting requirements for organic certification, and decided to transition. "I was spending a tremendous amount of money on everything I was supposed to use in conventional dairy farming (heat, ovulation and dry treatments), for a small herd." But as he incorporated more organic practices, he saw the health of the farm as a whole (soil health, crops and cows) improve, and the vet bill has certainly taken a dive: "We went from regularly scheduled monthly vet visits to just pregnancy checks. Having the cats neutered last year was more expensive than our dairy herd expenses!" Dan's also noticed that since he transitioned to organic, he produces more forage on fewer acres than he did when farming conventionally. "That was not supposed to happen!" he says.

Dan decided to put in a robotic milker in late 2011, after he and his brother tried to do grass-fed beef. "We had 18 heifers born in a row, so the beef business wasn't too profitable," he laughs. "I realized we could put in the robot and not have the added expense of adding on to the barn because robotic milking splits up the cows so we use the barn space more efficiently: there are three groups: milking, eating, and laying down. The cheapest way to go was to put the robot in. It seems counter-intuitive initially, but it worked out exactly that way. It's really exciting and satisfying to watch the cows adjust to doing their own thing."

About robotics, Dan says, "The effort to learn how to do it, and being open-minded enough to try it, is the hardest. **I never would have been able to do the robot without going organic, because going organic opens your mind up to new possibilities.** One of the reasons we were even able to go with the robots is because our cull rate dropped down to almost nothing after we transitioned to organic."

Dan says of installing the robots, "The first four days were just a bear. Even though the cows had a chance to practice going through the system and getting grain, the difference between them wanting to go through and us wanting them to go through, was big. But now the cows are rolling right through the system." Production initially dropped, but by the eighth day, production was a couple of hundred pounds a day higher. Dan couldn't believe it. "My initial reaction was that my cows couldn't put that kind of milk out! I used to think I was a pretty good dairyman, but this robot has proved to me that I didn't know what I was doing." Dan ruefully admits that the transition to robots has been harder on him than the cows: "I'm walking around twiddling my thumbs wondering what to do! People show up from the local diner for impromptu field trips now, to see this thing." Dan realized recently that things have come full circle: "25 years ago, I took a job at the local ski area as a lift attendant. I'd sit in a little wooden building looking out the window, watching people get on the ski lift. I had to help once in a while if someone fell down. This past Christmas, I was sitting in the robot viewing room looking at the computer, the cows were horsing around, and I realized that I'm a lift attendant again!" he laughs, and continues, "But, **the cows listen better than any skier ever did!**"



Maitlin and friend

Farmer Spotlight *Cont'd from page 4*

When asked what he would want farmers who are interested in transitioning to know about organic, the very first thing Dan says is, “You have to be open-minded – that’s the very first step.” And continues, “I hear so many things from farmers: ‘we’ll never do that, I’m not going to do the recordkeeping,’ etc.” He continues, **“I believe that being organic makes you a better farmer. I thought we did a good job before as conventional, but we do much better now, and it shows in the profitability of the farm.”**

When asked if there was anything challenging about the transition, Dan said “I made my own luck. When I transitioned, conventional prices weren’t even in the teens. So I positioned the farm to ride out that ugly time of the year, planned ahead and had great luck with the weather. We had plenty of feed. **Planning is key when transitioning to organic; if you don’t plan, it can be easy to get discouraged.**”

One of the most common questions Dan gets is what he is going to feed his cows in the middle of winter. “I don’t turn much ground over; I keep it in sod. My goal is to grow all of our own feed corn for silage and /or grain, soybean, oats and triticale.” Other farmers have started noticing his healthier soils. “What amazes me, after being organic for a few years, is that now when spring comes in western New York and that spring sun hits the ground, our fields just look better. They’re greener and take off quicker. Maybe I’m biased, but it wasn’t until a couple of neighbors said ‘your fields look so beautiful’ and asked what I was doing, that I realized it.”

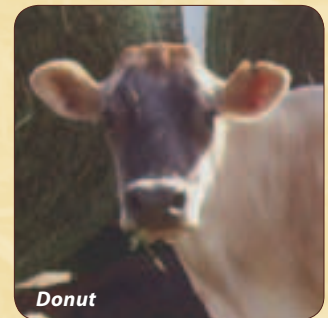
Now that he’s gone organic, Dan is thrilled. **“I just enjoy farming now. I really enjoy being part of this organic family.** When I was conventional, it always seemed like there was a competition with the farmer down the road. If you tried something and it didn’t work, people relished it. It’s so different in the organic world. There can be miles between farms, but the organic world is close; it’s so much nicer.” Gaining acceptance from neighboring conventional farmers has taken time. “I’ve run into so many farmers that can’t see that we’re producing a product that’s in high demand. They just don’t understand why we’re doing it. They think we’re cheating, that we’re spraying some miracle ‘foofoo dust’ on the crops, and that there’s nothing we can do to treat sick animals.” He jokes, “I look in all the organic catalogs and can’t find ‘foofoo dust’, but I can find a lot of other products.” And continues, **“I’m doing something that people want, and I wish more people would do it.”**

Horizon producer Bernard Perry is also in Cattaraugus County, and he transitioned about six months before Dan. Bernard’s son Curtis was just certified in March. “Curtis is getting into organic because he really has faith in the system, since he’s seen it work with both his dad and me.” Bernard, Dan and Curtis bounce ideas off of each other, and go over to the local livestock market. “Between the three of us, we’ve opened up a lot of eyes.” Dan also mentions Chuck Deichmann (Belmont, N.Y.) as a key resource for questions about robotic milking in an organic system: “He was so helpful with transitioning to robotic milking,” he says.

Dan’s PRM is Steve Rinehart, whose territory is the western portion of New York State. “I think the world of Steve. He’s been so helpful and it’s just a joy working with him,” Dan says.

Dan and his wife Marcy, a sixth grade science teacher, have four kids, Kate, 17, Avery, 14, Maitlin, 3, and Marjorie, 1. The two older kids like to help out on the farm and each have their chores to do. Now that Dan’s put in the robotic milkers, he’s able to spend more time with his family. “We don’t take the little girls to daycare; and one of the reasons we went with the robot was so I could be at home with them. **It’s really rewarding seeing the kids grow up on the farm and learn respect for the animals.**” And this past Christmas, for the first time, he was able to spend the entire day with the family.

One of the members of the family was Donut, an older cow that acted as an ambassador for the farm. Fourteen years old, Donut was a town favorite, and Dan’s neighbor Cathy Lacy, a retired elementary school art teacher, decided to write a children’s book about her, and included Donut’s offspring in the book, all named after pastries: Crispy Cream (a bull), Éclair, Muffin and Cupcake. Donut passed away earlier this year, and is now buried on the farm under an old oak tree.



In his spare time, Dan is the town supervisor for Ellicottville for the past seven years, and was just re-elected. “I was going to do it for one two-year term. Now I’m on my way to 10 years in office!”

Regional Updates

West

- **Sean Mallett's farm, Nature's Harmony Organic Dairy in Twin Falls, Idaho,** hosted a field day for the Northwest Centers for



Sean Mallett on left
Photo courtesy of Sean Mallett and NCAP

Alternatives to Pesticides (NCAP) organic field day series. Approximately 50 farmers toured the dairy, as well as the neighboring organic crop farm, Joslin Farms. The tours focused on soil fertility through rotation, composting and pasture grazing.

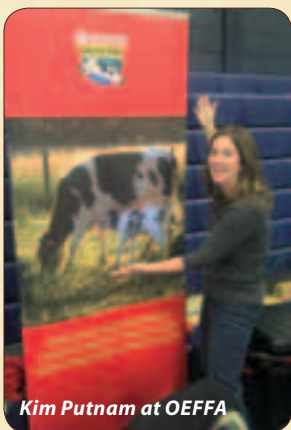
- **Bouk and Audrey deHoop (Klamath Falls, Ore.)** hosted an open house at their annual Farm Expo event. About 500 people attended, and enjoyed Horizon organic cheese and milk samples and participated in a photo booth. The deHoops also provided fun dairy facts to about 825 fourth graders in the area, and were joined by the Oregon Dairy Princess first alternate, Kara Hansen.



Gerrit deHoop, Kara Hansen and Eric DeJong

Midwest

- It's been a busy conference season in the Midwest! Horizon sponsored and attended several conferences, including the **North Central Ohio Dairy Grazing Conference in Dalton, Ohio**; the **Missouri Organic Association conference in St. Louis, Mo.**, where we provided Horizon snacks, hosted a booth and an "Opportunities for Organic Dairies" workshop for conventional farmers interested in transitioning to organic; the **Ohio**



Kim Putnam at OEFFA

Ecological Food and Farming Association's (OEFFA) annual conference in Granville, Ohio, which Horizon producers Perry Clutts (Circleville) and Mike and Kim Putnam (Clarksburg) attended, and the **23rd annual Midwest Organic and Sustainable Education Service (MOSES) conference in La Crosse, Wis.**, which Horizon has sponsored since 2003. PRM Richard Klossner and Tom Spohn, director of milk supply, hosted Horizon producers **Tim and Melissa Dobberphul** (Kewaskum, Wis.), **Greg and Carol Gitto** (Watertown, Wis.), **Adam and Sarah Goelz** (Maple Lake, Minn.), **Elmer and Kristal Job** (Freeport, Minn.), **Steve and Rachel Niedzwicki** (Long Prairie, Minn.), **Bryan and Billie Rathke** (West Bend, Wis.), **Peter and Anita Ruegemer** (Villard, Minn.), **Daniel Siegmann** (Rubicon, Wis.), and **Jerry and Shirley Wagner** (Black River Falls, Wis.).

New York

- Dairylea Cooperative recently featured **Robert and Linda Zufall** (Lisbon, N.Y.), highlighting the Zufall's year-round grazing in a very wintry climate. "During the winter months, the cows are shifted to pastures that are surrounded by woods, which offer a significant amount of shelter from the snow and cold. Hay is used for feeding and bedding purposes and will be placed further into the woods during rough weather to offer more shelter for the cows. Water tanks are filled and brought into the pasture to ensure the cows have an adequate water supply. Robert describes keeping the cows dry and out of the mud as the most challenging tasks during this time of year. Keeping the cows clean and dry helps maintain their 'natural' insulation. The cows are checked daily. The Zufalls believe the constant exposure to the outdoors has helped in maintaining outstanding health for their cows." (Excerpted with permission.)



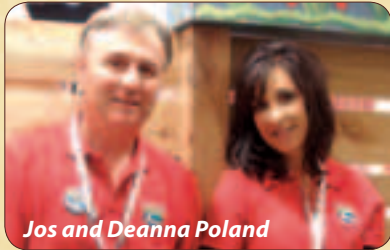
Bob Zufall

Northeast

- PRMs Christine Cardner and Alan Howe attended the **Vermont Organic Dairy Producer Conference in Randolph Center, Vt.**, in February.

Expo West 2012

As we mentioned in the March *News & Views*, Horizon and our sister brand, Silk®, are major sponsors of one of the foremost tradeshows for the natural and organic industry, **Expo West**, held annually every March in Anaheim, Calif. This year, the conference attracted a record-breaking 2,000+ exhibitors and 60,000+ industry attendees, primarily retail buyers, distributors and manufacturers. Over 540 new companies exhibited at Expo West this year. Horizon Organic and Silk were featured in the WhiteWave booth, and attendees sampled Horizon mozzarella and colby cheese sticks in the morning, grilled Horizon cheese sandwiches in the afternoon, and single serves throughout the day. **Producers Jos and Deanna Poland from Madras, Ore.**, attended the show to learn more about the industry as well as serve as organic dairy farmer ambassadors at the booth and events hosted by the Organic Farming Research Foundation (OFRF) and Organic Center. Deanna noted after the show, “We really



Jos and Deanna Poland

enjoyed ourselves, and appreciate all that Horizon did for us and our family. Now back to work, which almost feels like rest after the last few days!”

Jill Walters, vice president of the natural channel sales team, reports, “Expo West is where we launch new products and roll out our new marketing campaigns. It’s also a way for Horizon to show support to the natural channel because Expo West is *the* industry event for organic, and gives us an opportunity to show our leadership as one of the oldest and largest organic brands. This year, we did ‘patio chats’ with our farmers talking directly to attendees about what it takes to be an organic dairy farmer, as well as sponsored and attended the OFRF luncheon and Organic Center dinner. It’s also a chance for us to educate our staff on the channel, to see what the competition’s doing, and check out the latest trends. **The Polands were really instrumental in helping communicate about organic family farming to attendees**, including retailers like Sprouts, Sunflower Markets and the Independent Natural Foods Retailers Association (INFRA), a group of over 120 independent stores,” said Jill.

NOSB Update

The next NOSB meeting will be held in Albuquerque, N.M. May 21 to 24. If you’re interested in attending, please contact your PRM or email producer@horizonorganic.com.



In conjunction with the show, Horizon president Mike Ferry spoke at the OFRF luncheon, and noted, “Family farmers are the heart of our business.” Mike recognized the Polands for all they, and by extension, our 600 plus organic dairy farmers, do everyday to provide consumers with organic dairy products to nourish their families, and said “The Polands know that grazing and following organic farming practices lead to healthier cows, healthier people, and a healthier planet.” He concluded, “As



Horizon and Silk booth

leaders in the organic movement, I believe it’s incumbent on all of us in this room to take the high road, to set aside our differences, and focus on working together to ensure more people learn of the benefits organic farming provides, so we can leave our children the greatest gift of all, a healthy planet.” Mike also made brief comments at The Organic Center’s annual fundraising dinner, which honored the organization’s new board members and highlighted upcoming initiatives.



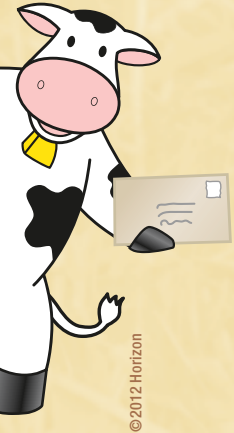
WhiteWave’s Kathrine Story at the Non GMO Project booth. The booth was donated by WhiteWave.



Jos Poland, and Horizon’s own Ron Schnur, and Chris Strauss



12002 Airport Way
Broomfield, CO 80021
www.HorizonDairy.com



©2012 Horizon

New Farmers

Wayne Miller Topeka, IN	Joseph J. Wengerd Clyde, NY	Eli F. Summy Salisbury, PA
Glen E. Bontrager Centreville, MI	Rudolph Yoder Brushton, NY	Corey Chapman Tunbridge, VT
Alvin H. Miller Centreville, MI	Luke N. Zimmerman Penn Yan, NY	Brian Howrigan Fairfield, VT
Vincent Aubertine Clayton, NY	Nathan Hershberger Sugarcreek, OH	Robert & Daniel Howrigan Fairfield, VT
Steven Byler Palatine Bridge, NY	Matthew Miller Carrollton, OH	Brendan Schreindorfer Enosburg Falls, VT
Samuel I. Eicher Waterloo, NY	Michael L. Putnam Clarksburg, OH	James Uebersetzig Lodi, WI
John B. Lapp Little Falls, NY	Delbert Yoder Loudonville, OH	
Karl Stauderman Groton, NY	Jacob A. Yoder Sugarcreek, OH	

Quarterly Farm Facts

Family farms on the truck today	555
Family farms in the process of converting	75
Family farms (active & transitioning):	630
Fewer than 100 head milking	543
100 – 199 head milking	48
200 – 499 head milking	17
500 – 999 head milking	10
1,000 – 2,000 head milking	12
Over 2,000 head milking	0
Average family farm size	90 milking cows
Percentage of milk supply family farms represent	92%
The other 8% comes from our company-owned farms in Idaho (certified organic in 1994) and Maryland (certified organic in 1998).	

Become a fan of Horizon on and

Printed on 100% post-consumer waste, with soy-based inks,
on FSC-certified paper manufactured with wind power.

FPO FSC logo
Remove before upload

