

Passing Heritage to Future Generations

Last year the Hillview Dairy farm, operated since the early 70s by Bill and Opal Haase, was named a Century Farm by the State of Wisconsin. That's the number of years it was owned by the Haase family. Going back through Bill's grandmother's sister, who had a different name, the farm has been in the family since 1887.

Now, Bill and Opal are passing that heritage to the next generations. Two of their sons, Jason and Jered, play an active role in the family corporation. The couple's other children (Matt, Mike, and Amanda) are not actively involved.

Jered and Jason took similar paths back to the farm. Jason attended the University of Wisconsin at River Falls and worked for Federated Co-ops at Osceola before owning his own dairy herd for five years. Jered attended the University of Wisconsin at Madison and worked 3½ years for Select Sires before returning to the farm.

In 2004, the family formed a corporation and started milking in a new facility. "We knew ahead of time that was what we wanted to do," said Bill, "So we did some positioning to make it happen."

The positioning included:

- Quitting cash cropping and changing the farm's rotation to corn and alfalfa.

- Relying on local custom businesses for corn planting, chopping corn silage, and pumping manure.
- Building a new free-stall milking barn about two miles from their existing site where they continue to care for the dry cows and bred heifers.

When the dairy incorporated to become Haase Dairy Inc., Jason brought his herd and equipment into the corporation. The corporation had purchased a herd of cows and was milking them the summer prior to moving into the new milking facility.

"The new barn is located in the center of our land base, which is good for the transport of feed and for manure disposal," says Bill. Over the years, Bill and Opal had expanded their farming operation from 160 to 650 acres. Today, they rent additional land to support a current herd of 430 head, with 385 in milk.

The Haase family relies on a private nutritionist, Keith Sather of Dresser, WI, to work their rations. They depend on Munson Lakes Nutrition to provide their dairy protein supplement and dry cow feed. "We were having quality problems with our previous suppliers, and since we switched to Munson we've been getting a quality product at a competitive price," says Bill. They also appreciate Mike Foust, the MLN sales nutritionist, who checks in with them periodically. "The other day Mike brought out some colostrum replacer from The Country Store," said Opal. "It's nice he's willing to help us out."

The Haase family is currently trying Land O'Lakes® Future Cow® Calf Starter (with Ampli-Calf® Technology) with the goal of getting each calf to start eating and developing its rumen quicker.

Challenges facing Haase Dairy Inc. will be operating close to an urban area, the current downturn in milk prices, and making sure the dairy stays profitable for everyone involved. "It's always a challenge passing the farm to the next generation," remarks Bill. Opal adds, "We're a century farm, and we want to see the kids and grandkids enjoy it in the years to come." ●



The Haase Family. Back row, left to right: Jered, Bill, and Jason holding Daniel. Middle row, left to right: Sara, Opal, and Rose. Front row, left to right: Grace, Marie, and Andrew.

Meeting Our Goal in 2008

By John Zander, General Manager



Our unspoken goal in 2008 was to serve our customers. How do you measure a goal like that? There are several ways.

The first way is to look at our feed manufacturing numbers. Total tons manufactured by Munson Lakes Nutrition for the year ending 2008 were 94,883 tons, up from the previous year's total of 88,070. The biggest increase was in dairy and beef feeds manufactured—48,337 tons manufactured in 2008 compared

to 39,676 tons the previous year. That's a credit to our sales nutritionists who have the training and experience to assist dairies of any size. From 2007 to 2008, pelleted feeds increased from 23,376 tons to 24,602 tons and bagged feeds increased from 5,957 tons to 6,595 tons—the highest since 1998.

Another way to measure our service to our customers is to take a snapshot of our transportation fleet. Our drivers logged 538,294 miles delivering 81,737 tons in 5,106 loads during

2008. That's a lot of drops, and for all that activity our drivers maintained an excellent record both for safety and accuracy of delivery.

We could also measure service in terms of the improvements we made during 2008 to our manufacturing facility and to our delivery fleet as we accommodated a growing demand for our feeds. In addition to repairs for wear and tear, we:

- Purchased new shakers and installed them on the roof.
- Purchased and installed a robotic arm.
- Installed a new mixer.
- Added a new tandem truck.
- Added a new trailer.

Did we achieve our goal of serving our customers? Based on the number of tons manufactured and delivered, and the expansion of our facility and fleet to accommodate demand, I would say we did. The most important measure, however, is if we have served you well as a customer. If we did that, then 2008 was a success. ●

Nutritionist Joins Munson Lakes

Our new dairy and beef production specialist holds a PhD in ruminant nutrition. Despite his background in research, Jake Reed gets the most satisfaction out of helping producers solve problems.

"I'm kind of laid back and easy to talk to," he says. "I'm not a guy who is out to push a particular product. I want to do what's best for my customers."

Jake grew up near Brooten, MN on a beef cattle operation consisting of a 220-head registered Angus herd and other commercial cattle. He earned a bachelor's degree in animal science in 2000, a master's degree in ruminant nutrition in 2002, and his PhD from North Dakota State University in 2007. Although his doctoral studies focused on beef calf creep feeding, he has also studied advanced dairy nutrition.



Jake Reed

While at NDSU, Jake worked as a research technician, a research scientist, and taught animal science classes. In June 2008, he was hired by Land O'Lakes.® He began working at Munson Lakes Nutrition in January 2009.

Jake will be calling on customers in the Munson Lakes northeastern trade area, as well as assisting other Munson Lakes sales nutritionists. "With my background in research," he said, "I look forward to helping on technical issues and problem solving."

You can contact Jake at 320-241-3885 or e-mail him at jjreed@landolakes.com. ●



Did You Know?

- The average person takes 8,000 to 10,000 steps a day, which adds up to about 115,000 miles over a lifetime. That's enough to circle the earth four times.
- Three out of four Americans experience foot problems in their lifetime, but a very small percent are born with them.
- The Country Store in Howard Lake now offers Red Wing Footwear. We stock many styles, but we also take special orders.

Call us at 800-663-9177 or 320-543-3517, or stop at The Country Store to see our selection! ●

HORSE OWNERS, CALF RAISERS, & CORN BURNERS Looking to Save Money?

These "mini" bulk tanks hold two tons of feed, and you can pull them behind your vehicle. For bulk horse feed prices and tank lease options, call the Country Store at 320-543-3517. Or call lifestyle production specialist Breck Kruger at 320-905-2562. ●



Up Late to Get You Feed Today

What drives someone to go to work when everyone else is going home? "Without the night shift, there would be chaos," says Nathan Gruenhagen. "Drivers would get here in the morning and be waiting all day to pick up feed." Nathan should know. He makes feed after hours at our Howard Lake mill. "We pick up the slack when there

is no one else around," he says of the night shift, which consists of himself, Matt Olson, and Mathew Hart.

Nathan enjoys being involved in agriculture and serving the local customers, which include his parents, Craig and Debbie Gruenhagen. They operate a small dairy farm just north of Howard Lake and are customers of Munson Lakes Nutrition.

After graduating from Howard Lake High School in 2003, Nathan helped on the farm and worked full-time for Littfin Lumber Company for four years. In March 2008, he joined MLN. "I went to school with the kids of many of the employees, so I knew this was a great place to work," he says. When a position opened on the night shift, Nathan applied and was hired.

"It is different because my hours are totally opposite from everyone else's," he says. "But it's a good job and close to home."

EDITOR'S NOTE: On his days off, Nathan enjoys deer hunting, ice fishing, and spending time with family and friends. ●



Munson Lakes Nutrition On-Line Classifieds

We have created a free advertising service on www.munsonlakes.com for customers of Munson Lakes Nutrition and The Country Store at Howard Lake, MN. Simply click on the On-Line Classifieds page, to see the cattle, horses, swine, equipment, or other items our customers have advertised for sale.

You do not need a user name and password to see the items for sale. However, if you wish to place an ad, you must request a user name and password. Once you have been approved, you can create and post up to five ads. Your ads will remain in the On-Line Classifieds for a maximum of two weeks, or you may remove them as the items sell.

Go to www.munsonlakes.com right now to see what's for sale and sign up to create an ad. ●

ANNOUNCING: THE 2009 MLN DAIRY SUMMIT

10:00 a.m. – 3 p.m., Monday, March 30, 2009

Write this event on your calendar now!

The Dairy Summit will feature a line-up of experts and topics including:

- **Feeding cows more efficiently by balancing amino acids.**
- **Controlling and treating molds in feed.**
- **Meeting the fresh cow's energy demands with Propel® Energy Nugget.**
- **Many more topics . . .**

Soon, your Munson Lakes Sales Nutritionist will personally invite you to the Dairy Summit and provide you with all the details, including location. ●

Did You Know?



- Minnesota's highest temperature was 114° F on July 6, 1936 at Moorhead.
- Minnesota's lowest temperature was -60° F on February 2, 1996 at Tower.
- The Country Store in Howard Lake has Carhartt Workwear for high and low temperatures, from Work Dry summer comfort wear to Arctic Extremes Winter Bibs and Coats for sub-zero survival.

Call us at 800-663-9177 or 320-543-3517, or stop at The Country Store to see our selection! ●

Did You Know?

- The average dairy cow produces 10 gallons of milk per day, stands up and lies down 14 times per day, and drinks an average of 30 gallons of water per day!
- The Country Store in Howard Lake offers the full line of Richie Livestock Waterers, as well as replacement parts.

Call us at 800-663-9177 or 320-543-3517, or stop at The Country Store to see our selection! ●

Our Mission

Some things never change.

The values that shaped our heritage will remain. Munson Lakes Nutrition will continue to:

- Manufacture a great product at a fair price.
- Give great customer service.
- Base every decision on fairness and decency.



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