

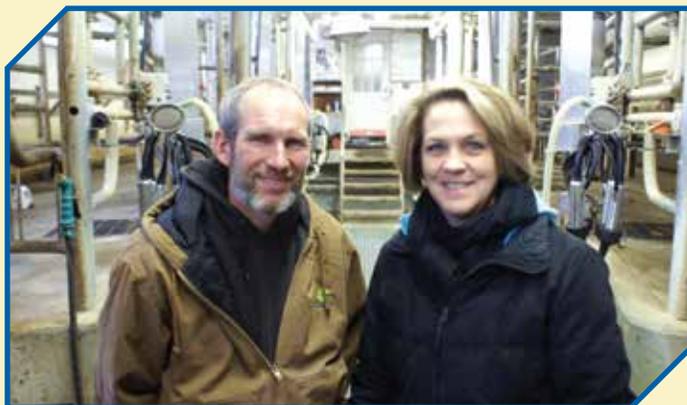
## Boettchers Still a Family-Owned Dairy

Bruce Boettcher has milked cows since he was six years old. His father, Merlyn, took over the dairy on Highway 7 north of Mayer from his parents in 1945. When Bruce graduated from Mayer Lutheran High School, he studied dairy herd management at Ridgewater College (then Hutchinson Tech) for two years, before entering a partnership with his dad in 1979.

In 1991, he bought out that partnership and has been farming on his own ever since, but not without help. Still, he's been able to build and maintain a very good family-owned dairy.

Bruce married Jill, a Waconia native, in 1982. She fed the calves and helped Bruce feed the herd in the evenings. Their first child came 11 months later, and she's been pulling double duty with the kids and the herd since then. The Boettchers have three children: Mindy, Derek, and Kelyn. Mindy is married to Peter and living in Minneapolis, Derek is married to Tara and lives in Mayer. Their youngest, Kelyn, will graduate from Mayer Lutheran High School this spring.

Bruce's dad was milking 35 cows, and when Bruce joined the operation in 1979, that number went up to 50. When Bruce bought his dad out in 1991, he started converting some heifer sheds to free-stalls for the cows, and the heifers went to a heifer raiser. Then in 1995, he added another free-stall barn, and by then he was milking 110 cows in three groups.



Bruce and Jill Boettcher, Mayer, MN

Bruce built another free-stall barn in 2000 and added a double-four auto flow parlor to reduce the wear and tear of milking in a stall barn. In 2005, he hired Darryl Helmrecht, who today is the Boettchers' herd manager. Darryl takes care of the breeding and the herd checks, and Bruce takes care of the feeding. The farm employs another 6-7 part-time workers. Bruce and Darryl take alternate weekends off.

Bruce appreciates Darryl's focus on the cows so he can spend time on another factor of a successful dairy—producing quality forages. “This year's haylage was the best we've ever put up,” says Bruce. “Between caring for the cows and putting up good feed, everybody on this dairy puts in a lot of hours.”

“Knowing we have quality people working for us is a big factor in reducing the stress of dairying and giving stability to our lives,” says Jill.

Bruce says he's happy at the size of his dairy herd now, which numbers 160 cows. “We've got sufficient cropland to feed the size of herd we have right now,” he explains, “and with our youngest being on her own soon and the possibility of grandchildren someday, we're pretty comfortable with where we are.”

### One more employee

Bruce says working with sales nutritionist Mike Foust of Munson Lakes Nutrition is like having another employee. Mike takes samples, helps balance the dairy's rations, and is a trusted advisor. The two have worked together since 1986. “When I need something, he gets it for me, and if I have a question, he's just a phone call away,” says the Mayer dairyman.

“I'm just another eye on the dairy, looking at what else might be done to improve production,” says Mike.

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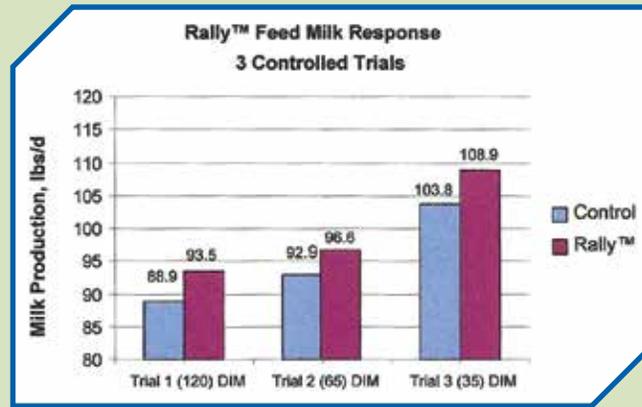
# Boettchers Still a Family-Owned Dairy

Continued from page 1

“He sees what works at other dairies and brings that expertise onto this farm,” adds Darryl.

Key products Munson Lakes Nutrition supplies the Boettcher dairy with Amplifier® Max Milk Replacer, AMPLI-Calf® Starter, the milk cow protein and dry cow mineral mix, Rally® Dairy Feed in the milk cow ration, and Propel®, a high energy nugget used in the milk cow diet to improve yield and persistency of milk production.

“Right now, everything is working out pretty well as far as the breeding goes, the somatic cell count is good, and the milk production is good,” says Bruce. The dairy’s rolling herd average is 27,300 lbs, up 1,500 lbs from a year ago. “December and January have been the best two months of production since I joined the dairy in 2005,” agrees Darryl. ●



Extensive lactation studies with Rally® technology have shown a milk production response of three to five pounds per cow per day in a properly balanced ration.

## House and Horn Flies Can Cost Big Money

By Melissa Holtz, National Sales, Land O'Lakes Animal Milk Products Co.

It may be hard to believe, but spring is just around the corner. It is time to start thinking about using an Integrated Pest Management (IPM) program this summer. In Minnesota, we need to start these programs mid-April or about 30 days before the last killing frost. Early control of the fly population will help ensure the lowest numbers on the farm.

In previous issues, we've explained how well Clarify® works to help control the fly population in your calf huts, barns, and just in general around the farm, when used as a part of an IPM program. This year, we want to share some reasons to consider Clarify, other than keeping the fly numbers down so everybody is comfortable and happy.

In a dairy, heavy housefly populations can actually cause serious diseases and cost you big money.

### VIRAL DISEASES

BOVINE VIRUS DIARRHEA (BVD)  
BOVINE HERPES VIRUS (BHV-1)  
PARAINFLUENZA 3 (PI3)

### BACTERIAL DISEASES

PINKEYE  
MASTITIS  
BACTERIAL SCOURS  
TYPHOID  
ANTHRAX  
VIBRIOSIS AND SEVERAL  
CLOSTRIDIAL DISEASES

According to researchers at Cornell University, “Younger animals are particularly at risk since stress can interfere with early weight gain, resulting in a negative effect on productivity over their lifetime.”

Horn flies are responsible for 30-50% of all heifer mastitis and can carry Staphylococcus aureus, a major cause of mastitis. This can lead to damage of heifers’ udders. It is never good to have heifers start milking with less than four fully functioning teats.

At Munson Lakes Nutrition, Clarify will be a part of our summer feeding program both in milk replacer and calf feeds. Please see one of our sales representatives for more information and to design a program that best fits your operation. ●

This information was provided by Central Life Sciences, creator of Clarify®.



# Jeannie Knows Accounting, Is Learning Ag

When it comes to accounting, our newest employee at the Howard Lake office of Munson Lakes Nutrition knows her stuff. Jeannie Decker has worked for 18 years in accounting for a nonprofit and later for a realty company. What she's learning now is how to apply those accounting skills to agricultural business. "I'm learning a new industry, new names, and new faces," says Jeannie, who began with Munson Lakes Nutrition in December as the feed company anticipated Cathy Maynard's retirement from its accounting staff.

"I'm meeting our customers one by one as they call in orders over the phone or as they come in the door," says Jeannie, who has lived in Howard Lake since eighth grade and graduated from Howard Lake-Waverly-Winsted

High School. Her previous jobs have been out of town. "I'm looking forward to working closer to home," she states.

Jeannie and her husband, Leon, live in Howard Lake with their two children, Cameron, 14, and Cierra, 10. Jeannie has coached their daughter's softball team for the past four years and Leon coaches their son's basketball team. "We both enjoy volunteering time to coach and support our children's activities," says Jeannie.

Besides taking feed orders, Jeannie will be involved with preparing the payroll for Munson Lakes Nutrition. "The employee camaraderie here is very fun—it's a friendly place to work," she remarks, adding, "Everyone seems so easygoing and gets along really well." ●



Jeannie Decker

## Good at Dairy, Beef, and So Much More!

By Ray Munson

Munson Lakes Nutrition has always maintained that we have "a feed to meet all your needs." We employ five sales people who balance dairy and beef rations each and every day for farms in central Minnesota, and our mill's capabilities have made us the premier choice for robot pellets. Dairy and beef is an important part of our business. We're very good at it.

But we also are very good at recommending and manufacturing feeds for other animals, even though we don't talk much about them.

Maybe you're thinking of starting a flock of laying hens this summer, or you want to raise some meat-type chickens. We can help you acquire the birds and advise you on what exactly you need to raise those birds most efficiently—not only the feed but also the equipment.

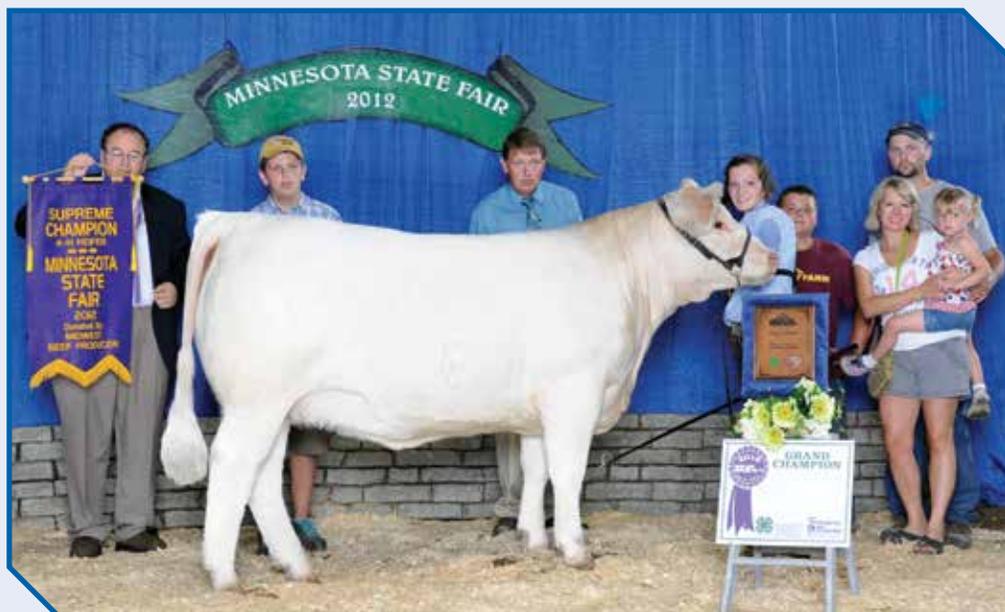
Perhaps you or one of your children want to show an animal at the fair this summer. We have a full line of show feeds and show feed supplements for pigs, sheep, goats, and beef animals that will help earn that blue ribbon.

Of course, if you want to commercially raise meat goats, dairy goats, lambs, and sheep, we produce all those feeds at our Howard Lake Mill and retail them through our Country Store.

Speaking of the Country Store, our lifestyle animal specialists can give you advice on the care and

feeding of any species on your farm, from pets to high-performing equines. If you have a particular ration you want, all you have to do is call. We can custom formulate that ration and advise on how to make it even better.

We want to be your full-service feed and equipment dealer. We're great at dairy and beef, but we're also very knowledgeable in many other areas of animal nutrition. Between our high-quality Munson-branded feeds and our nationally branded Land O'Lakes Purina products with a great reputation, we've got you covered. ●



Sydney Zehnder of Stanchfield, MN fed Munson Lakes Grand 4-T-Fyer and won Supreme Champion 4-H Heifer at the 2012 Minnesota State Fair.



## 2013 CALF WISE MEETINGS

### MUNSON LAKES NUTRITION

HOWARD LAKE COMMUNITY CENTER, HOWARD LAKE, MN  
TUESDAY, FEBRUARY 26 • 10:30 A.M. TO 2:30 P.M. • NOON – LUNCH

### FEDERATED CO-OP OSCEOLA STORE

THE VILLAGE PIZZERIA, DRESSEN, WI  
THURSDAY, FEBRUARY 28 • 10:30 A.M. TO 2:30 P.M. • NOON – LUNCH

### AGENDA

- MELISSA HOLTZ, LAND O'LAKES ANIMAL MILK, WILL TALK ON MILK REPLACER AND COLOSTRUM. ANYONE CAN BRING IN SAMPLES OF COLOSTRUM TO BE TESTED.
- DEVIN HYDE, PURINA ANIMAL NUTRITION CALF AND HEIFER SPECIALIST, WILL TALK ON AMPLI-CALF® STARTERS.
- AN ALLTECH REPRESENTATIVE WILL DISCUSS CALF AUDITING PROGRAMS AND CONTROLLING CALF DISEASES.
- DARIN HEGLAND, PFIZER, WILL DISCUSS VACCINATIONS AND/OR DISEASES IN CALVES (HOWARD LAKE MEETING ONLY).

### PLEASE CALL:

- 800-245-7717 IF YOU PLAN TO ATTEND THE HOWARD LAKE MEETING.
- 715-294-2789 IF YOU PLAN TO ATTEND THE DRESSEN MEETING.



### OUR MISSION

Some things never  
change – even  
after 77 years.

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.

### MUNSON LAKES NUTRITION DIRECTORY

#### HOWARD LAKE

##### OFFICE

800-245-7717  
320-543-2561

#### THE COUNTRY STORE

800-663-9177  
320-543-3517