



Helping to Build Barns Right from the Start

Whether you've got plans ready to build, you're still just in the early stages of planning a new barn, or need some advice on how to remodel a facility for improved performance, our team of veterinarians in the Food Animal Production Medicine Section at UW-Madison is available for consultation on any level.

Cow Comfort Risk Assessment

Available for calf and heifer housing as well, this service is a 'quality assurance' inspection, assessing components of the planned facility based on herd and management needs as low, neutral and high risk for failure. A brief report describing areas of 'high risk' and recommended changes is included. Currently offered to Wisconsin Dairy Producers for \$150.

Full Consultation

Whether you need an on farm visit or a discussion in a meeting room, we can help you put your cows first in planning a new or remodeled facility, with the recommendations based on currently available science and technology to optimize health and productivity of your dairy herd. By ensuring the well-being of your cows you'll be sure to maintain the well-being of your dairy business. Cost is determined by time, mileage and data collection fees.

Please [contact us](#) to make arrangements for either service.



<http://TheDairylandInitiative.vetmed.wisc.edu>

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The Dairyland Initiative: Year One!

Welcome to our first issue of The Dairyland Initiative News! A year flies by so quickly, and looking back over the past 12 months gives us reason to celebrate.

The Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment grant enabled us to hire on a full-time outreach specialist to help with website construction, program development and consultation services. With the assistance of the SVM's informational technology staff and continuing education services, we were able to launch the Initiative's website on October 1, 2010.

This new method of information delivery has received great reviews by dairy producers, consultants, veterinarians, builders, lenders, and beyond. Not only is the site being used out in the field, university and technical college classrooms are taking advantage of the online resource. Virtual tours and web pages full of videos, photographs, diagrams, and links to interactive spreadsheets hit home the concepts of cow comfort.

It is our hope this website will help many more barns get built *right* from the start – *right* for the cow, calf or heifer to be housed in it, and *right* for the dairy producer running it.

Through this far-reaching effort, we hope The Dairyland Initiative helps improve the livelihoods of more dairies than we could ever meet in person.

By the Numbers...

Since the website was launched Oct 1, 2010, over 3,304 Log-ins have been recorded, by:

- 273 WI Dairy Producers
- 165 Consultants
- 81 Veterinarians
- 56 Extension & Education Personnel
- 49 Construction Professionals
- 41 Non-WI Dairy Producers
- 23 Ag Lenders

We are so appreciative to our:

- 8 Generous [Sponsors](#)
- 103 paid web-access subscribers

Since TDI began on Aug 1, 2010:

- 30+ Calf Barn Ventilation Consultations
- 10+ Facility Planning Farm Visits & Meetings
- 5 Construction-related meetings
- 1 Agricultural Lenders' Meeting

...and we have 44 Friends on [Facebook!](#)

where we post updates to the website and other activities of The Dairyland Initiative



Faces of The Dairyland Initiative

Visit www.vetmed.wisc.edu/dms/fapm to learn more about the UW Food Animal Production Medicine Section



Dr. Nigel Cook
 Head of FAPM Section
 Clinical Associate Professor



Dr. Becky Brotzman
 Associate Outreach Specialist



Tom Bennett
 Sr. Information Processing Consultant



The Dairyland Initiative

What's New on the Web

- Details on the latest developments in **supplemental positive pressure tube ventilation** for calf barns
- Check out the updated **Stall Surface** page, now with more recommendations concerning mattresses and video of the latest in mattress technology put to work.
- Utilize '**High Risk**' and '**Low Risk**' **fresh cow groups** to decrease lock-up time for examination and treatment on large dairies.
- **Footbath Design**, in the Adult Cow Housing section of the Wisconsin Blueprint. A whole new way of making sure cows' feet have equal and ample opportunity to get bathed!
- **Why are my cows bunching?** Get answers to this summertime question on the Miscellaneous page of the Adult Cow Housing section of the Wisconsin Blueprint.
- **Conductive Cooling** – an innovative method of heat abatement is coming soon, using less electricity and water!
- View the new **THI Heat Stress Chart** on the Heat Abatement page, reprinted by permission from the April 25, 2011 issue of Hoard's Dairyman.



Thank You to our Sponsors!



Ira & Ineva Reilly Baldwin Wisconsin Idea Endowment

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If your business would like to sponsor The Dairyland Initiative, please contact Dr. Becky Brotzman, rbrotzman@wisc.edu or (608) 262-6800