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## Serving the Diverse Production Information Needs of Agriculture

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Dairy One Cooperative, Inc.  
ICAR Meeting  
Niagara Falls New York  
June 2008



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## Dairy One Mission

The mission of Dairy One is to create and deliver data and information which will be used to make profit enhancing decisions for members of the agricultural community

Our goal is to provide information to aid in managing all aspects of dairy farm production



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## Dairy One Roots

Most farm service organizations started at grass roots to serve needs of farmers and rural people. Dairy One comes from these roots.



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## Dairy One Roots

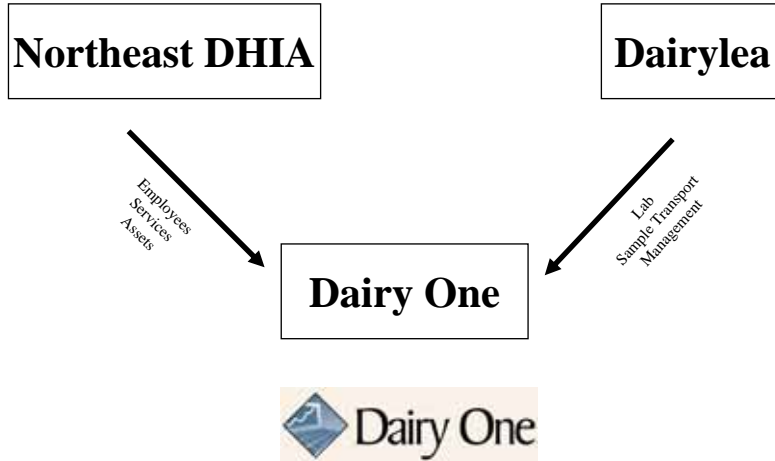
- 1949 NY DHIC
  - Federation of county DHIA's – county organizations formed through cooperative extension
- 1970's consolidation of counties – involvement from Land Grant universities
- 1980's consolidation of Northeast state associations leading to NeDHIA.



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## Dairy One Roots

1997



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## Dairy One Roots

- 2000 consolidated Mid Atlantic region
- 2003 merged with PA DHIA



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## Dairy One Today

- Cooperative – 501(c) 5 educational not-for-profit
- 19 member board
- Affiliated with Dairylea Cooperative
  - Managed under contract by Dairylea
  - Dairylea is a member organization of Dairy One
  - Significant business with Dairylea



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## Member Organizations



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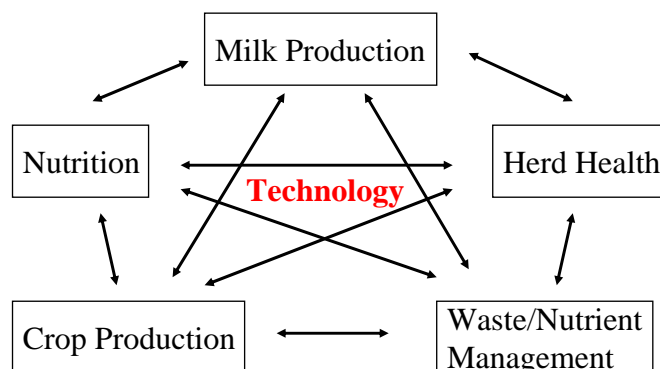
## Size and Scope of Business

- 278 employees dedicated to creating and delivering information to the agriculture community
  - 192 in field/DHIA services
  - 67 in laboratories
  - 19 in support roles
- \$18 million in revenue
- Financially strong



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## Dairy One Strategic Focus - Information



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## Dairy One Business Units

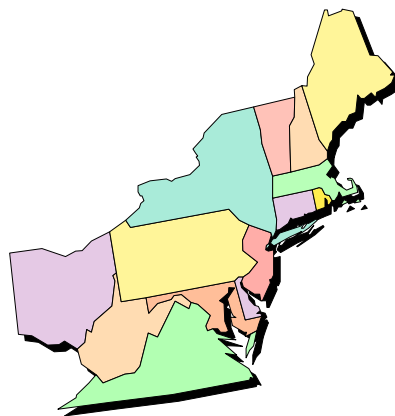
- Herd records services (DHIA)
- Analytical services
  - Milk
  - Forage – manure, water
  - Soils
- Software sales and support
- Farmland Environmental
- Wine/juice pilot project



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## Herd Records Services (DHIA)

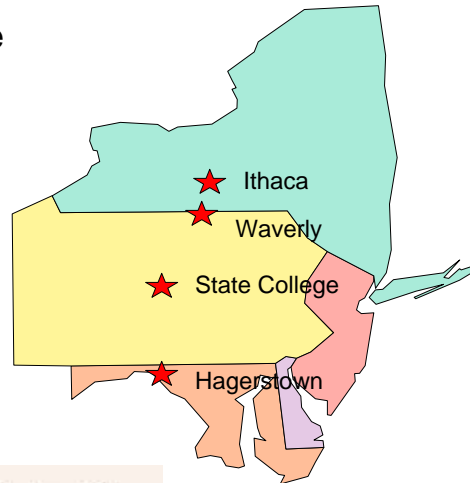
- 5,200 farms, 600,000 cows
- 14 Northeast states
- Farms with 20 to 5,000 cows



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## Milk Analysis

- Four laboratories in the Dairy One system



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## Milk Analysis

- DHIA analysis for fat, protein, SCC, MUN
- All producer payment & regulatory work for DMS system
- 550,000 samples/month
- Conduit for milk culture samples



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## Milk Culturing

- Partnerships – QMPS and PA Diagnostic Lab
  - Dairy One collects and delivers samples to labs
  - Labs culture samples
  - Dairy One handles data
  - Capitalizes on organizational strengths and provides better information
- Working with private veterinary clinics
- Culture Tracker software



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## Dairy One Forage Lab

Customers – 50 states, 30 foreign countries

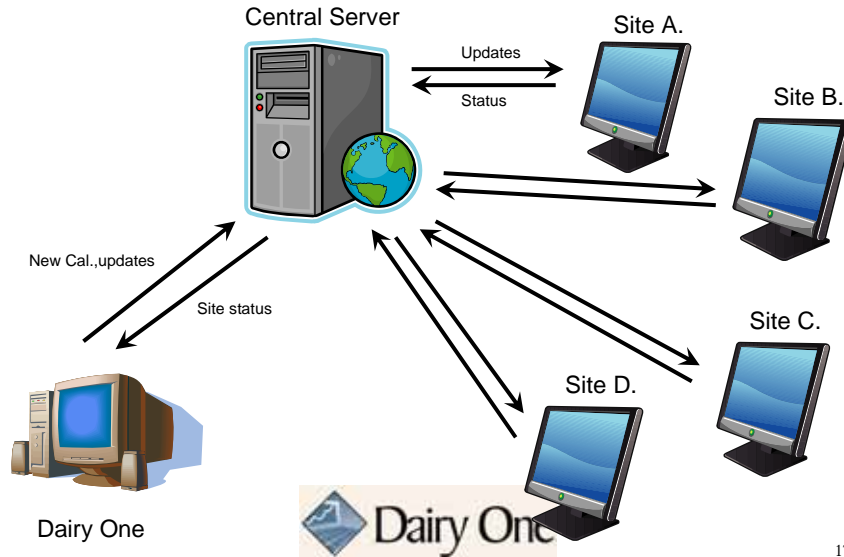
- Customers
  - Nutritionist
  - Seed companies
  - Farmers
  - Zoos
- 125,000 samples/year
- NIR & wet chemistry



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## Dairy One Affiliate Lab Network



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## equi-analytical laboratories

- Launched in 2004
- Focus on underserved horse market
- 6.9 million horses in U.S.

Think you know what your horse is eating?  
**You don't know the half of it.**

Forage is more than half your horse's diet. So if you're not having your forage tested, you could be severely undermining your horse's health, longevity and performance. Our guaranteed high-tech analysis gives you the whole picture, for optimized equine nutrition. Call or log on now to learn more.



**1-877-819-4110**  
[www.equi-analytical.com](http://www.equi-analytical.com)

equi-analytical  
laboratories

## Soil Lab

- Established in 2006
- Move into agronomy information
- Leverage resources



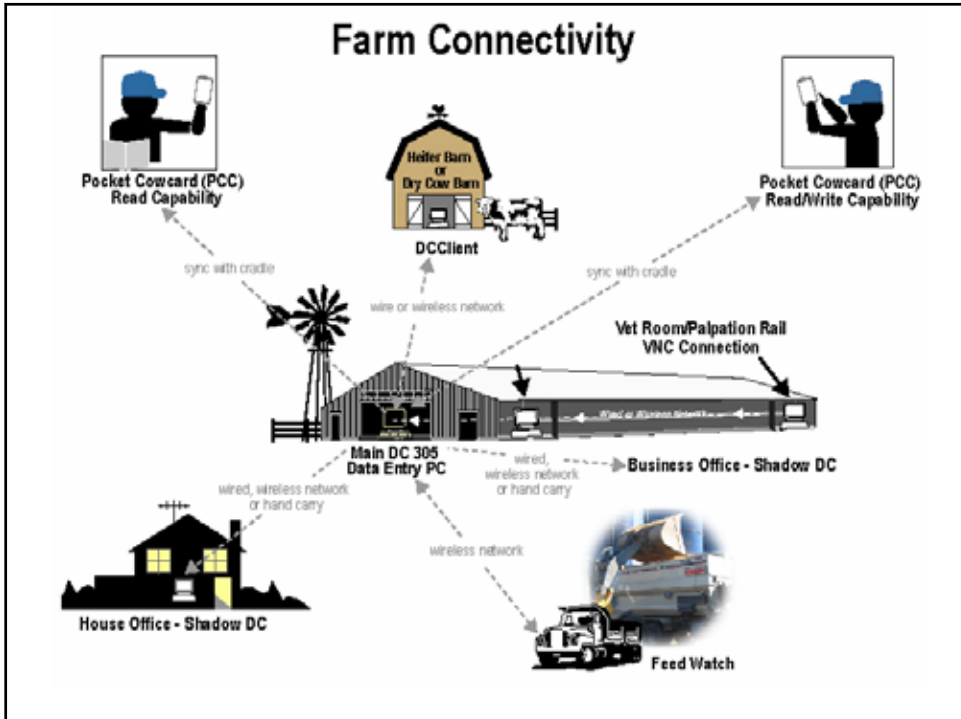
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## Dairy Management Resources

- Group of 12
- Sell and service:
  - Dairy Comp 305, Scout, Analyzer, PC DART
  - ParlorWatch
  - FeedWatch
  - Computers
- Know cows, software and computers
- Help support management schemes at the farm
- Support field force



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# Farmland Environmental

Organize, Optimize, Control



## Farmland Environmental

- Organize
  - Field and Crop Information
- Optimize
  - Crop Yields
  - Use of Manure
  - Use of Purchased Fertilizers
- Give Control
  - The Information
    - Local trusted advisors
  - Compliance



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## Farmland Environmental

- Complement existing resources and people
  - Work with local advisors
  - Provide tools to help local advisors and farms be more efficient and effective
- Future services geared toward agronomy and environment



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## Farmland Environmental Products

- Geo-referenced Maps
- CNMP & CAFO Plans
- Fields and Crops software
  - Connecting farm and consultant



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## Juice & Wine Analysis

- Beginning fall 2008
- Working with Finger Lakes wineries
- Growing sector of Northeast U.S. agriculture
- Logical extension of services



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Thank You

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