Rosy-Lane Holsteins LLC
Watertown, Wis.

Lloyd & Daphne Holterman
Tim Strobel
Scope of operation…

- 830 cows
- 700 heifers
- 40 young bulls; 47 sold to AI
- 1,200 acres + custom work
- Rosy-Lane Trucking LLC
- 25 employees, FT & PT
Quality comes first every day

- Elite people, staff
- Elite cows
- Elite crops
- Elite environmental compliance

Elite People

- SOPs
- Employee handbook
- Job descriptions, task lists
- Benefits
- Scheduling
- Team approach
Elite Cows

- Breed: cheese yield-Kappa Casein
- 92 – 102 # per day shipped average production
- 3.9% F
- 3.1% P
- 190,000 SCC
- 25% annual turnover

Elite Crops

- Alfalfa
- Corn, triple stack
- Custom work
- Maximize use of investments
Elite Environmental Compliance

- CAFO
  - Zero run-off
  - Nutrient Management Plan, 15 yrs.
  - 1st Comprehensive NMP in Wis.

Future...

- AI stud launched 2009
- More milk trucking?
- More custom field work?
- Other options under consideration