

The 30-30 Club Producer Panel Discussion



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Stepping Forward

December 9 & 10 | Dairy Summit 2015 | Baraboo, Wis.



J-Max Dairy Overview

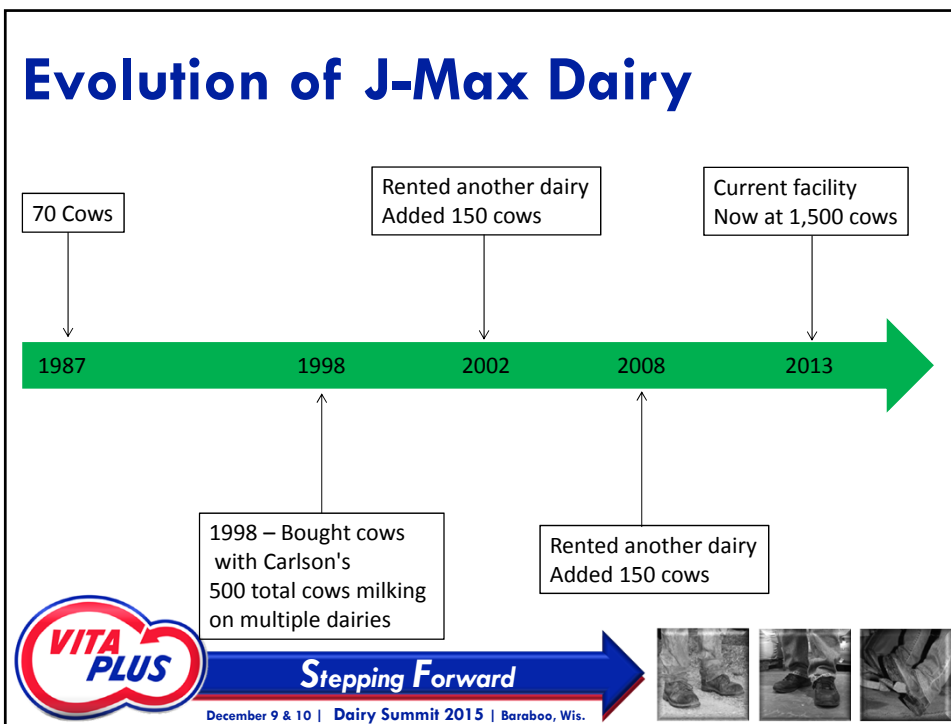
- **1,500 cow dairy**
 - 3X No BST
- **3-way partnership: Jeff Shriver; Max & Kris Carlson**
 - Jeff & Kris involved in dairy
 - Max involved in crops and custom work
- **4,000 acres**
- **On dairy:**
 - 16 full-time employees
 - 4-5 part-time employees



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Evolution of J-Max Dairy

- **1987–2013: Able to build equity through cattle that allowed us to build new facility**
- **Went from “wedging” cows in old facilities to no overcrowding in the new facility**

VITA PLUS

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J-Max Dairy Overview

- **Milk Production- 3X – No BST**
 - 95# milk; 3.5% Fat; 3.0% Protein; 120,000 SCC
- **Reproduction Metrics:**
 - Double Ovsynch Protocol
 - 68 Day VWP
 - 29-30% Annual Pregnancy Rate
 - 41% Overall Conception Rate
 - 47% First Service Conception Rate



Reproductive Protocol

- **Double Ovsynch Program:**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					GnRH PGF	
	GnRH GnRH PGF		GnRH	TAI		

PGF = prostaglandin F_{2α}, GnRH = gonadotropin-releasing hormone, TAI = timed artificial insemination.

- **DIM @ 1st Breeding: 65-72 days**



Preg Check Protocol

- **1 week prior to preg check: GnRH shot**
- **If Open:**
 1. Has CL: Give Lutalyse – breed 3 days later
 2. Has 8-10 mm follicle: Give GnRH – Check for CL 7 days later
 3. Has cyst/anestrus: Administer CIDRs



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Reproductive Keys

1. Transition Management

- Bunk space
- Intakes – Intakes - Intakes
- Cow Comfort
- Urine pH monitoring
- High quality straw - low potassium
- Fresh cow protocols
 - Need to have great people
 - If there is smoke....you need to put it out before it turns into a fire



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Reproductive Keys

2. Veterinarian Relationships

- Work closely with veterinarian
- Team effort

3. High Quality Employees

- Passionate & Attention to detail
- Protocol compliance
- People – People - People



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Reproductive Keys

4. High Quality Forage

- Attention to detail from harvest to feeding
- Goal is to have highly digestible and palatable forages that are devoid of molds, mycotoxins and other antagonists.



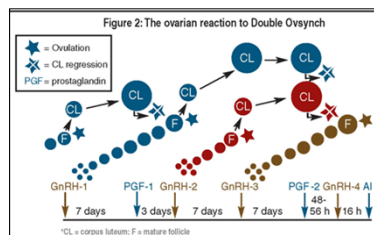
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J-Max Key Reproductive Details

- **Do not breed any cows prior to day 65**
- **Do breed 21 days after AI if standing heat**
- **No fresh checks 30 days post calving**
- **Check for CL prior to administering last Lut shot in double Ovsynch protocol**
- **Red Flag twins**



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Final Thoughts

- **Goal is to continue to increase preg rate**
 - Challenges:
 - Twins – Cysts – Static Ovaries
 - Mastitis reproduction link
- **What are the next steps?**
 - Activity monitors
 - Chalking
- **What is the future of hormones in reproductive protocols?**



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Thank You



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