

Communicating the value of your business

**Jason Brandt, J&A Forage Services
Mt Joy, PA**

**Jon Urness
Vita Plus Corp**



Custom Harvester Meeting 2015

Sharpen skills, adjust the knowledge bar and gain the edge

Reminding our customers of our value

- **Very uncomfortable for some**
- **Competitors may be all too willing to point out your warts**
- **Easier to do proactively when there are no current challenges**
- **Awkward once a problem rears itself-now you're on the defense**



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Getting to know Jason Brandt

- **CSPS/Fecal Starch Project**
- **Really good early CSPS results**
- **On the same page with VP in that regard**
- **Progressive Forage article**
- **VP Custom Harvester Meeting 2013**
- **Forage Benchmarking Project 2014**
- **Client Info Meeting in Lancaster, PA**
- **Forage Benchmarking 2015**

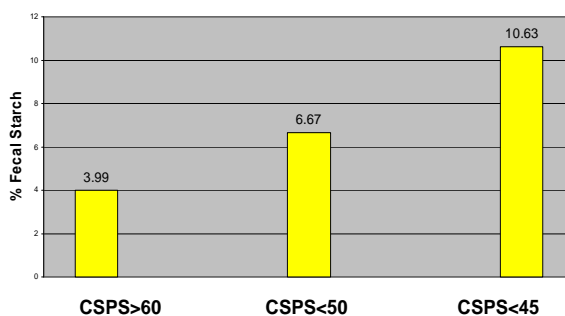


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Significant Difference Between Well Processed and Poorly Processed Silage

CSPS vs Fecal Starch



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Jason's World....

- **Geographic area you work**
- **Client's range of operations**
- **Moving equipment on the narrow, busy roads of PA**
- **Equipment that you own or have access to during harvest season**
- **Describe your harvest season**

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Caught on Google Earth!



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- **How do you set your chopper up for optimum CS processing?**
- **Corn silage chop length?**
- **Why not Shredlage?**
- **Shredlage units in your area?**



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Describe your competitors in your area

- Lots of them?
- What do they offer that you may not?
- What do you offer they may not?
- Most important-How do you set yourself apart? (the real crux of this discussion)



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Handout developed.....

Forage Technical Bulletin

CORN SILAGE

What is optimally processed corn silage worth to a dairy producer?

At first glance this seems like a reasonable question and one that is easy to answer. However, while a direct correlation probably exists, it is not easy to prove quantitatively. But if we pull together university and industry data, it becomes clear that great kernel processing is an economic benefit to dairy producers.

Early work

Washington State researchers Harrison and Johnson did some of the early work establishing there are indeed huge benefits to processing corn silage. Twenty-two trials showed an average benefit of at least 2.0 pounds of improved fat corrected milk production. One trial showed 3.7 pounds of increased milk production per day. In addition, processing improved fat content by 0.08 percent. Using a milk price of \$24 per cwt, that's \$0.48 for the added milk alone.

Savings in grain cost

A recent edition of Progressive Dairyman Canada reported that improving the kernel processing score from 50 (considered adequate) to 70 (optimal) and feeding as little as 9 pounds of corn silage dry matter a day can reduce grain costs by \$0.08 per head per day.

Small improvements pay

Jim Ferguson, University of Pennsylvania, has established that fecal starch analysis is a good predictor of starch

What is optimally processed corn silage worth to a dairy producer?

Savings in grain cost

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Small improvements pay

Jim Ferguson, University of Pennsylvania, has established that fecal starch analysis is a good predictor of starch digestibility and milk loss or gain. According to Ferguson's formula, each percentage point of fecal starch is worth 0.72 pounds of milk. At the same time, Vita Plus Corporation research shows that even subtle changes in kernel processing can affect fecal starch. For example, improving kernel processing just 10 points from the lower range of adequate to the upper range of adequate will lower fecal starch by 2.68 percent. Applying Ferguson's formula, that equals 1.9 pounds of milk or \$0.48 worth of milk!



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What is optimally processed corn silage worth to the dairy producer?

What does this improvement cost?

Very little. The cost of optimal kernel processing is often reflected in the added cost of field chopping. It may be an added cost for specialized processing equipment, more fuel, or simply more time to do an adequate job. However, this cost is very low when calculated on a cost per head per day basis as all investments should be. For example, if the added cost is \$1 per ton to achieve optimum processing, that's \$0.025 per head per day for a cow fed 50 pounds of as-fed corn silage per day.

Bottom line

Based on university and industry research, the return on investment far exceeds the costs to ensure that your bunkers, bags and silos contain a year's supply of optimally processed corn silage.


*Yours sincerely,
J&A Forage Services, LLC*



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J&A Forage Services Density Survey - March 2014							
Farm Code	Core ID	Description	As Fed Density	DM Density	DM	Notes:	
G	A1	Hlg Pile Left	49.00	16.17	33.0		
	A2	Hlg Pile Center	53.00	17.49	33.0		
	A3	Hlg Pile Right	47.00	15.51	33.0		
	B2	CS Rt Low	45.00	18.00	40.0	Not Rolled	
	B3	CS Left Low	57.00	19.38	34.0	Rolled	
	B4	CS Right High	45.00	18.00	40.0	Not Rolled- Good DM Density	
B5	CS Left High	47.50	16.50	34.0	Rolled-Very Good As Fed Density		
	B6	2012 Silage High	44.00	14.08	32.0		
	B7	2012 Silage Low	50.00	16.00	32.0		
	S	C1	CS Left Low	45.00	15.75	35.0	
		C2	CS Center Low	45.00	15.75	35.0	
		C3	CS Right Low	49.00	17.15	35.0	Highest Density on Right
H	C4	CS Left High	37.00	12.95	35.0		
	C5	CS Center High	37.00	12.95	35.0		
	C6	CS Right High	39.00	13.65	35.0	Corresponds to Right Low	
	D1	CS Left	47.00	X	X		
	D2	CS Center	30.00	X	X		
	D3	CS Right	40.00	X	X		
B	D4	CS Center High	36.00	X	X		
	E1	CS Left	52.00	15.86	30.5	Small Bunker	
	E2	CS Center	47.00	14.34	30.5	Small Bunker	
C	E3	CS Right	43.50	13.27	30.5	Small Bunker	
	F1	CS Bag Center	37.00	13.13	35.5	Good Looking Bag	
	F2	CS Bag Upper Rt	33.00	11.71	35.5	Good Bag-Result Typical for Bag	
Survey Ave			43.96	15.38	34.2		
VP Survey Ave				14.88	33.55		
USDA Survey				14.50			
Rec Minimum			35-40	14-15			



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Forage Benchmarking Initial Effort-March 2014

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Summary and Comparison to Standards

B	E1	CS Left	52.00	15.86	30.5	Small Bunker
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J&A Forage Benchmarking 2015

Gathering the data

- **Five Parameters for haylage**
 - Stability Data
 - Fermentation analysis
 - Density determination
 - Feedout rate
 - Harvest Data (DM, %Ash, NDF)



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J&A Forage Benchmarking 2015

Gathering the data

- **Five Parameters for corn silage**
 - Stability Data
 - Fermentation analysis
 - Density determination
 - Feedout rate
 - Harvest Data (CSPS and Starch)



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Benchmarking Output

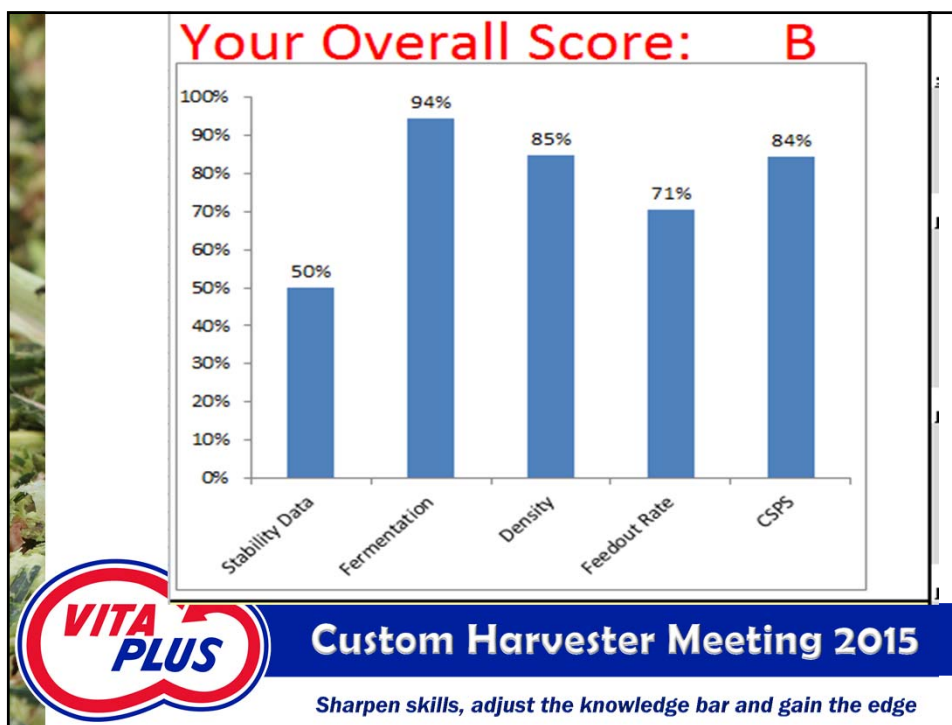
- **Output in detail on one sheet**
- **General scoring result on another**
- **Clearly shows relationships between parameters**
- **Can be discouraging to work on too many parameters at once**
- **Raise the barrel stave approach**



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Parameter	Where you are	Goal	Earned Point	Possible Point	Score	Grade
Stability Data						
Temperature range on the silo face	0	Less than 15	4	4	50	D
Difference between 18" and ensiling temperature	-2	Less than 10	4	4		
Difference between 18" and 4" temperature	0	Less than 15	0	0		
Loose feed temperature compared to ambient and	0	Less than 15	0	4		
Facer use	yes	yes	3	3		
Subjective surface spoilage rating	5	7 or better	-2	3		
Fermentation						
DM%	34.5	32-35	10	10	94	A
pH	3.8	less than 4	3	3		
Lactic, % DM	8.0	4-7	3	3		
Acetic, % DM	0.7	1-3	0.5	2		
Ratio of Lactic to acetic	11.7	3 or above	3	3		
Butyric, % DM	0.0	0	0	0		
Ethanol, % DM	0.0	0-3	1	1		
Total VFA, % DM	8.7	6 or more	3	3		
Ammonia, % CP	4.2	Less than 7	2	2		
Density						
Core Density	14.3	more than 15			85	B+
Shoulder Density	13.6	more than 15				
Left side		more than 15				
Middle		more than 15				
Right side		more than 15				
Average Density, lb/ft ³	13.9	more than 15	8	10		
Core density - shoulder density	0.66	less than 2	6	6		
Porosity calculation	0.45	Less than 0.4	3	4		
Feedout rate						
		more than 12 in the summer;			71	C+
inches/day	5.00	more than 6	6	7		
1x per day versus 2x per day	1	2x	4	5		
Amount of loose feed present	some	none	2	5		
Kernel Scoring						
Corn Silage #Kernel Processing Score	67.54	more than 70	10	11	84	B+
Starch, %	27.8	more than 30	3.5	5		

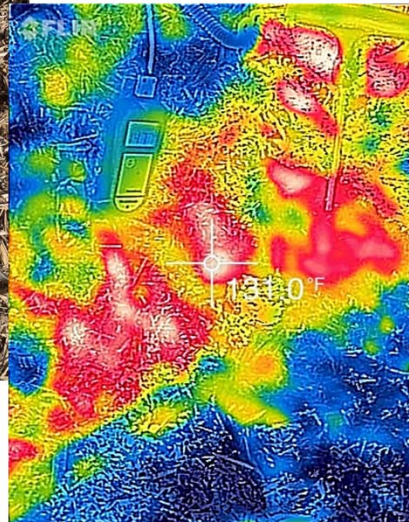


Other tools to add value...



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Proactively Address CSPA



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What do some of you do to communicate the value?

- **Customer Appreciation Events?**
- **Educational Meetings?**
- **Advertising?**
- **Networking with nutritionists, other industry professionals?**
-



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“Let advertisers spend the same amount of money improving their product that they do on advertising...and pretty soon, they won’t need to advertise.”

Will Rogers



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**Thank you
for your
attention!**



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