

PURINA DAIRY HERD PROFILE

BIG WAY

For Bill and Jim Search at Big Way Dairy Farm near Cream Ridge in New Jersey, the milk production on their 115 registered Holsteins is higher than they ever expected cows could milk. In the June DHIA test they had 39 cows milking more than 100 pounds with 15 of these cows fresh, with first calf. But even more outstanding, the whole herd was averaging 90 pounds of milk per day.

"When others talked about this kind of production, I didn't believe it," Jim said. "But they knew something we didn't. Now with Purina's help we know it can be done if everything is put together right."



The management team includes, from left, Horace Seibert, president, Woodstown Ice & Coal Co., Purina dealer; Bill and Jim Search; and Eugene Garrett, Purina dairy specialist.



Daily milk weights are fed into the computer from the carousel milking parlor so any drop in production is recognized immediately. In the photo are Eugene Garrett, Purina Mills dairy specialist, left, Bill Search, seated, and Jim Search.

The Search family started farming here in 1946. The dairy herd increased in size over the years. Later, another farm was purchased and both farms were put into the farmland preservation program. They farm 700 acres. Corn, corn silage, haylage, and alfalfa form the roughages that are balanced with Purina's custom-blend mix for the cows. The whole herd is fed as one top production group.

The Search family pays attention to details. Milking equipment is kept in top working order. The freestalls are kept as comfortable as possible. A water spray system at the bunk feeders keeps the cows cool in summer.

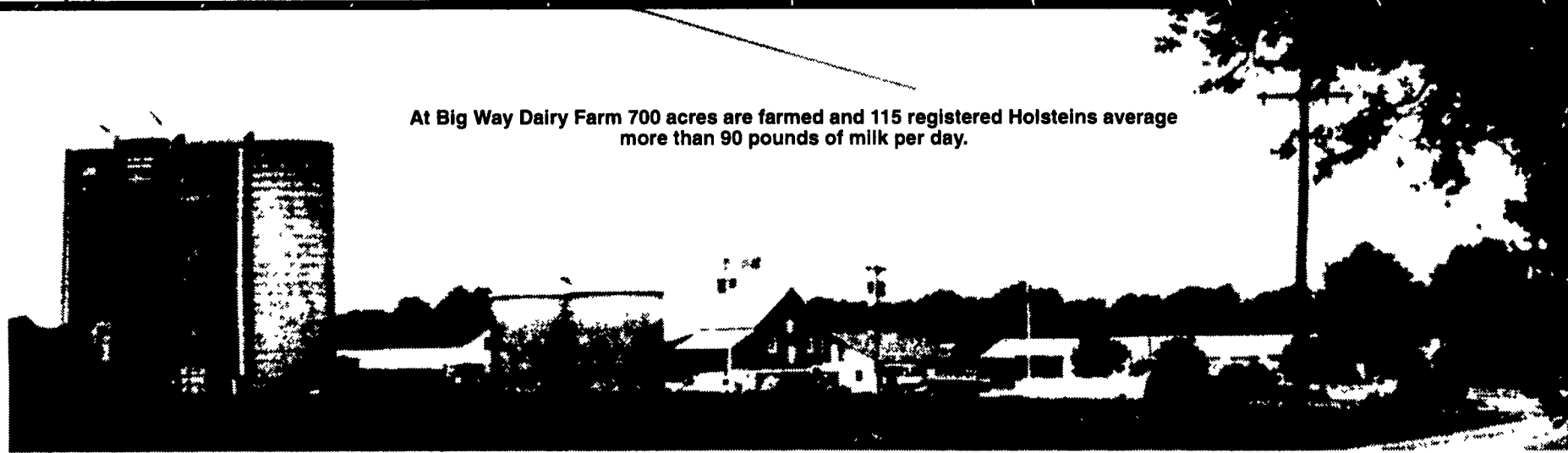
Three years ago when the brothers

started feeding Purina, the herd average was 19,340 pounds of milk. Today, the latest rolling herd average is 24,431m 832f 781p.

"We especially like the service we get from the Purina consultants," Bill said. "They are here every month more than once to check the cows. They spend time obtaining dry matter content of our home-grown forages so the feeding program is perfectly balanced."

Would the Search brothers recommend Purina to other dairy farmers? "Absolutely," Bill said. "The feed is excellent. We are getting superb service, and the Purina consultants are very knowledgeable."

At Big Way Dairy Farm 700 acres are farmed and 115 registered Holsteins average more than 90 pounds of milk per day.



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