



**Herd Management Goals - Article 9**

What must your herd accomplish in order to generate the profit needed for your family and for other purposes? What goals do you need to set for your herd, and are these herd goals consistent with your personal values and goals and with the overall goals of the farm business in general?

Last week's article focused on various benchmarks that you can compare your dairy business to, but there is more to goal setting than simply "being like" other respected producers or being similar to a set of benchmark data. Goal setting requires more thought than that, because the goals you set for your herd or business should be tailored to your specific situation. Goals can be affected by a variety of situations, such as availability of capital, renting a farm vs owning a farm, growing most of your feed vs buying a lot of the feed you need, using BST vs not using it, tie-stall vs free-stall operations, large herd vs small herd, grazing vs confinement, starting up in dairying vs being established or phasing out of dairy, etc.

Analyze your own situation and options, your personal and business goals and values, your management style, your abilities, your likes and dislikes, your production costs, etc. After you have done that, you now have a basis for setting some goals for your herd and then developing management strategies to help the herd meet those goals. Table 1 can serve as a guide for developing some goals for your herd. Values in the "High" and "Fair" columns are arbitrary, so feel free to substitute figures that might be more appropriate for you. The table lists a lot of possible goals, but don't let that overwhelm you. Select only a few key areas that you would like to focus on or improve. Then, set goals that are attainable and profitable, and enter your values in the "Yours" column. Also enter a target date for completing these goals, and then strive diligently to attain your goals by your target date.

Table 1 Example Holstein Goals and Your Goals

	Your Target Date _____	
	High	Fair
<b>First-Calf Heifers</b>		
Age at first calving (months)	22-24	24-26
Weight at first calving (after delivery)	> 1250	1150
<b>SCC</b>		
Average cell count for the herd is less than	200,000	300,000
Percent calving with code 3 or less - cows	95	90
- heifers	100	95

Production	Level of Herd Management	
	High	Fair
Income over feed cost per cow per year	1900	1500
Milk per dairy worker per year (lb)	1 000,000	700,000
Milk per cow per year	> 22,000	18,000
Average milk per day, for all cows in milk	> 70	> 55
Cows peak at (lb per day)	> 110	90
Monthly decline in their lactation curve (%)	< 8	< 10
Heifers peak at (lb per day)	> 85	> 70
Monthly decline in their lactation curve (%)	< 6	< 8
<b>Reproduction</b>		
Days to first heat	< 45	45-60
Heats detected (%)	> 70	> 60
Days to first service	< 70	70-90
Days open (90-95 days = 12.5 mo calving interval)	< 110	110-130
Services /conception - includes cows bred & culled	< 1.7	1.7-2.0
First-service conception rate (%)	> 60	> 50
Cows conceiving to 3 or less services (%)	> 90	> 80
<b>Calving interval (goals affected by management, culling and breeding decisions):</b>		
Average for all cows (months)	12.5-13.0	< 13.5
Average for high producing cows (months)	13.0-14.0	< 14.0
BST-treated cows	variable	variable
<b>Cow Turnover Rate</b>		
Percent of milking herd culled, died and merchandised per year:		
- Removed due to problems listed below (mastitis, reproduction, feet and legs, DA's, diseases, injuries, death, etc)	10-15	15-20
- Sold for dairy or for low production	15-20	10-15
- Total	25-35	25-35
Average value of all cows removed from herd (includes cull cows, dead cows and breeding stock, excludes young stock)	> 600	300-500
<b>Milk Components</b>		
Fat test (an indicator of rumen health)	3.5-3.8	3.4-3.9
Percent of cows testing less than 3.3-3.5%	< 10	< 15
Protein test	3.1-3.3	3.1-3.3
Solids-non-fat test (SNF)	8.5-9.0	8.5-9.0
Milk urea nitrogen (MUN)	12-16	10-16
<b>Dry Matter Intake of Cows</b>		
As % of body weight - heavy producers	> 4.0	3.6-4.1
- low to average producers	3.2-3.5	3.0-3.3
<b>Forage and Fiber Intake of Cows</b>		
Forage DM intake as % of total DM intake		
- Fresh cows, only in first 2-3 mo of milk and only after a good dry cow program	40-50	45-50
- Average producers and cows later in milk	50-60	50-65
Forage DM intake as % of body weight	1.4-2.4	1.8-2.4
Forage NDF (neutral detergent fiber) intake, as % of body weight		
- Long cut forage & avg-fiber concentrate	0.75-1.1	0.9-1.1
- Short cut forage & low-fiber concentrate	0.95-1.1	0.95-1.1
<b>Body Condition Scores</b>		
Springers, dry cows and cows at dry off time	3.5-3.8	3.5-3.8
Fresh cows	3.5-3.8	3.5-3.8
Lactating cows (1-8 months in milk)	2.5-3.5	2.5-3.5
Maximum body condition loss after calving	< 1 score	< 1 score

# Fuls Family Sweeps Lebanon Fair Beef Show



Heifer supreme champion at Lebanon Fair Tuesday afternoon went to Heather Fuls, center. From left, Rebecca Shirk, Lebanon fair queen; Fuls; and Brian Hrutkay, judge.



Showmanship champions at Lebanon Area Fair. From left, Brian Hrutkay, judge; Nathan Tice, reserve; and Heather Fuls, champion.

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placings:

## LEBANON AREA FAIR BEEF SHOW RESULTS

- BREEDS**  
**ANGUS**  
**4-H AND OPEN**  
Class 1 Junior Yearling Heifer: 1 Jen Hain.  
Class 2 Senior Heifer Calves: 1. Jen Hain.  
Class 3 Summer Yearling Heifer: 1. Heather Fuls.  
Champion: Heather Fuls Reserve: Jen Hain.
- SHORTHORN**  
Class 4 Junior Yearling Heifer: 1. Kyle Fleener. Champion: Kyle Fleener
- SIMMENTAL**  
**OPEN AND 4-H SHOW**  
Class 5 Summer Yearling Bull: 1. Valerie Blaich.  
Class 6 Junior Yearling Bull: 1. Angela Blaich.  
Champion Bull: Valerie Blaich. Reserve: Angela Blaich.  
Class 7 Summer Yearling Heifer: 1. Valerie Blaich. 2. Cassie Schaeffer. 3. Jen Campbell.  
Class 8 Junior Yearling Heifer: 1. Angela Blaich. 2. Tim Schaeffer. 3. Michelle Blaich.  
Class 9 Senior Yearling Heifer: 1. Matt Blaich.  
Class 10 Cow/Cal: 1. Valerie Blaich.  
Champion Heifer: Valerie Blaich. Reserve: Cassie Schaeffer.

### SUPREME CHAMPION HEIFER

Heather Fuls

### MARKET STEERS

#### OPEN CLASSES

- Lightweight Class 1 (805-1,100 lbs.): 1. Janine Winebark. 2. Gretchen Artz. 3. Stephanie Eberly.  
Lightweight Class 2 (1,150-1,171 lbs.): 1. Brandon Winebark. 2. Andrew Joe Atkins. 3. Ryan Spatz.  
Lightweight Champion: Brandon Winebark. Reserve: Andrew Joe Atkins.  
Medium Weight Class 1 (1,190-1,215 lbs.): 1. Heather Fuls. 2. Megan L. Fuls. 3. Nathaniel Artz.  
Medium Weight Class 2 (1,220-1,271 lbs.): 1. Cassandra Schaeffer. 2. Matthew Blaich. 3. Ann M. Leed.  
Medium Weight Champion: Heather Fuls. Reserve: Cassandra Schaeffer.  
Heavyweight Class 1 (1,278-1,335 lbs.):

- Justin Fuls. 2. Nathan Spatz. 3. Kyle Fleener.  
Heavyweight Class 2 ((1,365-1,500 lbs.):  
1. Wendy Atkins. 2. Timothy Schaeffer. 3. Joseph Tice.  
Heavyweight Champion: Justin Fuls.  
Reserve: Wendy Atkins.

### MARKET STEERS

#### 4-H CLASSES

- Lightweight Class 1 (805-1,100 lbs.): 1. Janine Winebark. 2. Gretchen Artz. 3. Stephanie Eberly.  
Lightweight Class 2 (1,150-1,171 lbs.): 1. Brandon Winebark. 2. Andrew Joe Atkins. 3. Ryan Spatz.  
Lightweight Champion: Brandon Winebark. Reserve: Andrew Joe Atkins.  
Medium Weight Class 1 (1,190-1,215 lbs.): 1. Heather Fuls. 2. Megan L. Fuls. 3. Stacy Weidler.  
Medium Weight Class 2 (1,220-1,271 lbs.): 1. Cassandra Schaeffer. 2. Matthew Blaich. 3. Justin Weidler.  
Medium Weight Champion: Heather Fuls. Reserve: Cassandra Schaeffer.  
Heavyweight Class 1 (1,278-1,335 lbs.): Justin Fuls. 2. Nathan Spatz. 3. Kyle Fleener.  
Heavyweight Class 2 ((1,365-1,500 lbs.): 1. Wendy Atkins. 2. Timothy Schaeffer. 3. Joseph Tice.  
Heavyweight Champion: Justin Fuls. Reserve: Wendy Atkins.

### MARKET STEER CHAMPION

Justin Fuls  
RESERVE  
Heather Fuls

### SHOWMANSHIP

#### FFA

- Out of School: 1. Wendy Atkins.  
In School: 1. Cassie Schaeffer. 2. Annie Lelover.  
Champion: Wendy Atkins. Reserve: Cassie Schaeffer.

#### 4-H

#### Years Experience

- 9 Years: 1. Heather Fuls.  
7-8 Years: 1. Justin Fuls. 2. Ryan Spatz. 3. Nathan Spatz.  
5-6 Years: 1. Kyle Fleener.  
3-4 Years: 1. Megan Fuls. 2. Blaine R. Brown. 3. Jennifer Hain.  
1-2 Years: 1. Nathan Tice. 2. Billie Jo Atkins. 3. Jennifer Campbell.

### CHAMPION SHOWMAN

Heather Fuls  
RESERVE  
Nathan Tice

# MILK

Where's your mustache?