

# PURINA DAIRY HERD PROFILE



**"THINGS STARTED TO CLICK"**

The hills and wooded areas rise behind the beautiful Lonely Acre Farms' homestead along Friendsburg road west of Route 73 in the Oley Valley in Berks County. For more than 150 years the Hoffman family has farmed the soil here and milked Holstein cows on these fertile fields and meadows with a winding stream.

Today, Barry and Karen Hoffman and children Dwight, Sherry, and Kris, represent the 4th and 5th generations of the Hoffman family to call this farm home. A very down-to-earth commercial dairy operation, they milk 72 black and white and red and white Holsteins, and have about the same number of replacement young stock.

They farm 330 acres to raise the forages to feed the cows, and they raise a lot of soybeans for grain. Their desire to better utilize their homegrown soybeans attracted the Hoffman family to Purina feeds about 16 months ago, and the rest is history.

"We wanted a feed supplier that would help us to use our own beans to reduce the bought short-feed we needed to buy," Barry said. "At the time we were at the 17,800 lb. average milk production level and looking to reduce feed cost. We were also looking to increase milk production.



At Lonely Acre Farms are from left, Kevin Guldin, farm consultant, Kris, Karen, and Barry Hoffman.

"Kevin Guldin, farm consultant for Oley Valley Feed, came up with the idea to process our beans and mix them in a 50% beans/50% Purina RB30 concentrate that gave us a feeding program that not only balanced our homegrown forages, it also reduced our bought concentrate by 50 percent."

Over the period since switching to Purina, the Hoffmans have increased production by more than 2,000 pounds of milk. Their rolling herd average is now pushing 21,000 pounds of milk and individual records go to 29,944m 1,032f 980p. Last month nine cows were milking over 100 pounds.

The operation is rather old-fashioned in its setup. The forages are fed in a bunk feeder in the loafing area, and the concentrate is fed in the stall barn at milking time. By the Hoffman's own admission, it's not a fancy operation, but it is cost efficient with a special effort to watch the bottom line.

"After we started using Purina's feeding program, things started to click," Barry said. "The cows really like the feed and if you take it away, they don't want to eat anything else. Sure, we recommend Purina feeds to others. It works for us. We certainly are not looking to change feeds now."

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