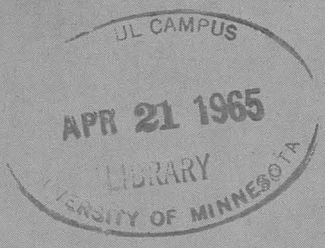


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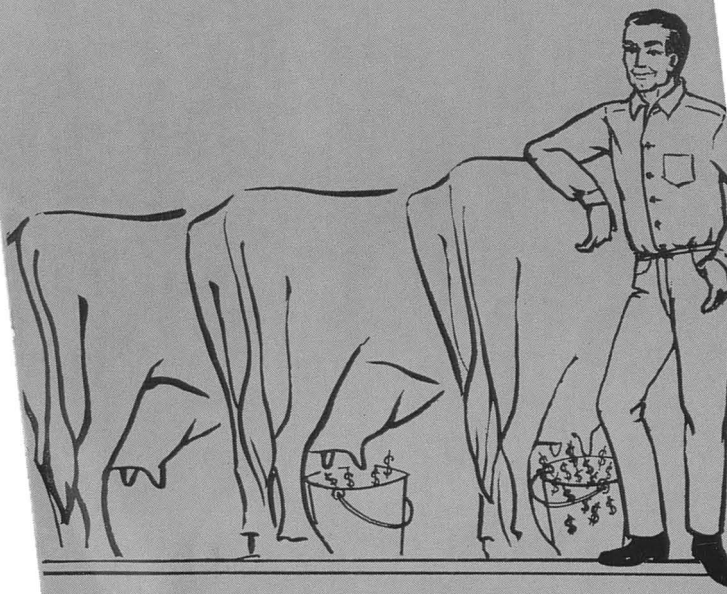
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DHIA Records

put more \$ in your milk pail



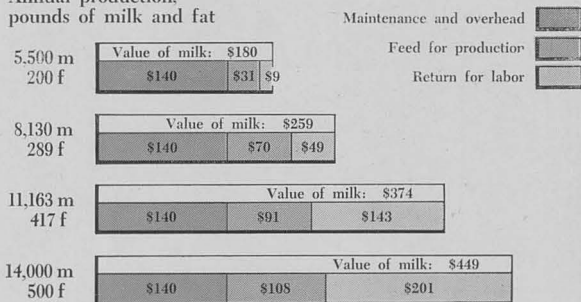
UNIVERSITY OF MINNESOTA
AGRICULTURAL EXTENSION SERVICE

If someone told you where you can get \$5 back for every \$1 you invest, would you be interested? The Dairy Herd Improvement Association (DHIA) program has yielded returns like that to thousands of Minnesota dairymen. This folder shows why DHIA records mean so much.

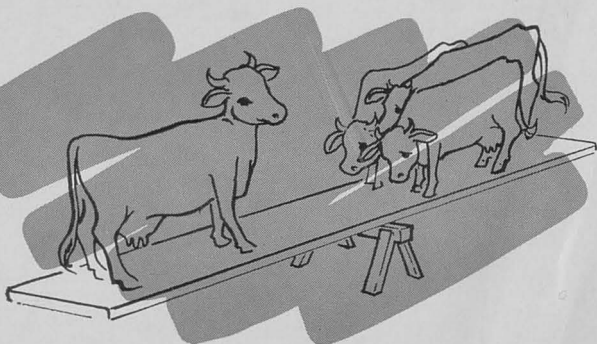
The influence of production

Production per cow is by far the greatest influence on net returns in the dairy business, as you can see in this chart:

Annual production,
pounds of milk and fat

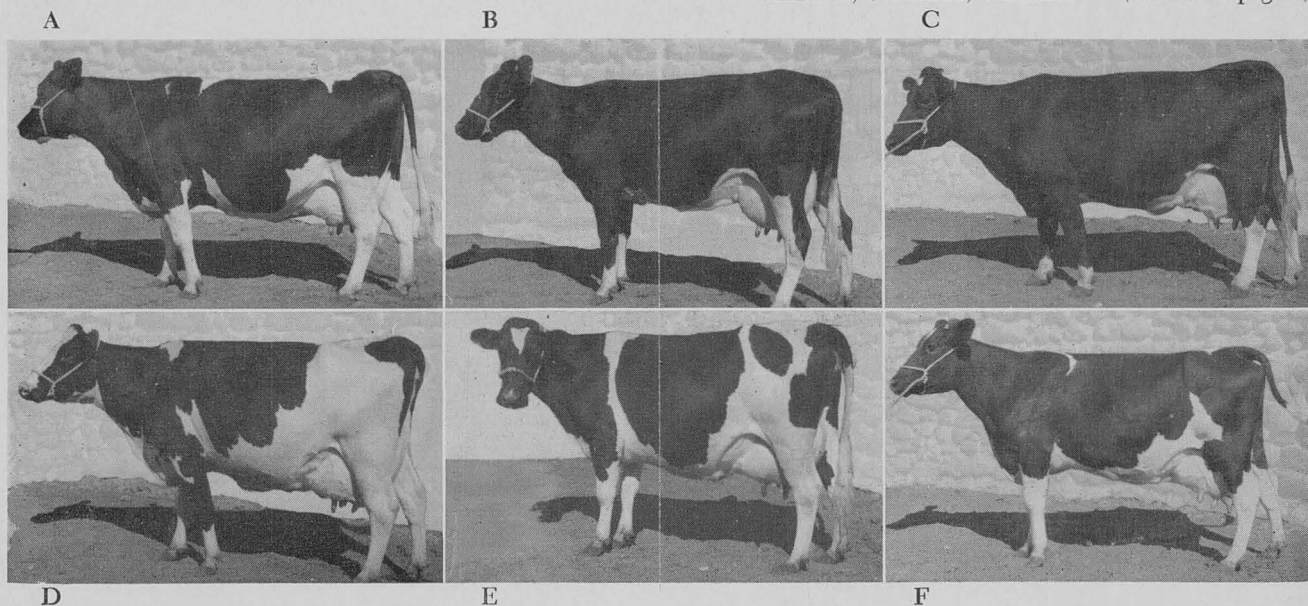


The average production of all Minnesota milk cows in 1962 was 8,130 pounds of milk, with a \$49 return per year for the owner's labor. Thousands of these cows returned their owners even less. Minnesota cows in herds tested in DHIA averaged 11,163 pounds of milk and \$143 return for labor—nearly three times as much as the average cow. Putting it another way, 10 average DHIA cows are as profitable as 30 average Minnesota cows.



How would you place these cows on production?

1. _____, 2. _____, 3. _____,
4. _____, 5. _____, 6. _____ (answer on page 8)



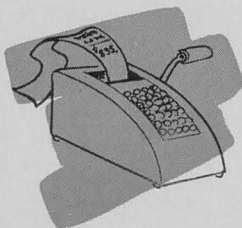
Looks don't tell what a cow produces

Some people say they can tell by a cow's looks how much she will produce. But can they? Not long ago a contest using pictures of six cows from the same herd, all with production records, was run in several Minnesota counties. Over 5,400 dairymen placed these cows according to what they thought they produced; only 7 placed them correctly. Can you take a chance on being right only 7 out of 5,400 times? That's mighty expensive guessing—there isn't enough money in the dairy business to take that chance.

Think of your investment— you can't afford to guess

Let's add it all up:

Cow	\$250
Annual feed cost	135
Shelter	300 +
Equipment	100
Interest, taxes, etc.	50
Total	\$835 +



Think of it—800 to \$900 invested and still no return for your labor. Now do you really think you can afford to spend your time and money without knowing what you're getting out of individual cows in your herd? Some of your cows probably are eating up the profits from the best ones, and you'd better put a stop to it. The job is to locate the loafers and get rid of them.

Stop guessing

The dairy business is no place for guessing. Production records put an end to guessing; they show what each cow does for you. They make it possible to weed out unprofitable cows, to feed cows more efficiently, and to make a lot more money.

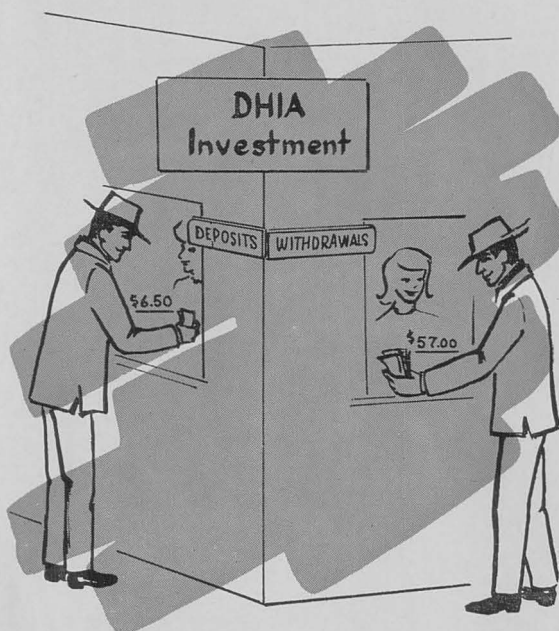
They help you to:

- ➡ 1. Cull out low producers and increase net income.
- ➡ 2. Feed grain according to production and save money.
- ➡ 3. Select cows whose calves will be good herd replacements.

It doesn't cost to test

DHIA testing doesn't cost; it pays. Most dairymen who don't test their cows pay for records anyway—through losses that records could stop. DHIA members would not invest in records year after year if they didn't pay.

DHIA members in Yellow Medicine County increased their average production per cow from 361 to 451 pounds in 10 years. This increased production brought them an average increase of \$57 per cow per year for their labor—mostly through use of DHIA records as guides for culling, feeding, and breeding. A \$57 return from a \$6.50 investment is good interest. DHIA can give you such returns.



How to start testing

Get started by joining the Dairy Herd Improvement Association in your county. It is an incorporated, cooperative, nonprofit organization. A board of directors manages the association affairs and hires supervisors. The county agent serves as adviser. New members pay a membership fee, usually \$5 to \$15, when they join, and a monthly fee to cover operating expenses.

TWO PROGRAMS ARE AVAILABLE—USE WHICHEVER YOU PREFER

1. Standard DHIA testing

- Supervisor visits farm each month and weighs and samples milk from each cow for one day.

- Supervisor weighs or measures the amount of feed fed.

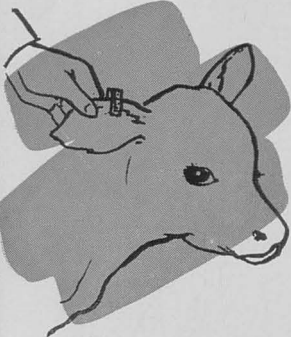
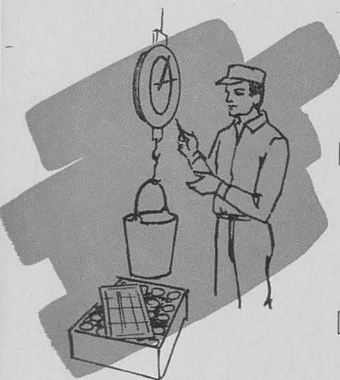
- Supervisor eartags all calves for future identification.

- Supervisor records information in the owner's herd book.

- Supervisor completes a monthly report from which all production, costs, and feeding guides are calculated and sent to the herd owner.

- These records are published and are used in proving sires and so are a basis for improved breeding.

- Investment averages \$6.50 per cow per year.



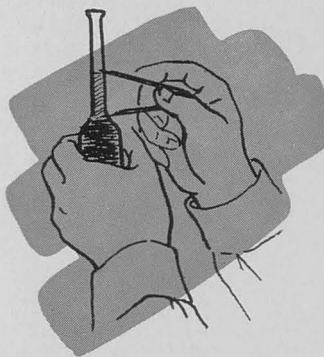
2. Owner-sampler testing

- Supervisor visits farm each month to leave sample case and listing sheet. Herd owner weighs and samples milk for one day from each cow.

- Supervisor picks up samples, tests them, and reports milk weights entered by the owner for calculating the records.

- Owner receives same information as standard DHIA, but the records are not published or used in sire proving because the supervisor does not sample and weigh the milk.

- Investment averages \$4.00 per cow per year.

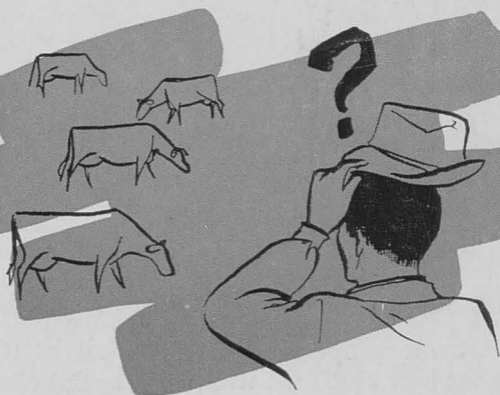




You can't afford not to test

Think it over. Can you afford to invest your labor and \$800 or more per cow without knowing whether she's making or costing you money? Only \$4.00 to \$6.50 per year will give you the answer.

You can't afford not to test, so see your county agent, DHIA board member, or supervisor about joining—NOW.



Here's how the cows pictured on pages 3 and 4 placed: Based on the average of three lactations, annual butterfat production and labor return to the owner was:

A: 452 pounds, \$168	D: 489 pounds, \$193
B: 530 pounds, \$222	E: 340 pounds, \$86
C: 353 pounds, \$96	F: 533 pounds, \$224

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