



DTN DAIRY®

Danichelle Holsteins

Colby, Wisconsin

Danichelle Holsteins, a small dairy farm with 35 to 40 purebred Holsteins, is located in Colby, Wisconsin, right in the center of the state. Having taken over the farm on which he was raised, co-owner Dan Mielke is the third generation in his family to farm in the United States. His grandfather started the family farming tradition here after immigrating in 1910 from a German settlement in Poland where the family had farmed for generations before.

Dan's wife, Michelle, owns the operation with him, and the dairy's name is a combination of their first names. Their 18-year-old son recently started farming some of his own land and may some day take over the family farm. In addition to the dairy operations, the Mielkes grow alfalfa, hay, corn, soybeans, oats, and barley on 250 acres of leased and owned land. They sell their Holsteins for breeding or milk through local and state purebred consignment and some private sales. They sell their crops to neighbors or through their local cooperative.

The challenge

Dan Mielke needs detailed market and weather information to make pricing and other business decisions key to the dairy's success. Previously, he had access only to more general information and had to go to multiple Internet sites to find it.

The solution

After subscribing to DTN Dairy Online, Mielke has come to depend on DTN/*The Progressive Farmer* for easy access to the information that he needs in one location. He has found the pricing information especially useful. "That's the primary benefit, and that's what I was hoping for," he explained.

The DTN/*The Progressive Farmer* site has more detailed market information than he was finding on the Web sites he previously used. "We wanted to track some of the markets more closely," he explained. "I like being able to access so much information on one site," he said. "I can find the corn and soybean market information, the milk futures, and the weather information all on one site, and having it in one place saves a lot of time.

Previously, I had to find the weather information on one site and look at a couple others for the market information I needed," he explained.

The results

"I use DTN Dairy Online to check the weather forecasts daily and also for checking grain markets and milk futures prices," he said. It's one of the



first things he looks at in the morning. "Usually, I complete the morning milking and chores first, then I check DTN Dairy Online," he said. "We make some crop decisions based on the weather," said Mielke. "The weather information on DTN Dairy Online has been very important in helping us to determine whether to cut hay," he explained. He also anticipates that the information will be useful for making planting decisions and it will continue to help with harvesting. "Here, in the past month, we made some corn harvesting decisions based on it," he said.

In the days ahead, the Mielkes plan to expand their acreage, and Dan anticipates that DTN Dairy will be useful when they are ready to sell those crops. "I'm starting to think more about watching futures markets for milk, corn, and soybeans because we'll be selling more," he said.

Mielke also anticipates that DTN Dairy pricing information will prove useful in making decisions about his cattle. "Based on some of the futures prices, we may cull some of our cattle numbers," he said. "I may make those decisions differently based on what the futures market looks like," he said. "I may sell some of the better registered cows if we anticipate milk prices are coming down," he explained.

The client's view

"DTN Dairy Online is a quick source of information to help us make decisions about our business."

Dan Mielke, Colby, Wisconsin