



20th Anniversary of U. S. Dairy Forage Research Center: Recognition Seminar

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June 29, 2001

**Fluno Center for Executive
Education**

Madison, WI

U S Dairy-Forage Industry

- Provide economical ways of using rolling lands not suited for continuous cropping without soil loss, leaving natural resources sustainable
- Uses many by-products of human food and herbage production



U S Dairy-Forage Industry

- Is challenged by high input costs relative to product market prices which often result in low economic returns
- Is challenged to manage nutrient loads from manure as operations increase animal numbers



U S Dairy-Forage Industry

- Needs new research and development to provide solutions to current challenges of dairy farm managers and dairy manager advisors
- Needs a unified voice of research and development for public and private endeavors



20th Anniversary Celebration

- Celebrate dedication of U. S. Dairy Forage Research Center's Laboratory, June 30, 1981
- A seminar for national media to build awareness of the value of USDFRC research efforts to U. S. citizens



20th Anniversary Celebration

- **Celebration activity house-keeping**
 - Green name tags are stakeholders, scientists, speakers, and staffers
 - Red name tags are media personnel (14 different organizations)
 - Questions asked from theater microphone
 - Refreshments outside theater all morning



20th Anniversary Celebration

- **Celebration activity house-keeping**
 - Invited to Laboratory Open House
 - Buses are ready to transport people to the laboratory at 12:30 PM
 - Dairy products will be available
 - Poster displays are located through out the laboratory
 - Buses will return people to Fluno until 4 PM



Atrium of UDFRC, 1925 Linden Drive

20th Anniversary Celebration

- **Celebration activity house-keeping**
 - Media and speakers proceed to Dinning Room at the conclusion of the seminar for in-depth interviews
 - USDFRC stakeholder meeting will begin in Dinning Room at 1 PM
 - Stakeholders and media will be bused to Laboratory at 2 PM



20th Anniversary Celebration

■ Celebration Committee

- Clive Holland, chair, IA
- Bill Tucker, VA
- Charles Crave, WI
- Ken Olson, IL
- Stan Bird, CA
- Steve Larson, WI
- Kim Kaplan, MD
- Ron Hatfield, USDFRC



20th Anniversary Celebration

■ Recognition Seminar Committee

- Neal Martin, chair, USDA-ARS
- Basil Eastwood, USDA-CSREES
- Valerie Breunig, Agronomic Science Foundation
- Dan Undersander, University of Wisconsin
- Michael Galbraith, Cargill Animal Nutrition
- Jennifer Garrett, Monsanto
- Dave Mertens, USDA-ARS



20th Anniversary Celebration

■ Contributing Sponsors

- Stakeholder Meeting, Hoard's Dairyman
- General Celebration
 - Croplan Genetics, Pioneer Hi-Bred International, Inc., Accelerated Genetics, Gehl Company and Agri-Bio Systems
- Promotional Advertising
 - Americas Alfalfa
- Refreshments at Farm
 - Engineered Storage Products



Welcome

■ Center Directors

- Harlow J. Hodgson
1978-1979, deceased
- Raymond A. Bula
1979-1984
- Charles A. Kiddy
1984-1986
- Larry D. Satter
1987-1998

■ First Farm Manager

- Matt Matthias



A Vision of The Future of Dairy Forage Research

