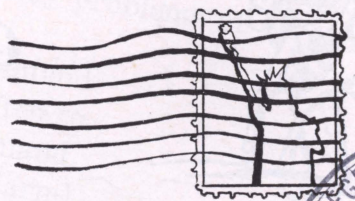
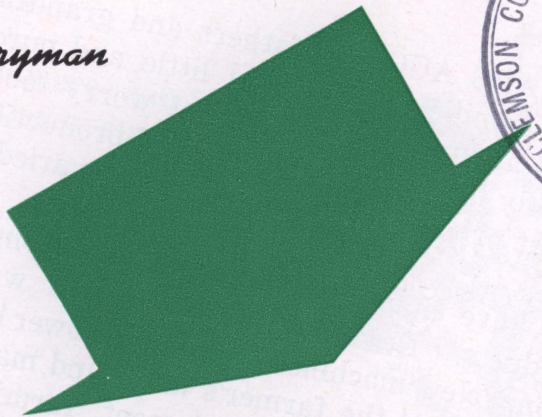


COLLEGE STATION  
7-PM  
TEXAS



Mr. Dairyman  
Texas  
U. S. A.

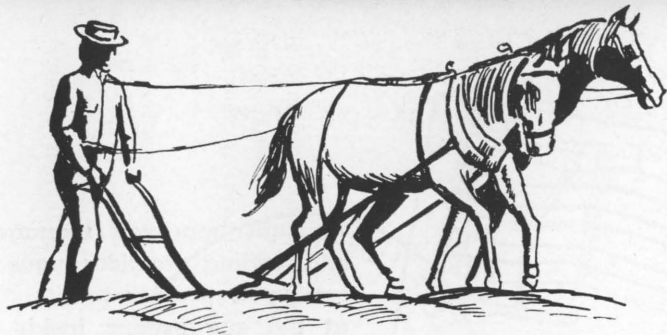


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Through improved management  
and feeding practices, your dairy  
can spell greater profits. Look  
at the suggestions inside . . . .

TEXAS AGRICULTURAL EXTENSION SERVICE  
G. G. Gibson, Director

## FIFTY YEARS AGO



## *Farming Is Constantly Changing*

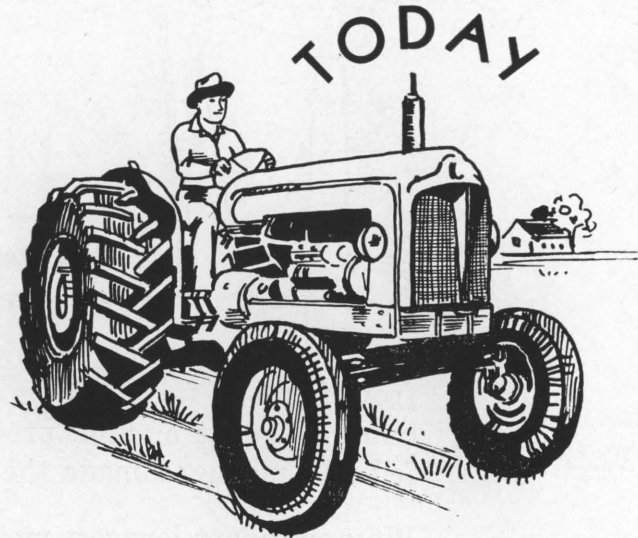
**F**IFTY YEARS AGO our fathers and grandfathers produced enough to feed and clothe their families. They sold little and purchased only essentials that could not be produced at home. They did not worry too much about farm and family living costs. Family labor was a big item of production but it did not involve cash. Farm families that produced a large amount of varied products enjoyed a good living.

But times have changed. Industrial development has opened many new markets for farm products. Research has discovered ways for increased crop and livestock production. New machines and motor power have replaced hand tools and horsepower. This has lightened the farmer's labor and made it more productive. But even with modern developments and equipment, farming requires a business-like approach.

Now, instead of producing mainly for home use, farmers produce what today's specialized markets demand. Increases in farm sales have accompanied specialization. At the same time, cash costs have risen. Fertilizer, seed, insecticides, hired labor, commercial feeds, tractor fuel, equipment repairs and many other items require cash. Today, the level of living depends on the number of dollars left after farm expenses have been paid. Cost-price relationships are daily problems of farmers.

Industrial expansion has greatly increased the demand for fluid milk in Texas. Many farmers have shifted to the production of Grade A milk to supply this demand. Many problems of management have arisen since farmers experienced primarily in crop production have shifted to dairying.

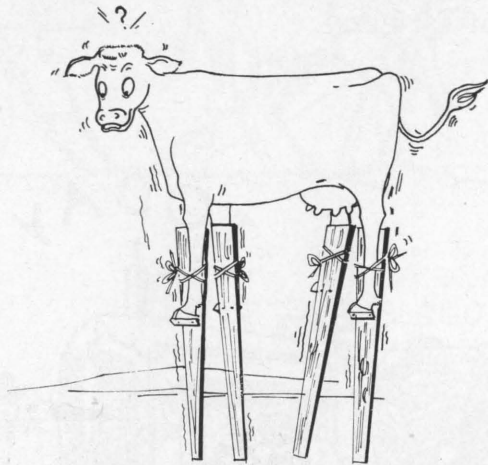
To be successful, a dairyman must do more than just milk cows. He must give careful attention to numerous management problems.





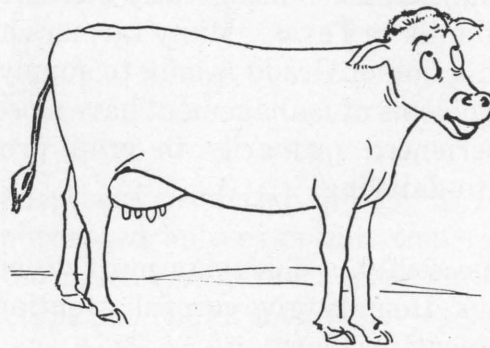
# Costs Vary From Farm to Farm

Some Have High Costs



**What  
About  
Your  
Costs  
?**

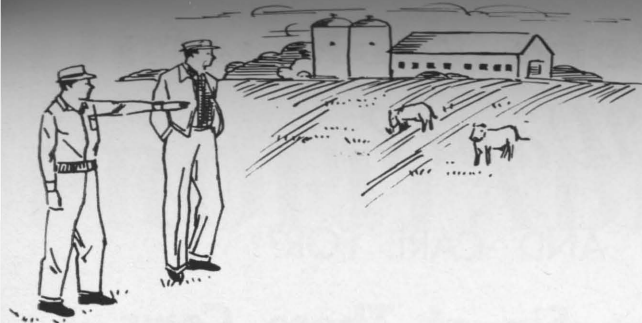
Some Have Low Costs



Are you a high or a low-cost milk producer? Research shows wide variation from farm to farm. A recent Texas study included a dairy with costs of \$7.57 per hundredweight of milk produced; another with only \$3.18. Well-bred cows properly fed and managed made the difference!

Why not adapt low-cost methods to your business?

# What Practices Do Low-Cost Producers Follow?



*Watch*—THE BEST  
DAIRYMEN AMONG  
YOUR NEIGHBORS



*Study*—RESULTS  
OF YOUR  
EXPERIMENT  
STATION

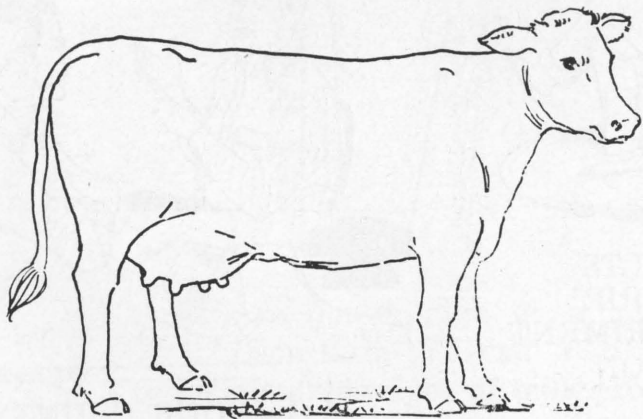


*Ask*—YOUR COUNTY  
AGENT

# *Good Cows Make More Money* *Which Do You Want?*

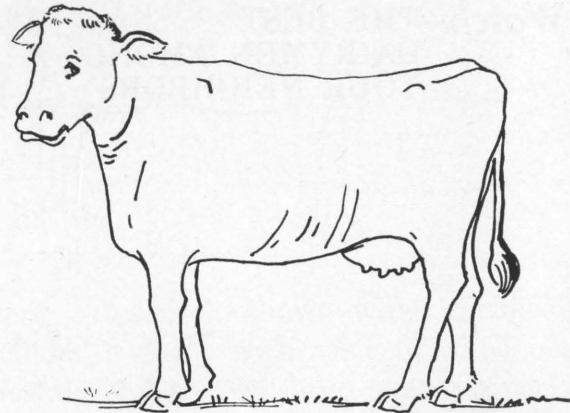
ONE COW OR SIX TO MILK, FEED AND CARE FOR?\*

**This Cow** *makes as much profit as* **Six of These Cows**



Producing 14,000 pounds of milk

\*Based on DHIA records.



Each cow producing only 3,000 pounds  
of milk

# DO YOU HAVE PROFITABLE PRODUCERS ?

You cannot afford to keep cows that are not high producers. Research shows that high-producing herds generally have lower costs and higher net returns.

The low-producing cows in your herd actually steal profits from the high producers. Labor used caring for a low-producing cow gives a low return. **Cull low producers.** Keep some form of individual cow production records to insure accurate culling.

Use a bull that will improve your production. Unless you can afford a bull capable of transmitting high production, breed artificially to improve future herd quality. This practice may cost less than keeping your own bull.

# THE TREND IS TOWARD LARGER HERDS

## Why?

Large herds of high producers permit more effective use of labor, equipment and capital—lower costs and higher earnings.



Jobs such as cleaning out the barn and milk room, cleaning the lots and putting out hay and silage take about the same time for 20 as for 30 cows. This means less time spent per cow.

The most efficient size herd varies from farm to farm.

Merely adding more cows does not guarantee good labor efficiency because some dairymen have more cows than there is labor to care for them properly.

Aim for the size herd that will make fullest use of all available labor throughout the year.

Labor savings come from better facilities and equipment which owners of larger herds can afford. Example: About half the time and a third of the walking distance in a stanchion barn are spent on the milking and care-of-milk jobs. Much of this time and distance would be eliminated with a pipeline milking system.

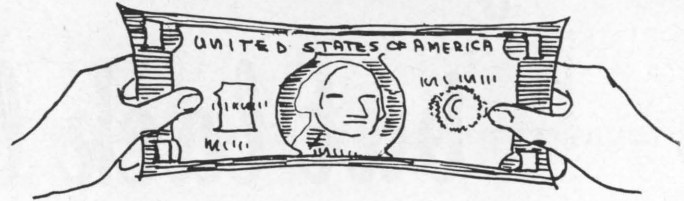


# Do you want a larger herd but lack land and labor ?

Some of These Ways Might Work:

- Use improved practices to step up yields of hay, silage and pasture.
- Shift diverted acreage to forage production.
- Lease extra land if possible.
- Raise calves on milk substitutes rather than on nurse cows.
- Dispose of all calves not to be kept for replacements.
- Consider artificial breeding and use feed and labor for additional cows.

# STRETCH FEED DOLLARS



High-quality forage in the form of pasture, hay and silage is the key to profitable feeding. You can improve forage quality by growing adapted varieties and by fertilizing, harvesting and storing properly.

The proper combination of forage and concentrates depends largely on:

- Amount of forage available
  - Quality of forage
    - Cost of concentrates
      - Producing ability of cows
        - Price of milk

# PRODUCE HIGH - QUALITY FORAGE HAVE GOOD PERMANENT PASTURES

On Texas Dairy Farms

**1954**

10 acres—average unimproved  
pasture, grazed:



1½ cows

10 acres—good, improved  
pasture, grazed:



5 cows

In 1954, the most productive pasture observed in a study of East Texas dairy farms furnished 185 days of high-quality grazing per acre. The annual cost for fertilizer, seed, tractor work and labor used to improve this pasture was \$17 per acre. The same year, unimproved pastures provided only 50 days of fair-quality grazing per acre.

On the improved pasture, it cost only 13 cents to add a day of good grazing for a dairy cow.

# Plan for Early Fall Grazing

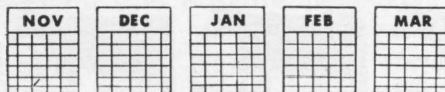
According to a recent study--  
dairymen with early fall grazing:

- Had grazing over a longer period
- Got more total grazing
- Got more milk
- Fed less hay

. . . than those with late grazing  
only

## WITH EARLY FALL GRAZING

Days of  
grazing  
per acre



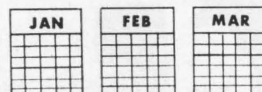
143 days

Value per  
acre  
or \$55 from  
increased milk  
plus hay saved



## WITH LATE FALL GRAZING

Days of  
grazing  
per acre



80 days

Value per  
acre  
or \$33 from  
increased milk  
plus hay saved







# Harvest and Store To Maintain Forage Quality

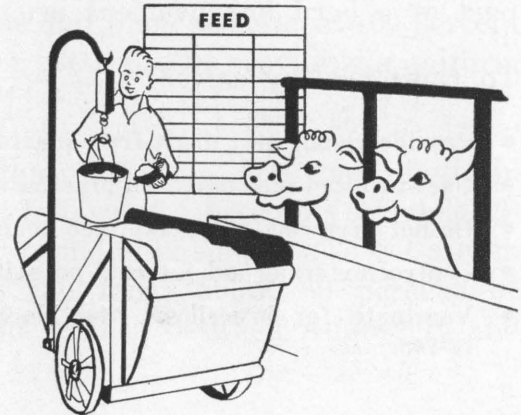
*Provide 3 to 5 tons of silage per cow.*

## **Feed Grain According to Production**

With good forage, the amount of expensive grain needed can be reduced. Good dairymen feed forage to full capacity of cow; then supply grain as needed, according to production.

Stop increasing concentrates when the extra milk equals the value of the extra feed.

Best use of feed supplies requires constant attention to each cow. If you watch this, you'll stretch your feed dollars farther.



# RAISE OWN REPLACEMENTS

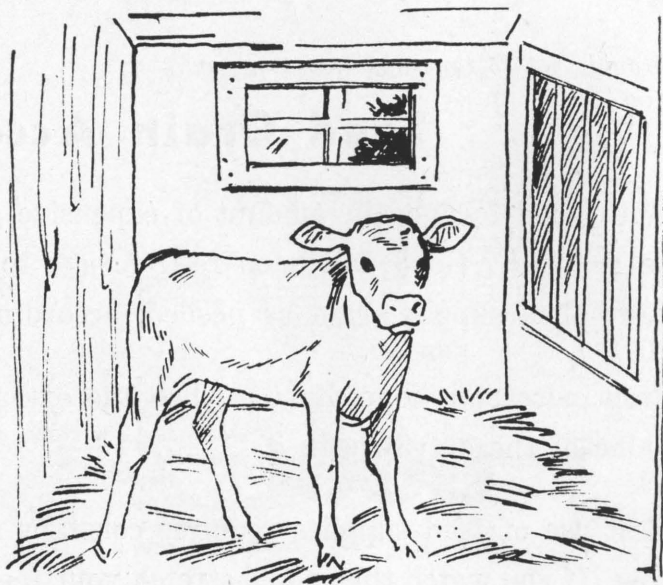
## for rapid herd improvement

Productive capacity of individual cows greatly influences profits. The surest way to develop a high-producing herd is to replace low producers with heifers of greater productive capacity.

The job of raising dairy heifers is an important part of a herd improvement program.

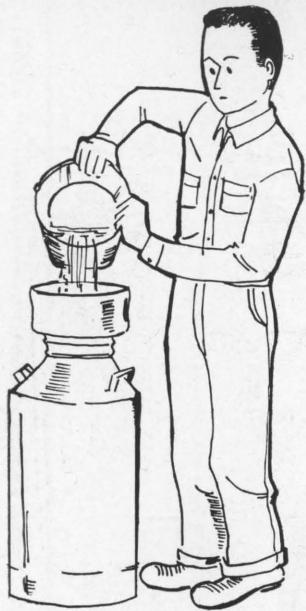
To raise healthy calves:

- Provide clean, dry, draft-free quarters.
- Use sterilized feed pails and practice sanitation at all times.
- Do not overfeed, and make feed changes gradually.
- Control external and internal parasites.
- Vaccinate for brucellosis and blackleg and isolate sick calves.



# DO YOU MEET MARKET NEEDS ?

Do You Produce



*Too little in  
the fall?*



*Too much in  
the spring?*

Market supplies of milk annually increase 50 percent or more from fall to spring. Since bottling requirements are uniform, spring and summer surpluses occur.

Get a better market by serving your market needs. It will pay to time your production to meet market demands. Some dairymen sell almost 100 percent of their milk for bottle use by providing a uniform supply.

It takes constant attention and care, both in feeding and in following a breeding schedule, to produce a year-round milk supply. To get a high percentage of fall milk, about 60 percent of the herd should freshen between August 15 and November 15.

SEE YOUR COUNTY AGENT  
for Help with Dairy Management Problems

Sincerely yours,

\* Mac, Cliff, Bob & Dick

\*A. C. MAGEE  
C. H. BATES  
BOB STONE  
*Department of Agricultural Economics and Sociology*

R. E. BURLISON  
*Department of Dairy Husbandry*

TEXAS AGRICULTURAL EXPERIMENT STATION  
TEXAS AGRICULTURAL EXTENSION SERVICE  
The Texas A. & M. College System