



Our life. Our work. Our home.

Quarterly Moos - June 2015

Dear Friends and Neighbors,

Our farm is built on our parents' original land. This land is special. That's why we're here and why we've stayed. Although the look of the farm may have changed, our commitment to care for the environment hasn't. Mom and Dad taught us that caring for the land is the foundation of everything we do. We're proud that their values of stewardship and responsibility live on.



More than 70% of the roof on the new barn is up.

Happy June Dairy Month!

Lee, Rod & Maureen Kinnard

Jackie and David Stewart



Jackie, David, Lee, Maureen & Rod

June is Dairy Month!

Celebrate all things dairy by attending the Kewaunee County Breakfast on the Farm on June 21st from 8 -12. Enjoy kids activities, a farm tour, live music, the biggest omelette you've ever seen, pizza, lots of cheese, and a strawberry sundae for dessert.

Fun for the whole family! \$6 Adults, \$3 children (under 4 free)

Deer Run Dairy, LLC • N1225 Sleepy Hollow Road • Kewaunee, WI 54216

Kinnard Farms *Our work. Our life. Our home.*

Rod & Maureen Love Life & Farming



Maureen Kinnard has been married to her husband Rod since 1970. “We were married in a warm August, and back then August meant combining oats. Rod’s parents worked in the milking parlor that day so we could enjoy the wedding. Some friends had offered us their cottage up north for a honeymoon. But the next morning we woke up and Rod said ‘I don’t think we can get away.’ We never did make it up north. But it’s okay. It’s part of farming.”

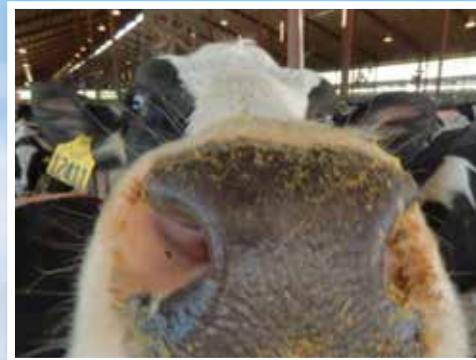
For Rod, the Kinnard farm is home. “As a kid, I always loved being on the farm. But my teachers told me ‘You’re smart, you shouldn’t be in farming.’” I spent two years at Marquette studying to be a doctor, and two more at

River Falls. But the truth is, what mom and dad were doing on the farm was more progressive than what they were teaching at the UW. So I came back and said, ‘Dad, I’d like to farm.’”

Rod and Maureen kept the farm growing and doing things better. “I remember having dinner with Maureen,” remembers Rod. “At the time we were milking about 100 cows. I said to her, ‘Someday, I’m going to milk 1,000 cows. I know we can do it, and we can do it well.’”

The couple and their cousins, who owned a cement company, helped build a new milking parlor in 1976, and Rod and Maureen mixed the concrete by hand. “There were long days and struggles,” says Rod. “But we always take pride knowing we’re producing food. That somewhere in the world, someone didn’t go hungry because we did the right thing.”

“A lot of people are on our shoulders now,” adds Maureen. “We keep trying to make the farm better, more sustainable. It’s just an extension of what Alvin and Milly always did.”



Stewardship and Sustainability

Our work is founded on our love for this land, but everything we do is based on science. We work with a team of local and national experts to go above and beyond in caring for our air, land, water and animals.

- We work hard to develop nutrient recycling plans customized to our farm, and work with government agencies to ensure the health of the land. Not only do we follow some of the strictest regulations in agriculture, but we go above and beyond in preserving our natural resources now and for the future.
- Clean, quality water is essential to our dairy farm. We feed our cows clean water to produce quality milk, and we recycle water on the farm.
- Our Comprehensive Nutrient Management Plan requires us to record and collect rainwater and all the other water on our farm. One hundred percent of the water on our farm is collected and reused.
- Because some of our land is on karst topography, we use state-of-the-art technology to help us know where and when to apply fertilizer to enrich the soil. Our Veris machine scans for geological information, finds out where the karst is, and creates maps of where nutrients will and will not be applied.



Dairy farmers have a strong record of producing more with less. From 1944 to 2007, milk yield has increased fourfold with 90% less cropland, 65% less water, and 63% less carbon while producing 76% less manure. Source: Innovation for U.S. Dairy



The cross ventilation system in the new barn not only keeps the cows more comfortable, it also increases the air quality flowing through the barns. Our goal is to have nearly equal air quality inside as outside on a year-round basis.

Some people like to talk about the “good old days” of farming. The truth is, because of advances in technology, manure management is a much more precise science now than in the past. Manure is a nutrient that is an asset to our farm.

At the end of the day, farming is the art of maintaining a complex cyclical balance of nutrients in and nutrients out of the farm. We work hard to keep the system balanced, and the end result is the milk, cheese, yogurt and ice cream that we all enjoy.

It Takes a Village to Build a Barn

Our new barn has been a real community project. It’s big, it’s beautiful and it is going to be state-of-the-art housing for our cows. With cross ventilation and fans to keep air moving and cows comfortable, our barn will also have an observation room so visitors can take a tour and learn about how we care for our “girls.”

But the barn won’t just help us produce the quality milk that Kinnard Farms has become known for. It has also provided jobs for dozens of folks throughout the last two years. Engineers, electricians, construction crews and more...on any given day, we often have 100 workers on site. That means more work and more income for local families



Do you have questions about our farm, or do you just want to talk with us? We’re always available. Give us a call. We’d be happy to show you around. 920-837-7644.



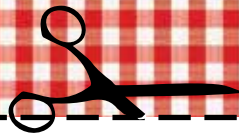
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Casco, WI 54205

Interested in life on our farm?



Milly's kitchen was always a gathering place for us kids and our friends and neighbors. There was nothing better than a piping hot stack of buttermilk pancakes in the morning to get us ready for a busy day on the farm.



Milly's Buttermilk Pancakes

Ingredients

2 cups flour
1 tablespoon baking powder
1 teaspoon baking soda
2 teaspoons salt
3 tablespoons sugar
2 ¼ cups buttermilk
2 eggs
6 tablespoons vegetable oil

Directions

1. Sift together flour, baking powder, baking soda, salt and sugar.
2. Beat eggs in mixing bowl. Add buttermilk and oil on low speed.
3. Stir in flour mixture until just combined. Batter should be lumpy or pancakes will not be fluffy.
4. Heat griddle or heavy fry pan on stove, greasing lightly.
5. Pour about ½ cup batter for each pancake. Allow pancakes to bubble before flipping.
6. Serve warm with butter and syrup.

Leftover pancakes freeze well!