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LESS TOTAL PRODUCTION, BUT MORE
PROFITABLE INDIVIDUAL PRODUCTION
DOCUMENTS

The Blue Cow

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A Menace to the
Biggest Business in Minnesota

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THE FACTS

What the cow returns at different levels of production:

Production per cow in pounds	Income	Feed cost	Return over feed	Feed cost per pound	Return over feed 10 cow herd	No. of cows to return \$1,000 over feed
100...	\$ 30	\$36	\$-6	.36c	\$-60	Can't be done
200...	60	41	19	.21c	190	53
300...	90	48	42	.16c	420	24
400...	120	56	64	.14c	640	15

With butterfat at 30c and present feed prices.

The average Minnesota cow makes 190 pounds of butterfat, returning \$19 over feed cost.

The average cow-test association cow makes 300 pounds of butterfat and returns \$42 over feed cost.

100-pound cows pay 17 cents a bushel for 20-cent oats
200-pound cows pay 29 cents a bushel for 20-cent oats
300-pound cows pay 38 cents a bushel for 20-cent oats
400-pound cows pay 43 cents a bushel for 20-cent oats

It costs 22 cents per pound of butterfat more for feed for the 100-pound cow than for the 400-pound cow.

WHAT MAKES THE SURPLUS?

Low-producing cows, hens, or acres contribute largely to the surplus that lowers market prices. If 75 per cent of our cows can supply the demand at a fair price, why feed and milk the lower 25 per cent?

With present prices any cow giving less than 140 pounds of butterfat is in this lower class. One such cow sold from each

herd in which she exists would probably reduce the state's butter production by ten million pounds, even if part of the feed saved were consumed by other cows.

AN OPPORTUNITY

The Statewide Cow-Testing Association offers to every farmer of the state a means of obtaining individual cow records.

What It Costs

Only about $\frac{1}{3}$ of a pound of butterfat, or 12 cents per month for each cow, at the rate of \$1.25 a month for 10 cows, and $8\frac{1}{3}$ cents for each cow over 10.

What the Farmer Does

He starts his herd on test at any time.

He weighs the milk from each cow one day each month.

He samples the milk from each cow one day each month and sends it to the laboratory in a box provided for the purpose.

What He Gets

An individual cow record, of milk and butterfat produced each month.

An individual cow record of production for the year, in a herd book.

A feeding schedule monthly for each cow.

A practical check on the herd sire.

Facts upon which he can *build* his dairy business with confidence and with ultimate profit.

UNIVERSITY OF MINNESOTA



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Blue Cows

Are the low-producing, unprofitable cows.

Are present in 90 per cent of the barnyards of Minnesota.

May not look blue, but they make their owners blue.

Put the bank account in the RED, but that is enough to make anyone

Blue

[Blue Cows are SHIRKERS
Instead of WORKERS]

Get the Blue Cows

Out

LESS TOTAL PRODUCTION BUT MORE PROFITABLE INDIVIDUAL PRODUCTION