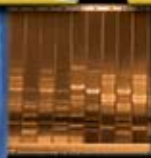


The Priority Report

August 2007



These Hooves are Made for Walking

Organic dairy producer pleased with P-One Program

Less swelling, fewer abscesses, and harder hooves. The 400 cows at O'Reilly Shamrock Farms near Goodhue, Minnesota, are giving the hoof trimmer a breather and putting the fun back into dairy farming for their owners. After just more than six months on the Priority-One Program, the results are unmistakable.

"Before we used them (Priority Products), some manure was stiff and some was loose."

"We are pretty happy with the Priority products," says Zach O'Reilly. "A lot of mainstream products are not allowed (for organic milk production) or don't work. But we're seeing positive results."

O'Reilly says they struggled with hoof problems that began with swelling or puffiness right



Tony, Jamie & Zach with their children Baxter and Kaleb, Ben, and Steve O'Reilly.

above the hoof line, followed by abscesses two or three days later.

"We're seeing real improvements," he states. The swelling is much less of a problem, there are fewer abscesses, and the hooves are harder. The real test will be a couple months from now, after all this heat – that's when they normally come down with abscesses. The Priority products helped with the first heat wave earlier this summer."

O'Reilly and his partners, which include Zach's father Steve, uncle Dave, brother Ben, Dave's sons Chris, Casey, and Tony (Dave's son Luke, who is in high school, also helps), were looking for a solution to the hoof problem when they read about the Priority products and checked to see if they were allowed in organic production. Priority IAC staff worked with certification inspectors to obtain approval for P-One and DCP.

Within a week of starting the P-One Program, the O'Reillys noticed the manure was more consistent.

"That was a good indication to me that the Priority Products were doing something," O'Reilly recalls. "Before we used them, some manure was stiff and some was loose."

Positive changes continue to develop

"It seems like it (Priority products) makes them

continued on back



With Calves - Tony and Baxter O'Reilly

Calves Thriving

O'Reilly Shamrock Farms' calf manager Tony O'Reilly is pleased with early results of **Priority Calf GOLD**. He likes how it mixes easily into the pasteurized whole replacer (better than other additives) and he reports "more energy, less scours, and all-around healthier calves."

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These Hooves are Made For Walking—continued

all healthier,” O’Reilly says. “All the cows have gained some weight and their coats are smoother, shinier, and silkier. Dry cows just look healthier – they have more reserves to get them through calving so they should have less trouble after calving. They’re not too fat, just a nice finish – they’re ready to go. Long term, with healthier feet and overall improved health, I think the cows will last longer.”

Certified organic in 1994, O’Reilly Shamrock Farms ship their milk to Organic Valley in LaFarge, Wisconsin, where they receive \$25 per cwt. year round.

“We don’t push our cows - we want to see them reach five, six, or more lactations,” O’Reilly notes. “They’re milked twice a day and average 60 pounds per cow per day with a 4.0 percent fat test and 3.0 percent protein test at 178 days in milk.”

The O’Reillys produce all their own feed: – 500 acres of hay, 300 acres of corn, 100 acres of soybeans, 100 acres of oats, barley, and wheat, and 200 acres of pasture.

The lactating cow ration includes pasture plus a TMR of 15 pounds ear corn silage, 25 pounds corn silage, 60 pounds haylage, 20 pounds wet baleage, 1.5 pounds roasted beans (they roast their own beans), salt, kelp, Dical, and P-One at the recommended rate.



Dry cow ration consists of pasture plus a TMR of 5 pounds oats, 20 pounds ryelage, 25 pounds first-crop dry baled hay, salt, kelp, Dical, and Priority DCP at the recommended rate.

“We’re used to doing everything ourselves – raising our own feed, constructing our own buildings, fixing our own equipment – so writing a check for the Priority products each month takes some getting used to. But if we save one or two cows each month, it pays for itself.”

“It seems like it makes them all healthier.”

O’Reilly’s advice to anyone considering the P-One Program is to be patient.

“Within the first week you’ll see the manure come together, but it takes time to see other changes,” he says. “It’s not a quick fix. We’re in the early stages of seeing positive results and I’m pretty confident now. It’s a good product. I’m sold on it and everyone here is happy with it.”

Special thanks to Priority Representative Dan Nodsle for excellent service to the O’Reillys and for the pictures.