Zen W. Miller

Department of Agriculture/Agri-Business

Tenured Faculty Review

May, 2011

Position: Outagamie County UW-Extension Dairy/Livestock Agent
1996 – Present

Rank: Professor – Granted July 2006

1. Program Development/Implementation/Teaching/Impacts:
A. Dairy Herd Management:

Situation:
Outagamie County is ranked fifth in milk produced in Wisconsin and thirty-third among counties in the United States with over 38,000 high producing cows, ranging from 30 cows to over 6000 for farm sizes. Outagamie County also is home to a veal processing plant near Seymour. Over the last decade farms have expanded and modernized which increased the need for employees who milk cows, determine estrus, provide calf care, check fresh cows, and assist cows with calving. Because of a labor shortage of local workers and pay differential with workers in Mexico, Hispanic workers here do a large part of this work in Wisconsin. When producers hire workers with limited background, training needs to occur to provide quality care to livestock and dairy cows in Wisconsin. Each month Outagamie County producers harvest over 89,000,000 pounds of milk. Improving somatic cell counts, herd reproduction, animal care and feeding practices are critical elements to herd profitability. Prices for milk have varied greatly over the last five years with milk prices going from a low of around $10 per hundred to over $20 per hundred. Currently producers are still struggling from low milk prices in 2009 a year and half later.

Accomplishments:
The main goal of the barn meetings is to provide a relaxed environment to host meetings where dairy producers come to a meeting after chores and receive valuable information on how to manage their herds. Host farms usually have a new facility and practices the topic being delivered to a group of neighbors attending to see what was implemented on the farm. These meetings started with a milk quality emphasis but have turned into other topics of herd management as issues have arisen. In 2006 the barn meetings emphasis was cow comfort. Producers learned about bedding with sand or managing mattresses. The following year this agent taught about the value of feeding flaxseed to improve reproduction of the milking herd. One need that was discussed in 2008 was the concern for waste plastic and the recycling efforts that had been accomplished at Seymour Dairy Equipment where plastic containers that the business had gathered and stored for several years were chipped up only to have the plastic recycling company go out of business. Plastic film to protect silage piles was also collected and delivered to a company in Montello, Wisconsin. Unfortunately the idea of blending plastic waste film and wood to make a large pellet to burn in the coal fired plants, never got off the ground due to state support and wood availability. In 2009 the topic was back to milk quality with emphasis on capturing premiums by having low Somatic Cell Counts (SCC). Discussion also included ration changes that could save money in a time of tight margins. In the fall of 2010 this agent assessed a farm using the National Dairy FARM (Farmers Assuring Responsible Management) evaluation model and discussed the issue of farm evaluations to show consumers that producers are providing good animal welfare practices on farms. All of these barn meetings were held at farms where the host farm had either made modernizations and improvements in dairy herd facilities/heifer housing or had been doing a current management practice that others could see and hear about at the meeting. This system of gently sharing modernization and good herd practices by hosting meetings at farms with the practice in place has been highly effective in acceptance of new herd management practices.

This agent is the team leader for a group of dairy agents who have developed training materials and provided training/distribution of materials to dairy farms with workers, specifically those that speak Spanish. These materials are developed and produced in both English and Spanish. The Dairy Workers' Training series teaches workers milking skills, reproduction, calf management, fresh cow exams, assisting cows with calving, skid steer safety and cattle handling. This agent co-authored the Skid Steer Safety training with Brown County Agent Mark Hagedorn that is part of Module VI. The funding to administer this program and materials has been developed using a Kohl Dairy Industry Revitalization Grant. There are six modules in this series with Module V-Dairy Feeder Training being the most recent in the process of development. These training modules have been sold throughout the United States and several countries throughout central and southern America. This project has been made possible by our partnership with the Babcock Institute on the UW-Madison campus. Each year at World Dairy Expo our modules have been part of the Dairy Team Exhibit and sold at the Babcock Institute's booth which is visited by many foreign visitors. Hoards Dairyman also sells the Module IV-Fresh Cow Exam DVD which features DVM Sheila McGuirk. Materials from Module III-Calf Management have been used by Vita Plus and Professional Dairy Producers of Wisconsin trainings. Because of these partnerships and outlets it is hard to estimate actual material sold. Estimates are easily over 1200 pieces of training materials to various destinations throughout the world. Sales of the modules have continued to fund producing the materials, translation costs, and team meetings. Thus this grant strengthened

our ability to produce professionally done materials and providing opportunities for agents to develop new training offerings to dairy workers in Wisconsin. Currently the Module VI, Handling Skills, which includes cattle movement, and skid steer operation and safety is in demand as large producers gear-up for possible Occupational Safety and Health Administration (OSHA) inspections. Both of these trainings in Module VI are National Association of County Agriculture Agents (NACAA) national award winners.

In May of 2006 the Fresh Cow Exam training was held in Outagamie County. Twenty workers attended of which eighteen were Spanish speaking. For each module a pre and post evaluation is delivered to determine the increased knowledge level and the learning of new skills that have been taught to workers. A Likert scale is used to measure these improvements. The evaluation tool results **(Exhibit 1)** show that pre-training levels of skills ranged from 3.20 to 4.35 on a seven-point scale and the post-training results were rated from 5.75 to 6.20. These dairy farm workers are now better able to conduct fresh cow exams by knowing the procedure to conduct exams, the tools needed, how to diagnose problems, keep accurate records and how to check for displaced abomasums. This agent then worked with Mark Hagedorn to pilot the first Skid Steer Operation and Safety program in October of 2007. The seven people who attended the program rated the program very high and gave good feedback on improvements to the training. Skid Steer trainings have been held in western and north central Wisconsin and currently farmers are buying the materials to hold their own trainings. A test to assess topics learned by those attending was added to help verify skills learned for OSHA compliance in 2009. This agent hosted two Dairy Feeder Trainings to help develop and pilot Module V of the series. The topics of understanding nutrition, determining dry matter intake, forage storage and safety, and mixing protocols are topics included in this training. The first meeting was given and translated in Spanish for all who attended. The second meeting held in the spring of 2010 was split with the morning two hour session in English and the afternoon session in Spanish to improve teaching time and effectiveness.

Energy consumption has become increasingly expensive for farmers as fuel prices and thus electricity cost have risen in recent years. In our last Outagamie County needs assessment one of the seven needs that emerged was energy conservation and renewable energy. In conjunction with Jim Resick, Community Resource Development Educator in Outagamie County, this agent wrote a grant and received $5000 to encourage energy conservation. This agent's part of the program was to contact and help specialists from Franklin Energy perform energy audits on farms in the northwest part of Outagamie County. The area was determined to be underserved as it includes small towns and lower populations farther from the City of Appleton. Seventy–five farms were sent a letter and invited to participate. Thirty-one farms had energy audits performed on their farmstead, with only four having no recommendations. Fourteen farms turned down the offer or had just done a project to reduce energy consumption on their farm. The energy audits only recommended changes that had a 4.5 year or less payback. Of the recommendations the cost to implement was $205,400 and grants offered were $36,950 with a yearly savings of $72,243.59 or a payback average of 1.88 years. Recommendations included a switch to natural gas for hot water heating, scroll compressors, variable speed vacuum pumps, heat recovery units, a second heat recovery unit, and variable speed milk pumps. A phone survey was conducted of nine farms by our Outreach Specialist, Melissa Hansen. The farms listed the following changes or outcomes from the program: information received was helpful, eight of the nine felt they now save energy, two bought more compact fluorescent light bulbs, one installed a variable speed milk pump, two used the rewire program from the electric company, and three planned on changes in the next year. A summary of the total energy program was presented many times to our stake holders as a way to show collaboration with in our office **(Exhibit 2)**.

The second year of the program in 2009 was directed toward the southwestern part of Outagamie County. In this year We Energies and Focus on Energy offered $23,853 on incentives to complete $108,500 of improvements that would save $37,411 the first year with a payback of 2.6 years. The second year was concluded early because of the low milk price and farmers not able to spend money to save money with such low cash flow. With over 60 energy audits completed dairy producers know where they can make changes to save energy. This project strengthened industry relationships with UW-Extension and made contacts with farmers this agent had little contact with before the program.

This agent has attended the national training to be certified to train others to assess farms for this national program sponsored by the National Milk Producers Federation in May of 2010 in Minnesota. Since that time the following presentations have been done on this subject: 2010 fall barn meeting, a joint meeting with the Northeast Wisconsin Technical College in Oconto County, technical college instructors in-service and a December, 2010 session training

fifteen other industry people. An informal team with Bob Kaiser, Dodge County Dairy Agent, Wendy Vanden Boom, local DVM and nutritionist was formed to train other UW-Extension agents, dairy field plant representatives, and veterinarians to assess dairy farms in the United States. This group has trained people from Wisconsin, Arizona, Florida, Missouri, and North Carolina.

In order to improve dry matter intake in older dairy barns this agent worked with three farms to improve the technical process of tiling mangers with recycled tile from the ReStore in Appleton. Two farms had mangers that had deteriorated to the point that a hole was under a drinking cup from the acids and water eroding the cement from the aggregate. This agent worked with the farmers to measure, order supplies and lay the tiles in the manger to create a smooth surface that should last many years. The third farm then worked to fix their own manger with the factsheet that was developed by this agent **(Exhibit 3)**. The factsheet was placed in the Outagamie County Farm Business newsletter and was also included in several other counties' UW-Extension agriculture newsletters. Hoards Dairy Magazine saw the factsheet and asked this agent to make some modifications and the article was in the February 10, 2011 issue.

Seminars/Workshops:

Heart of the Farm Women in Agriculture, National Dairy FARM presentation—March 2011
Your Farm Your Business- NWTC/ UWEX, National Dairy FARM Presentation—February 2011
Truth Not Tales – Youth program, Upham Woods, Farm Assessments – January 2011
Cow College, Tiling Mangers and FedVal 4, January 2011
Outagamie Forage Council, What to Do With High Feed Costs, January 2011
National Dairy FARM – Train the Trainer, Arlington Research Station, December 2011
Quality Milk Barn Meeting – Dairy FARM Assessments, Merlin Rohm Farm, November 2010
Quality Milk Barn Meeting – Dairy FARM Assessments, Jed Court Farm, October 2010
Technical College Instructors In-Service – Dairy FARM Assessments, Waupaca, October 2010
Outagamie Forage Council, Fall Grain Rye for Heifers, August 2010
Dairy Workers Training – Dairy Feeder Skills, Sugar Creek Farm, March 2010
Quality Milk Barn Meeting – Increasing Premiums and Ration Cost Savings, November 2009
Quality Milk Barn Meeting – Increasing Premiums and Ration Cost Savings, November 2009
Dairy Workers Training – Dairy Feeder Skills, Neighborhood Dairy, June 2009
Quality Milk Barn Meeting – Ag Plastic Recycling, Landl Farm, November 2008
Quality Milk Barn Meeting – Ag Plastic Recycling, Birling Bovines, November 2008
Quality Milk Barn Meeting – Flaxseed and Reproduction, Lemke Farms, November 2007
Dairy Workers Training – Skid Steer Safety, Green Leaf Landscaping, October 2007
Dairy Workers Training – Milking Skills, Schuh Farm, September 2007
Dairy Workers Training – Fresh Cow Exam, Neighborhood Dairy, May 2006
Quality Milk Barn Meeting – Cow Comfort, Mattresses, Tim Maass Farm, October 2006
Quality Milk Barn Meeting – Cow Comfort, Mattresses, Sprangers Family Dairy, November 2006

B. Dairy Farm Management Teams (Milk Money and Grow Wisconsin Dairy Teams)

Situation:

On-farm dairy management teams have been gaining popularity over the last ten years. Recently as farms become larger and more complicated many dairy farmers are implementing management teams for their operations. This method of assessing strengths, weaknesses and opportunities with a team approach was put to good use in the Milk Money program implemented by DVM Pam Ruegg the milk quality specialist at UW-Madison. Also as farms expand and modernize many producers see the need to organize their work differently as they are no longer able to remember everything in their head and have direct hands on control of all their operation. The amount of risk has increased both because of debt load and the increase in volatility of milk prices. For example, from January of 2008 to January of 2009, the Class III milk price dropped from $19.32 per cwt to $10.78 per cwt. This has resulted in severe economic stress for dairy producers.

This agent has been involved in management teams over the last five years. First the Milk Money teams were used to reduce mastitis concerns and improve the premiums that producers received. Then later after the effectiveness of the group meeting team approach was proven the statewide Grow Wisconsin Dairy Team (GWDT) program was launched to work on the total farm management.

The UW-Extension Milk Money program has also proven effective to reduce the incidence and duration of mastitis, improve milk quality, and increase farm profitability. In 2006, six milk quality teams were organized by this agent. These meetings included dairy producers, milk plant field representatives, veterinarians, and the farms equipment dealers. Producers set goals, planned tactics, and carried out agreed upon changes to improve their herds SCC and reduce the incidence of mastitis both clinical and chronic cases in their herds. This agent contacted field plant representatives to encourage participation and recruitment of herds with high SCC and other milk quality issues.

The statewide Grow Wisconsin Dairy Team (GWDT) program was launched in October, 2009. This agent has encouraged farm owners in Outagamie County to participate in the program and three farms have enrolled. This agent has provided assistance to all three farms who have successfully applied for the GWDT funds by serving as facilitator. The teams consist of the farmers, field plant representatives, veterinarians, financial institutions loan officers, nutritionists, milking equipment representatives and a dairy consultant. Each person brings a certain set of professional skills and expertise to the farms. With everyone participating in the meetings, decisions are made and everyone is supportive of the actions being taken. Each farm has a specific set of concerns and reasons to be involved in the program. One farm has removed a managing son and replaced the manager with a grandson. Another farm has expanded and needed assistance in learning/managing a larger operation and increasing the speed of decision making. The other farm is trying to recover from the disastrous milk price of 2009.

Accomplishments:

Those six Milk Money teams made many management changes as the farmers developed ways to reduce SCC and improve milk quality. The following is a list of practices that were implemented or changes made: improved udder hygiene by singeing udder hair(4), changing brisket board placement (2), recorded clinical cases of mastitis, cultured infected cows (3), cultured bulk tank(6), milking equipment checked (4), conducted milker training(2), used quarter milkers more, cultured whole herd, took bedding sample, adjusted settings on automatic take offs(3), treatment protocols followed , not treating non responsive cows, and facility changes.

These changes resulted in one herd that milked about 550 cows to save $5613 per month on treating less clinical mastitis cases with the management changes made and collecting about $500 more in premiums per month. Another farm only held three Milk Money meetings because their SCC went under 100,000 and they decided to focus on other areas of concern on the farm. The other farms made modest gains in milk quality issues but were happy with the program and feel they are now better able to address issues and concerns with the management changes that they made during the program.

Two farms have finished the GWDT program and accomplished a substantial reduction in Somatic Cell Counts, increased milk production, purchase of cows to improve milk sold, monitor calf growth, implement marketing tools and strategies, and reduce manure pumping costs.**(Exhibits 4 and 5)** The first two teams have continued with meetings three times per year. Currently, discussions look at reducing feed costs, improving reproduction, and solving milk quality issues. The third team is still in the first phase with meetings and budgets being established to fulfill the GWDT program. So far the TMR mixer scales have been fixed, the corn planter has been checked and fine tuned, and milking procedures are being developed with trainings delivered to milkers on the farm. The nutritionist is working on improving the butter fat test and reducing feed costs in this time of high grain prices.

C. Livestock

Situation:

Dairy is the major livestock industry in Northeastern Wisconsin, many producers are raising swine and beef cattle on a smaller scale with little industry help as they strive to remain profitable. Producers are given limited help from veterinarians, nutritionists, and other suppliers because of low numbers of each species and the limited expertise it brings to their skills. This agent has served on the swine team for three years as there is not a state specialist in Wisconsin and on the beef sub-team as beef information is available. Producers need to receive animal quality assurance programs and marketing help. As small producers exit the dairy industry and want to find another enterprise to earn income beef production is being evaluated as an option.

Accomplishments:
A DVD of the Oneida Nations "Calf Catcher" was produced to encourage a safe and economical way to process young beef calves in a pasture setting. Twenty-five copies are produced and distributed to other county agents, UW- River Falls specialist, and local beef producers. This agent has teamed up with Amy Radunz, UW-Extension Beef Cattle Specialist and Bill Halfman, Monroe County, UW-Extension Agriculture agent, and authored a beef cattle news release and factsheet. The first was written in the fall of 2009 in response to the late harvest and high moisture content of corn. Many producers were looking for ways to salvage value and reduce or eliminate drying costs. There was a great deal of interest from producers with little experience about back-grounding feeder cattle. The article identified the steps for success in back-grounding cattle, with provided links to ration software and enterprise budgets. The article was published in two state agriculture papers and picked up by Drovers magazine where it was a headliner article for the "Drovers Alert" e-mail newsletter with a circulation of 33,000 subscribers around the world. Locally one producer decided not to feed cattle because of limited experience and lack of facilities while another producer feed 124 steers that had previously been back-grounded on pasture in Southwestern Wisconsin in a rented three- row drive by free stall barn. This producer bagged his corn silage and high moisture corn which helped him harvest fields faster and complete more fall tillage work.

In early 2010 cattle prices moved dramatically higher as supply of feeders and finished cattle have declined. The health status of the majority of feeder cattle available is unknown and the majority of calves are at high risk of health problems. This agent worked with the same team to co-author a factsheet that addresses factors that farmers need to consider when purchasing feeder cattle and discussed what makes cattle high risk. Good receiving protocols were shared along with rules of thumb to decide when to treat individual cattle, or when to use metaphalaxis treatment for all cattle. Approved drugs for Bovine Respiratory Disease Complex were discussed with an emphasis on cost per treatment. The factsheet is posted on the UW-Extension Beef Information Center: fyi.uwex.edu/wbic/ and on the Outagamie County UW-Extension website. This factsheet was picked up by Drovers Magazine and was the headliner article in their "Drovers Alert" e-mail newsletter. On the Beef Information Website this article had approximately 200 visitors download this article.

Seminars/Tours:

Beef Cattle Tour "What to do when the Milk Cows Leave"- Shiocton March 2011
Cattle Feeder Clinic, Co-Product Feeds in Rations - Seymour February 2007
Pre-Conditioning Feeder Calves – Osborn town hall – August 2007
Pork Quality Assurance Plus – annually 2006 - Present
NRCS 592 Feed Management Training-2006

2. Examples of Teamwork:
Numerous on-farm dairy management teams; active member of the Dairy Team and various subcommittees; County Emergency Board member; work with numerous county and city departments on various issues; Work closely with WDATCP, Department of Commerce, DNR, NRCS, Farm Service Agency, Fox Valley DHI, Outagamie County Holstein Association, Dairy Promotion Committee, Fox Valley Technical College Farm Trainers, local veterinarians. Yearly farm tour for UW-Green Bay Dietician class to organic, large and small dairy farms and processing plant have been held in 2009, 2010 and are planned for the future. Swine Team meetings to develop increased swine programming with cooperation from CALS, UW-Extension, Wisconsin Pork Producers and swine industry leaders.

3. Contributions to the Profession and/or University:

ANRE Mentor 2006 to present
Member of the Department of Ag/Ag Business Nomination Committee (Chair 2006 to 2010)
Member of the Department of Ag/Ag Business Tenured Faculty Review Committee 2010 to present
Chair of the 2012 Farm Technology Days Education Committee
Author of letter of support for the UW-Dairy Science Department Integrated Solutions for Animal Agriculture Project-June, 2009.
Contributor to the 2009 UW-Extension Ear Corn Mold Survey-October, 2009
Staffed the Grow Wisconsin Dairy Team Booth at World Dairy Expo 2006-2010
Member of WACAA and NACAA
Member of ANRE Dairy Team and sub-committee Dairy Workers' Training
Member of the National Mastitis Council
Milking Shorthorn Superintendent, World Dairy Expo 2006 to present

4. Applied Research and Publications:

"Ceramic Tile and Concrete Make a Better Manger Fix", *Hoard's Dairyman*, Author, February 10, 2011
Sale Barn Receiving Health Program for Beef Cattle, factsheet, Co-author, May 2010
Dairy Workers' Training Module VI, Skid Steer Operation / Safety, Co-author. 2009
"Over-Conditioning Heifers a Concern", *Wisconsin Agriculturist*, Author, May 2007.
"Earless Corn Silage May Be Answer to Fat Heifers", Iowa Farmer Today, April 21, 2007.
"Developing Farm Worker Skills", *Wisconsin Agriculturist*, Author, April 2006.
Dairy Workers' Training Module III, Calf Management Skills, Co-author, 2006

5. Administrative Responsibilities and or Research Programs:

Wisconsin Farm Progress Days Educational Committees—2008, 2012 (Chair)
Coordinate and Administer Outagamie County 4-H Dairy Programs/Tours

Grant Proposals Accepted and Grant Administration:

$6,000 Grow Wisconsin Dairy Team Grant Program in Collaboration with WDATCP and Department of Commerce
$5,000 Northeast District Resource Management Grant – Energy Conservation Initiative
$21,550 Kohl Dairy Industry Revitalization Grant—Dairy Workers' Training; 2006- present,

6. Professional Development (past five years)

MAQA Recertification Webinar 2011
Communication Styles Workshop 2010
Beef Cattle Feeding and Marketing In-Service 2010
Constructive Confrontation and Conflict Management 2010
Dairy Worker Safety, Marshfield Clinic 2010
OSHA and Dairy Farms In-Service, Arlington Research Station 2010
UW-Extension Crucial Conversations In-service 2009
Faculty Tenure Orientation Workshop 2009
Wisconsin Pork Expo 2009 – Present
National Mastitis Council – Regional Meeting 2008
UW School of Veterinary Medicine In-Service 2008
Wisconsin Farm Technology Days 2006, 2008, 2010
Central Wisconsin Graziers Annual Meeting 2006
World Dairy Expo 2006 to present
Agricultural Incident Command Training 2006
Dairy Team In-Service 2006 to present
Midwest Herd Health Conference 2006
Wisconsin Public Service Farm Show 2006 to present
Numerous Eastern District UW-EX Sponsored Seminars 2006 to present

7. Future Plans for Professional Improvement (see separate sheet)

8. Additional Programs, Awards:
2011 WACAA Communication Award – Video Presentation
2011 WACAA Communication Award – Feature Story
2011 WACAA Communication Award – Factsheet
2010 WACAA Communication Award – Audio Recording
2009 NACAA Communication Award – Learning Module – National Winner
2008 Seymour FFA Alumni – Distinguished Service Award
2008 Epsilon Sigma Phi – Distinguished Diversity Team- Dairy Workers' Training
2007 JCEP Team Award – Dairy Worker Skills Training Modules
2007 NACAA Communication Award – Video – Regional Finalist
2007 WACAA Communication award – Video/TV Presentation
2007 Epsilon Sigma Phi – State Diversity Team Award
2007 NACAA Communication Award Learning Module – National Winner

A new direction of information dissemination and communication has emerged over the last few years. This agent has developed enough email addresses to compile lists and share information with selected groups of clientele. The groups that this agent advises are Outagamie Holstein Breeders, Dairy Promotion Board, and the 4-H Dairy and Livestock committees. These groups' members all receive their minutes and agendas electronically. This agent also maintains a list of farmers, nutritionists and dairy consultants that are forwarded information, shared websites and agriculture tools and spreadsheets. To ensure this agent was sharing timely information a survey to this group was conducted on Survey Monkey.

The survey was sent electronically to 90-100 email addresses with some being sent two because they were on multiple lists. Twenty-nine surveys were completed on Survey Monkey. Of the returns 53 percent were farmers, 30 percent consultants and 17 percent were service providers. Survey participants were asked how often they check their emails and 57 percent said every day with 23 percent saying every couple of days. When asked what information they are most interested in, meeting notices topped the responses with 80 percent interested, dairy and crop market updates were next at 77 percent with feeding and nutrition following at 73 percent, animal welfare, business management, livestock market updates, decision making tools and spreadsheets, all came in next and building/facility design was last in importance. When asked if the information they received was very helpful the response was an average of 4.17 on a five point Lickert scale with five being strongly agree. The average of 3.93 on a five point scale was the response when asked if used the information regularly. Sixty-five percent (n=30) said they share the information with others while 90 percent said they like to receive the information about the same amount of time or frequency. When responding to how many people they share the information with the lowest total was 198 while the highest estimates were 235 people. It is easy to see that forwarding emails and reports multiplied from 50 -100 people sent to another 200 contacts most of the time, which is very cost effective and highly effective use of time for this agent.

This agent also has done a small survey of nutritionists to quantify the inclusion of distiller grains in rations and the thumb rules they use to include in diets. This survey was then used in a presentation at the local forage council meeting. Surveying this way will increase speed of response so information is current and timely as well as reducing cost. Some survey instruments will also make charts and graphs to be used in presentations that are informative, clean and fast. This agent can see that in the future he will share information and receive feedback more by this manner than ever before. This agent may expand into more Face book, Twitter accounts and posting videos like the "Calf Catcher" on-line with the ability to count hits and report the usage by clientele.