



# A BOLD Road Traveled...

## ON ROCK ENERGY LINES!

Led by her canine companion, Paisley, Jane Metcalf draws the astute attention of a group of heifers at her family farm, Glacier Edge Dairy, in Milton, WI.

**T**he Metcalf family, on Rock Energy lines since 2006, established Glacier Edge Dairy farm and started milking cows in September 2017—a very bold move at the time as Wisconsin was losing dairy operations at an alarming rate. They spent two-plus years before that planning and constructing its freestall barn and parlor, manure pit and a machine shed. Since then, the operation has been expanded by adding a heifer barn that holds up to 350 head of young stock and steers, and a hay-storage shed. The freestall barn has 360 stalls that house both lactating cows and cows and heifers soon to calve. The milking parlor has a double-12 parallel setup.

The farm includes 1,100 acres and employs three full-time employees.

The Glacier Edge operation is truly a family affair, as it involves Terry (who started farming full-time in 1961) and Jane Metcalf (parents), Corey and Kristen (son & daughter-in-law) Metcalf, and Lauren Metcalf (daughter). Lauren and Kristen both work full-time jobs off the farm, Lauren as an agriculture teacher at Milton High School and Kristen as an event planner for GENEX, a cattle genetics company, and both work part-time on the farm. Corey serves as the primary farm manager.

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## Giving Back to the Community

Not only have the Metcalfs successfully transitioned into a dairy operation, but they have done their part (many times over) giving back to the community over several years.

Most recently, the Metcalfs hosted the 2022 Rock County Dairy Breakfast, sponsored by the Rock County Dairy Promotion Council, on June 4. Despite a mid-morning rain shower, volunteers fed about 3,700 visitors.

"We saw hosting the Dairy Breakfast as a great way to educate people about what a modern dairy operation looks like," said Lauren. "We opened up our freestall barn so visitors could see our Jerseys up close and talk to a team of 'dairy experts' stationed in the barn. We also gave shuttle-wagon tours of our young-stock area, and tour guides described how we care for our animals. Visitors could see calves ranging from a day old to calving age, as well as the entire layout of our farm."

"We hope that people went away from the Dairy Breakfast with an understanding of the importance we place on producing quality milk—which ends up in the making of quality Wisconsin cheese—and of the importance we place on providing quality care for our animals," said Kristen.



Pictured above, Jane Metcalf examines the feed total mixed ration while a group of curious heifers look on.

The Dairy Breakfast also allowed visitors to learn about technologies used on dairy farms, including a robotic feed pusher, genomic testing, cow-activity monitors, and radio-frequency identification that tracks all cows' production at each milking.

As if hosting the Dairy Breakfast wasn't enough, just a couple of weeks before the breakfast, the Metcalfs welcomed close to 400 fourth-grade students from the Milton School District for the Milton FFA's Food for America program.

"FFA members taught students about various aspects of agriculture—everything from lamb, goat and honey production to how a combine operates and how newborn calves are cared for—at learning stations throughout the day-long program," said Jane.

The Metcalfs also regularly host 4-H and FFA dairy-judging teams for practice sessions at the farm and have hosted tours for 4-H clubs and FFA Alumni groups. Lauren regularly brings students from her large-animal classes at Milton High School (and previously at Brodhead High School, where she taught) for tours. She has also had students working on their FFA Supervised Agricultural Experience (SAE) job shadow at the farm. Lauren also serves on the Wisconsin State Fair Dairy Promotion Committee, while Kristen is the Rock County Holstein Junior Advisor and Quiz Bowl coach. As for Jane, she has been a Milton 4-H Club leader for over 40 years.

## New Beginnings in the World of Dairy!



Corey Metcalf, pictured above, is the primary farm manager at Glacier Edge Dairy Farm. Corey has always enjoyed working with animals, and his interest in dairying fueled the construction of the Metcalf's start-up dairy operation. Terry and Jane both grew up on dairy farms, and Terry's dairy operation with two brothers continued until Corey was in third grade, at which point the farm needed to improve its dairy facilities or get out of the industry. They decided to get out. When Corey was 14, he started working on his uncle's Holstein dairy farm near Milton. When he graduated from high school, he spent four summers working on the "grain run," being part of a crew that harvested grain from the Texas-Oklahoma border to Canada. He left for the grain run once crops were planted, and he returned home in time to help with the family farm's fall harvest. He later worked for Gil-Bar Farms, a Jersey farm east of Janesville, WI, until Glacier Edge Dairy started its operation.

## Building & Valuing Relationships (In the TRUE Co-op Spirit)

Jane said that when the family was planning its dairy operation they toured a number of other area farms, and they're always willing to return the favor for other farmers doing the same.

"When we were planning Glacier Edge Dairy, we put a lot of thought into being a good neighbor, including where to site our buildings," said Jane. "We employ a number of practices—such as reducing soil erosion with low- and no-tillage, cover crops and responsible manure management—so we can maintain the relationships we value with our neighbors."





The 2022 Rock County Dairy Breakfast was held June 4 at Glacier Edge Dairy Farm in Milton. Pictured above/left is the Metcalf family who operate the farm. From left to right, Lauren, Jane, Terry, Kristen and Corey. Pictured above/right: Volunteers Jamie Fisk and Ron Buttchen cook and serve breakfast to some of the 3,700 that stopped by to enjoy the food and festivities. *Photos by Sara Willems.*



## Have a Safe & Happy Labor Day!

Rock Energy Cooperative offices will be closed and REC personnel will be out on Monday, Sept. 5 in observance of Labor Day.

Members can make payments in the drop boxes at both offices throughout the holiday weekend and at the payment kiosk outside our South Beloit office, 15229 Willowbrook Road.

Even though our offices are closed, standby crews are available. If you need to report a power outage or natural gas incident, please call 866-752-4550.

**Play it safe, that text can wait.**



**While driving, turn your phone to silent mode, or pull over if the text can't wait.**

# If your power goes out, what should you do?

## Check these items first:

Check your fuse box or circuit breaker. This will determine if the problem is on Rock Energy lines or with your own electrical system. It might be as simple as a blown fuse or tripped circuit. You will be charged a fee if crews are dispatched and the problem turns out to be your responsibility.

Look at the area outside your house near the meter. Rock Energy maintains the electrical lines leading to your house and the meter itself. But if the weatherhead (usually found on the roof with wires entering the home) or your meter socket (box) is damaged or pulled away from the building, contact an electrician. These items are considered part of the house and are the member's responsibility.



Rock Energy is notified of outages automatically through our metering system, but we encourage members to:

- Sign up for outage text alerts.
- Utilize our web site ([www.Rock.coop](http://www.Rock.coop)) to view the Outage Map (click on Outage button at the top).
- Use SmartHub to report an outage (preferred method) if there is an unusual situation that caused the outage (power lines down, there was a loud boom, etc). See SmartHub information below.

You can call Rock Energy at 866-752-4550 to report the outage; however, calling is not recommended, because if the outage is widespread, the phone lines will be very busy.

When reporting an outage, please give your name and the address that is without power. It's also helpful to provide a cell phone number where you can be reached. Provide as much information as you can about the outage. What time did the power go out? Did the lights flicker. Did you hear a pop, or see any power lines down? Please DO NOT email us about an outage.

## REPORT AN OUTAGE USING SMARTHUB

You can also report an outage through SmartHub online and with the SmartHub App! Just log into your account and click on the "Report An Issue" button in the top right corner (see image to the right). This link is also on the left side under "Quick Links." You will be directed to a page where you can report the outage by clicking on the "Power Outage" button (see image below).

**Get SmartHub!** SmartHub is Rock Energy's online account management system. The free app for computers and mobile devices is easy to use and offers many features to provide members with secure account management right at their fingertips. With SmartHub, you can: Check your usage, contact our office, pay your bill, receive account notifications, report an outage, and sign up for paperless billing.

The screenshot shows the Rock Energy Cooperative website. The top navigation bar includes links for Home, Billing & Payments, My Profile, My Usage, Notifications, Contact Us, and a 'Report An Issue' button highlighted with a red arrow. Below the navigation bar, there are sections for 'Quick Links', 'View and Manage My Usage', and 'Communication / Alerts'. The 'View and Manage My Usage' section features a line graph and a 'Start Now' button. The 'Communication / Alerts' section includes a 'Reversed/Denied Payments' alert. The 'Account Overview' section shows the user's name 'John Doe', the next due date '06/28/2022', and the amount due '\$208.67'. A 'Make Payment' button is also visible.

The screenshot shows the 'Report An Issue' page on the Rock Energy Cooperative website. The page has a header with the Rock Energy Cooperative logo and navigation links. The main content area is titled 'Report An Issue' and includes a sub-header 'Report a problem with any of your services or submit a general inquiry. If you are contacting us because you smell gas or have a gas leak, please call 866-752-4550 immediately.' Below this, there are two buttons: 'Power Outage' and 'Other Issues/General Inquiry'. The 'Power Outage' button is highlighted with a red arrow.

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Empowering Members Since 1936