



AUGUST NEWS FROM MEDA

DOES A CHANGE IN SCC LIMITS AFFECT YOUR BUSINESS?

By: Jason Koerth-Ecolab

I am sure that you have all heard something about a change to the somatic cell count limit brought about by the European Union. There has been a lot of debate lately (and even more confusion) about a recent USDA announcement changing SCC requirements for milk sold to the EU. I am going to take a stab here at explaining what has happened and project how that can impact your dealership's business.

Currently, the USDA's Grade A Pasteurized Milk Ordinance stipulates that farm level SCC must be below 750,000; however, milk exported to the EU has had to meet a 400,000 limit *at the milk receiving plant* to receive EU certification. The change announced by USDA requires that the 400,000 limit be met by *all individual dairy farms*, not the load average.

This changes the playing field significantly – while not every coop or processor is exporting directly to the EU, many food processors further down the chain that use milk byproducts do require EU certification. In short, most of our dairy farm customers will be impacted, and many coops and processors, such as Foremost Farms and Michigan Milk Producers, have already sent letters to their producers indicating that they must achieve a rolling 3 month average SCC below 400,000 by October 1 or risk losing their milk markets.

By the way, the US milk supply in general is well below the EU limit. USDA's 2009 milk weighted geometric mean was 227,000, down from 263,000 five years ago. And according to NMC, 89% of all milk shipped in 2009 would have met the 400,000 criteria. **But only 50% of producers shipped milk with bulk tank SCC below 400,000 for all of the months monitored.**

So your customers will be impacted. For example, I had the following experience in June: A customer with 550 cows and a SCC in the 300,000 range had always been content with his milk quality situation. After receiving a letter from his processor detailing the changes noted above, he realized that, while not in violation yet, he was a little too close to 400,000 for comfort. So he asked for some help, and a conversion was made from low cost iodine to Valiant Pre and Pre/Post. ABS Technical Services and Ecolab have combined to provide services in the parlor that have helped reduce SCC and clinical mastitis, and we have a very happy customer.

This is an issue that you can help your producers tackle head-on. Ecolab, ABS, and MEDA offer the technology and support to help producers at or above the 400,000 threshold, or the many more looking for an insurance policy against it. The Valiant family, Barrier 112, Code Green, Barrier 710, Sentinel Plus, the Bac Drop system, Chem-Star laundry program....the list of tools goes on and on. So seize the opportunity to offer yet another advantage to your customers or start a conversation with a prospect today.

"Success happens when preparation meets opportunity!"

BY: SCOTT HORTON-MEDA

We have officially hit the hottest week of the summer with heat index approaching 100 degrees. Throw in the not so popular humidity factor and a random thunderstorm and we have a bacterial wonderland for all our dairies. This in itself should lead to some great conversations on our products, systems and programs. As route specialist there is so much for you to offer.

Mastitis and Treats are going up....For Post Dipping we have our Barrier Dips, **Barrier 112, Valiant Shield & Barrier 710**. Pre-Dipping we have **Valiant Pre** —it's only responsibility is to Effectively Disinfect & Clean Teats. The only PRE-DIP on the Market — that's what is! We have sell-in flyers for all these products.

Milking Facility can be a perfect area for bacteria. We have the product **BAC-DROP** as well as the system. It's the only product of it's kind that actually effectively kills bacteria. Use your sell-in flyer to assist with the sale.

Soiled towels present an environment that can breed bacteria too! We have the **ULTIMATE LAUNDRY PROGRAM** that translates to the best sanitation products, Commercial Washer & Dryers and cost effective Micro Fiber Towels. ECOLAB is the leader across all industries when it comes to laundry. Our pricing when calculated by wash can be matched by no one. In fact with a Residential Laundry Machine we can get a single wash down to less than \$.27 and in Commercial Grade machine down to less than \$.49 using Luster Suds, Turbo-Flex-D and Oxy-Brite. The sheer number of washes is an amazing number — with Turbo Flex-D you can get 4693 washes! The sell-in this month carefully outlines all of this. Just a quick note, the price for the product is calculated on a 40% Mark-up—based off your cost from MEDA. Below are some ideas on how to use the sell-in flyer. I've been with several Route Specialist's that have done a terrific job and have been able to gain extra sales using one of the below processes. If you need copies please contact either Scott or Marcia. Good Selling!!!!

"Success happens when preparation meets opportunity!"

1.

Discuss with Decision Maker at Dairy. Ask leading Questions!



2.

Leave in the Milk House with invoice. Be sure to write on it.



← Opportunity! →



4.

Include with your monthly statements to Route or Non-Route Customers and send to New Prospects. Do you have a Hit List?



3.

Post it on Bulletin Board in the Milk House. Where will the decision maker see it?

5.

Make them Visible on the Front Counter of your office. Just another opportunity for your customers to learn more about the products that your dealership handles!

WHAT'S HAPPENING AT THE OFFICE

NOTICE: The office e-mail has changed; it is now **medaoffice@frontier.com.** The change is due to Verizon being bought out by Frontier. All other information remains the same.

NEW ARRIVALS: We are very excited to share some new arrivals to our MEDA/ECOLAB families. Jason and Michelle Koerth welcomed a son, Justin to their family and Wayne and Dawn Vosberg welcomed a daughter, Blair to their family. Congratulations to all!

REMINDERS:

We still have many Chem-Star Coupons that have not been redeemed. These are a great way to introduce new product to new and existing dairies at no charge to them or you. Make sure you are only offering the products listed on the coupons.

Returns and Warranties should come through the MEDA office so they can be tracked and followed up on until complete.

The MEDA office now prints the Ecolab Product Labels. If you need labels please contact Marcia through e-mail, fax or phone and she will print them and get them sent to you right away.

The 2010 Dealer Meeting will be upon us in no time. If you had not sent in your Sign-Up sheet, you received another copy with your Open Invoice Report. Please make sure you fill it out and get it sent back right away so we can get the rooms reserved for the meeting.

Enclosed is a brochure for The Old Time Portraits. This will be a GREAT meeting!

SAVE THE DATE!

Our 2010 Dealer Meeting will be on October 14-16th.