



APRIL NEWS FROM MEDA

"A FRESH FOCUS"

BY: MARK COMFORT— UNDDER COMFORT

Nothing is more frustrating than having a cow calve and then show clinical mastitis during peak production.

According to the National Mastitis Council (NMC), the incidence of clinical and subclinical mastitis is greatest in most herds during early lactation, and is most often caused by opportunistic environmental pathogens.

This is a huge drain on profit. The costs associated with clinical mastitis include a 1.45 times production loss, cost of treatment, extra labor to handle cows with mastitis, increased rates of culling, and impaired reproduction performance.

The dry period is a high risk time for cows to get environmental infections. Experts estimate between 60% and 75% of all new mastitis infections actually begin in the dry period.

Udder edema in fresh cows and heifers is also a stress factor at calving.

These dairy producers take steps that are good for milk quality, and at the same time improve udder quality, to reduce stress and position animals to reach their genetic potential in peak production.



Doug and Jody Fairbanks, Anamosa, IA

"We have a good system here with good employees, and we are aggressive on mastitis and very particular about our milk quality," notes Doug Fairbanks. He and his wife Jody have a 200-cow dairy near Anamosa, Iowa, where they have earned milk quality awards for 10 years.

"Since we have been using *Udder Comfort*TM routinely, our somatic cell count (SCC) average dropped another 50,000 down to 146,000. I'm big on prevention because prevention always costs less than treating. That's why we use *Udder Comfort* on our fresh cows and especially the two-year-olds. What I like best is the way it removes the swelling and softens the udders by increasing circulation."

For the 650-cow herd at Kinslow Dairy, Smithsgrove, Kentucky, *Udder Comfort* is also a fresh cow management tool. "We were using it for our show string and saw how well it removed swelling, so we started using it on our fresh cows after each milking for the first few days after calving," says Jeremy Kinslow, who farms with his sister Lindsie and parents Don and Gail.



"They take off milking better, faster."

It is defined as the accumulation of fluid in the udder. Scientists describe the cause as the inability of the lymph system to keep up with the increase in fluid volume, when hormonal changes increase the natural blood flow to the cow's udder in preparation for lactation. This in turn causes swelling, which can constrict the lymph vessels and decrease production.

Some edema is normal around calving time, but excessive edema makes milking more difficult and can do permanent damage by breaking down udder supports.

The intrusion of fibrous connective tissue can also become a problem.

Researchers report that the udder beset with edema is more prone to trauma, mastitis, and teat-end injury as it is difficult to properly apply the milking machine to remove normal amounts of milk, which can also limit milk yield during peak production.

This is why it is so important to get out in front of the problem by paying close attention to the prefresh cows, especially the two-year-olds. ■



Jeremy Kinslow, Smithsgrove, KY

"Our herd has always had low SCC, and spraying the fresh udders with *Udder Comfort* has helped lower it even more to be consistently around 175,000, while using less antibiotics for mastitis at the same time," Jeremy explains. "As for our first-calf heifers: They really take off milking better, faster."

For Todd Hendrickson's 140-cow herd, similar results have been achieved. "*Udder Comfort* takes out the swelling so fresh cows and heifers come into their milk faster. Our fresh cow mastitis is virtually zero now," says Todd. He and his wife Sue and daughter Amanda operate Roadside Dairy near Preston, Minnesota. Their SCC used to run 180 to 200,000, but for two years now, it has been consistently at 100 to 120,000, and they had the lowest cell count in Fillmore County, Minnesota for the past two years.



Todd Hendrickson, Preston, MN

When it comes to udder health in early lactation, there is no single silver bullet. Along with a "fresh focus" on good management practices, *Udder Comfort* has become the tool of choice for quality udders making quality milk. ■

Turn to back to learn more about how dairymen across the country, with large herds and small herds, are using Udder Comfort before and/or after calving to soothe swelling and soften udders with great results.

FLYER AVAILABLE TO ALL DEALERS! CONTACT MARCIA FOR YOUR COPIES!

a fresh focus

"They come in feeling, looking, doing better..."



***"... love it for
prefresh heifers."***

Using *Udder Comfort* proactively enables our large herd to continuously run SCCs below 200,000. I look for non-invasive solutions. We want our heifers to calve in with beautiful, healthy udders, so we use the spray *Udder Comfort* on our prefresh heifers. We've been doing this for 14 months, and

it has made a noticeable difference. They come in with less congestion that clears right up, so they become productive, faster. By removing that stress—right from the start—our heifers come in feeling better, looking better, and doing better. We apply *Udder Comfort* twice a day in the prefresh group, beginning 3 days before they calve, and continuing for a few days after they calve, until the udders are nice and pliable. The spray makes this easy to do when we feed the prefresh group at the headlocks."

— Dave Hartford, Manager
OAKRIDGE-BAHLER FARMS, ELLINGTON, CONNECTICUT
Milking 1,725 cows — RHA 25,000 (3x) — SCC Average 160-190,000



***"... hit peaks
quicker and
have fewer
problems ..."***

Udder Comfort works very well for tight bags on fresh cows and heifers. It softens



***"... a definite better
response from fresh
cows and heifers ..."***

After comparing brands, we switched to *Udder Comfort* because we saw a definite better response from our fresh cows and heifers on swelling. Both the lotion and spray work very well. We do a lot of freshening here for sale,

and we work to make sure everything is as healthy as can be. *Udder Comfort* is a tool we rely on for any cow we think has a touch of high SCC, and we really like it as the thing to use for fresh heifers. With other brands, we were not getting results like we do with *Udder Comfort*. It's more expensive to not use this product than it is to use it."

— Dan Stoltzfus, STOLTZFUS FARM, HONEY BROOK, PENNSYLVANIA
Cattle dealer freshening 40 to 50 heifers per month - Bulk Tank SCC under 100,000

them up and they release their milk quicker. We have no problems with ill-proportioned udders because we can more easily get all four quarters milked evenly. The main thing is prevention. Spraying the whole udder on every fresh cow and heifer after each of their first 3 milkings has a nice milk 'let-down' effect.. They come in. We spray the udder. And they release their milk. It's especially great on heifers. They'll come in with tight udders and a little scared their first time in the barn. *Udder Comfort* softens them up for a quick release. With *Udder Comfort*, they hit their peaks quicker and have fewer problems with mastitis."

— Travis Price, Manager/Owner
REDLAND DAIRY, FARWELL, TEXAS
Milking 1,250 cows with SCC Average 150-175,000

**Keep The Milk
In The System**

www.uddercomfort.com

UDDER COMFORT

QUALITY UDDERS MAKE QUALITY MILK!

YOUR DEALER INFO HERE!

**MONTHLY PROMOTIONS & ANNOUNCEMENTS
BY SCOTT HORTON - MARKETING MANAGER MEDA**

As we transition into another season, which is warmer, wetter and more humid the risk of bacteria causing mastitis becomes much higher. Because of these circumstances we have a terrific opportunity to sell our **Barrier 112**. Judging from past sales and conversations with most of you and successful university testing, **Barrier 112** is a proven winner. With the confidence we have in this brand, and the fact that it is very profitable to sell, we are providing each of your dealerships a customized selling flyer. Please see attached **Barrier 112** May Promotional Flyer.

Another menacing factor that faces our dairy's during the spring and summer months are flies. We have a unique system that is manufactured by one our dealers, LDS called the **LDS FLY Guard System**. It works hand in hand with our synergized insecticide called **Aero-Max**. Working together both the system and the product provide an extremely effective kill. Any questions please refer to Your 2010 MEDA Manufacturers Information Ordering and Pricing Manual. Also attached is a **LDS Fly Guard / Aero-Max** May Promotional Flyer.

Now these customized sales flyers are purely voluntary. If you like them and would like to use them at your dealership we can print them out for you. If you like the concept but would like to make changes please contact me. Bottom line it has to work for your dealership.

We do have a good handful of dealerships using monthly sell-in flyers right now. We have seen some good results. How are they being used?

1. They can be included with monthly statements. This includes full-line as well as non full-line route customers. A great opportunity to potentially transition customers to full-line.

2. Route Specialist's are using them on their scheduled routes. They can leave them behind or they can be used to assist in their sales presentation. It can contribute to a more quality sales call.

3. Route Specialist's are using them to cold call new dairies. It's literature that gives your dealership a more professional and organized image. If they are on the fence with the dealership they are currently working with it might open the door for your dealership. They might see something that they need or want. You know have an excuse to stop every month. Don't underestimate the power of persistence!

Our plan moving forward is to provide one of these promotional flyers each month. Each product we are focusing on will be featured as a result of it's necessity to that month. If you have any feedback or ideas please let me know. I will have more examples of what other dealerships are doing at the route school.

See you in Stevens Point!

M E D A U P D A T E F R O M R E E D

It's that time of the month to get out our April News Letter and let you know what's happening in our world. The biggest event that's coming soon is our **2010 Spring Sanitation School**. I've enclosed a proposed agenda, showing you the great speakers we have presenting. I think it's an indication that our sanitation program and dealers are well thought of in the dairy industry. It speaks highly of our group, that the companies that these speakers represent feel it is a great opportunity. Plan on getting your people to the school—there will be some great information presented.

Chem-Star sales are up 9.2% and ABS sales are up 78.9%. We have quite a few dealers buying "Udder Comfort". Pages 1 and 2 of the newsletter includes information about "Udder Comfort." Page 2 is an actual brochure that can be customized, putting your dealership listed on the bottom. Contact Marcia and she customize the brochure and send them out to you.

Impulse liners have been working extremely well. If you want to go after competitive dairies—take the Impulse liner and your graph recorder and go milk some cows. Get back in the barn. You'll be amazed at the business you can stimulate. This is the time to add dairies to your route program.

MEDA now has 50% Lanolin available for those dealers with the M-1 Systems. The Lanolin comes in 441lb drums and has approximately a 2 week turn around time. Order for the lanolin need to be called in to the MEDA office and Marcia will order it for you.

REMINDERS FROM THE OFFICE

I want to thank everyone who has taken the time to include the invoice numbers of the invoices being paid in with your check. It assures that your payment is being applied to the correct invoices.

If you need Product Sheets, Brochures, MSDS Sheets or other Information Sheets in a hurry, you can find them all on MEDA's website: chemstarworks.com. Our website is always being updated, so make sure you check it out regularly.

Open Invoice reports are sent out monthly. Please make sure you are checking them against your records. If you have questions or concerns regarding any invoices, give us a call.

If you are interested in receiving your invoices via fax, give Marcia a call or e-mail her. Some of our dealers have requested this and it seems to be working out very well.

We have been getting some coupon in for redemption, but there are still many out there. They are a great way to introduce new products to your dairies.

Thanks for your continued support!