



JULY NEWS FROM MEDA

“LAZY DAYS OF SUMMER”

BY PAUL PEETZ – TECHNICAL SALES & SERVICE MANAGER, MEDA

Summer is here and it makes a person wonder who ever came up with the phrase “Lazy days of summer.” I guess they probably never milked cows or worked with people who do. With all the talk about a 400,000 SCC limit, this summer appears destined to single handedly solve the milk surplus. Higher than normal cell counts, elevated cows in the treatment pen and constant pressure to make quality feed seem to mark summer for dairymen and women all over our territory, add in the pressure of family wanting to “get away” and you can understand why some dairyman just don’t want to talk to you. What does that have to do with us and why do we care? Well, to start with, now more than ever, we get the opportunity to show our value to our customers. Price is always quoted as the important reason to use a product or service. Remember what the value equation is. Value is perceived benefits divided by cost. How can we bring more value? Graphing pulsators to find the one plugged by a fly or other debris? Watching the prep procedure and giving instruction as to how to improve stimulation? How about placement of product, Pre or Post, to make it more effective, or in some cases, just actually find some teat skin?

Actually there are endless opportunities to set yourself apart from the competition. More and more dairies are using alternative beddings and more and more are just accepting a higher cell count. Find one that currently isn’t using your products, give Reed, Scott or myself a call and let’s go set up a meeting. Let’s show them how we can make a difference on their operation. We may not be the lowest price but we can almost always bring the most value through the combination of quality products, knowledge and real world experience. We can perform the wash up and use the correct products at the correct levels to assure consistently clean equipment. We can review bulk tank and individual culture results to determine the correct Pre and Post products. We can do the parlor audits to make sure people and procedures are in place to assure the products placed are used correctly and in turn performing as well as possible.

Summer is here and of course get out and enjoy it, it won’t be long and the weather won’t be something to talk about other than how much longer until spring. Let’s target a couple dairies you don’t currently do business with. Let’s give these dairies the opportunity to have the peace of mind of having someone with knowledge and quality products watching the parlor while they are busy with everything else. The old saying goes “To get what you want all you have to do is help enough other people get what they want” Let’s help some dairymen and women “Get what they want”

Thanks for the support,

Paul



WHAT IS IT?

An Acidified Sodium Chlorite (ASC) barrier forming teat dip product that when applied post-milking aids in the control of mastitis causing organisms.

WHAT SIZES DOES IT COME IN?

- 5 gallon
- 15 gallon
- 55 gallon

WHAT ARE THE APPLICATIONS?

Aids in the prevention of mastitis in lactating dairy cattle, the most economically significant disease in the dairy industry.. Apply post-milking directly to the teat skin, covering the entirety of the teat (preferably using a non-siphon dip cup). Product will dry quickly and with minimal tack, forming a true barrier between the teat skin and the environment.

Product must be mixed with Valiant Catalyst at a rate of 3.5 oz. of catalyst to 1 gallon Valiant Shield. Once catalyst is added and the product is thoroughly mixed, the product will remain germicidally viable for 14 days.

HOW DOES IT WORK?

Valiant Shield is a very potent germicide, containing a dual germicide system featuring ASC and heptanoic acid. Valiant Shield shows a > 5 log reduction vs. major mastitis causing organisms. In addition, it contains a robust PVA barrier film former that prevents bacteria from reaching the teat skin or teat end between milkings.

WHAT ARE ADVANTAGES AND BENEFITS?

Potent dual germicide system: meets or exceeds 5 log reduction vs. major mastitis pathogens in the presence of 10% milk challenge, including *mycoplasma bovis*

Quick drying formula: Prevents foreign material from sticking to the teat skin

Superior green marking system: Dip remains visible long after application

Improved skin conditioning compared to other ASC barriers : Fewer cracks and crevices in the teat skin for bacteria to call home

ARE THERE ANY USAGE TIPS?

With its fast-drying and low tack features, Valiant Shield is ideally suited for use in today's alternative bedding systems, such as recycled manure or sawdust. The fine bedding particles in these systems do not adhere to the Valiant Shield barrier film like it may on other barrier teat dips.

TARGET CUSTOMER PROFILE

Any dairy using alternative bedding systems, defined as anything other than clean sand

Any dairy struggling to control elevated somatic cell count or clinical mastitis problems, particularly if they are caused by environmental bacteria

Producers that have used Valiant Barrier or other ASC barriers in the past, but had problems with product buildup

ABS reps or equipment dealers who never embraced Valiant Barrier

If you have any questions, please don't hesitate to contact your ABS Uddercare Specialist.

Regards,

ABS Technical Services

ABS Uddercare Specialists

Bill Meulemans Margaret Hoffmann

920-901-7792 608-846-6204

UP DATES FROM THE OFFICE

SAVE THE DATE!

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

DEALER MEEETING UPDATE: Sign-Up letters for our 2010 Dealer Meeting at Chula-Vista in Wisconsin Dells, were sent out this week. Please take some time and get them completed and sent back to us so we can continue planning. As fast as the summer is going, October will be here before we know it.

MEDA OFFICE UPDATE: All calls, faxes and e-mails should be coming in to the new MEDA office, not Reed's residence. Here is all the information you need, please update your files, cell phones, and address books. Thank you!

**MEDA
E4817 HWY 14
SPRING GREEN, WI 53588
PHONE: 608-588-7878
FAX: 608-588-3528
E-MAIL: medaoffice@verizon.net**

UDDER COMFORT MAS-D-TEC UPDATE: If you are planning to purchase a MAS-D-TEC, please make sure you place your order through MEDA. We purchased a quantity to get a better price for you, our dealers.

FRIDAY SHIPMENTS FROM MEDA: UPS orders shipping from MEDA, (Stenner & Knight) need to be placed by 10:00am to be able to ship on Friday. Pick up is at Noon and we need to have time to process the order and get it ready for pick up. Any orders after 10:00am will go out on Monday.

STENNER, KNIGHT AND IPSO ORDERS: When faxing, e-mailing or calling in an order for Stenner, Knight or IPSO parts, please make sure you have the part numbers and or model and serial number for the machine you are ordering if IPSO.

PROMOTIONAL COUPONS: There are still a lot of Promotion Coupons that have not been redeemed. If you aren't using them you are missing a great opportunity to introduce your dairies to Chem-Star and ABS products and increase sales.

PROMOTIONAL FLYERS: Each month we are including promotional flyers with the newsletter. These are offered to you at no cost and are an easy way to introduce or better educate dairies on the products you have to offer. So, we are offering you **FREE** pieces of advertising! All you have to do is have a discussion with your dairies, leave a copy with them to look at and watch your sales grow. If you want extra copies call Scott or Marcia and they will get them sent out to you right away.