



January News From MEDA

WINNING THE BATTLE OVER ENVIRONMENTAL MASTITIS WRITTEN BY BILL MEULEMANS, ABS

Environmental mastitis has been an on-going challenge for dairy producers. In recent years it has grown even more challenging with the introduction of new bedding materials, such as recycled sand and dried manure solids. These popular new bedding materials are here to stay along with their challenges for milkers to get teats clean.

To combat the increased levels of bacteria and organic material present at the teat end, ABS has renewed its focus on cleaning and sanitizing prior to milker application. **Valiant Pre** is the primary tool that can help producers accomplish this goal.

Valiant Pre has two unique features that allow it to outperform competitors under these tough conditions. First, **Valiant Pre** is made up of surfactants and detergents that enable it to help milkers properly clean teat ends. You will notice a bubbling action once the product is on the teat and milkers absolutely love the cleaning ability of **Valiant Pre**. Second, **Valiant Pre** has chlorine dioxide as its primary germicide. Chlorine dioxide has the ability to withstand high levels of organic material and still get the 5 log kill needed by an effective pre dip.

Valiant Pre requires 15 seconds of contact time for a 5 log kill. If you begin with 1,000,000 bacteria (bugs), a 5 log kill will leave 10 bacteria present when the milking unit is ready to be applied. In comparison, iodine teat dips only achieve a 2 log kill in the presence of higher levels of organic material. If you begin with 1,000,000 bacteria, a 2 log kill will leave 10,000 bacteria present when the milking unit is ready to be applied. It is extremely important to kill bacteria at the teat end. This prevents bacteria from traveling up the teat canal during the milking process which leads to higher levels of clinical mastitis.

During one of the most challenging dairy economies ever, we have implemented **Valiant Pre** in dairies using alternative bedding and have seen a reduction in new cases of clinical mastitis.

The bottom line is that **Valiant Pre** works!

**PRODUCT & MARKETING UPDATES
FROM
SCOTT HORTON, MEDA**

2010 has come in like a lion... We've had extreme cold weather, wind chills in excess of 20 below, snow and yes, freezing rain. All terrific opportunities for your dealerships, especially as it relates to our Winter Teat Dips. I was at the Midwest Farm Show in La Crosse 2 weeks ago and a major topic with the Dairies was winter teat conditioning. All are trying different products, but nothing working the way it should. A shining star was our **RECOVER**. There is nothing like it. It has a 78% emollient package, which creates a powerful layer of protection for the cold winter weather. The 1.5% Heptanoic Acid provides a 15 second kill on 8 common mastitis causing bacteria. It is a superior product for harsh winter conditions. When you are on site at the farm, have a sample of **RECOVER** with you. If you need samples please get in touch with Reed, Paul or Scott. Do the finger test. Have the Dairyman stick his or her finger in the sample of **RECOVER**. Have them move it around their fingertips. Then have them blow on it. Ask them what their feeling. It's amazing the response you get! It actually warms your finger up. A great sell in!

I want to share a success story from the Midwest Farm Show in La Crosse.. We had a dairy stop by inquiring about winter teat conditioning. Teat ends were not good. They were interested in the **RECOVER**. Doug from **MDS** stopped in the other day and was able to sell them not only on the **RECOVER**, but diagnosed some other issues, sold them some other products and scheduled a wash-up with Steve Shank. This is a 250 cow dairy. It all started with **RECOVER** and some good follow up. Our foot is in the door and we are confident **MDS** will get all the sanitation business and service. **Great work Doug!!!**

With all the cold and bitterness of the winter we have also had some great luck with the **Calf Woolovers**. The warmth of the wool keeps calves dry and warm so they can direct energy to growth. They are priced to sell! It's just another opportunity for you to be the one shop dealership. Contact your Ecolab Rep to order them. We have several dealerships that we have customized a sell-in brochure for. They have used them in talking with dairies, a leave behind an stuffed with statements at the end of the month. If you would like a customized sell-in please get in touch with Scott.

The website continues to move forward. We will be adding four more dealerships to the website in the next two weeks. If you would like a web page or have any questions on your existing web page please give Scott a call. Some of the dealers have printed out their web page and have used them at shows, hand outs on the route for new and existing dairies as well as have them sitting on the counter at the dealership. It's professional and helps sell your business! We are also putting our newsletters on the website. If you have not been on the website lately... take a look!

www.chemstarworks.com.

NEWS FROM THE OFFICE

Please note, when ordering Stenner, Knight or IPSO parts to be sent from MEDA, on Friday, your order must be called in by 10:00 am if you need it to ship out before Monday. UPS picks up between Noon and 1:00pm. The order needs to be processed, packaged and delivered to the business who ships UPS in our area.

Please make sure you are looking at the Open Invoice Report each month. If you have questions or need a copy of an invoice give Marcia a call right away.

Please make sure you are using the credits with the invoice they have been applied to by MEDA. The monies have been allocated to that specific invoice.

When sending in coupons, please make sure the information on the back of the coupon is filled out.



Sell Dairy Interactive and Earn \$200!

Now until March 30th, earn an additional \$100 for every Dairy Interactive program you sell. As an exclusive benefit of being part of the MEDA team, your customer receives a \$200 coupon code and your dealership will receive a \$200 commission for the sale. This winter, let's bring our dairies the most consistent solution for training their employees! Contact Tom, Paul, Scott or Reed on how you can take advantage of this great deal now.