



# NEWS FROM MEDA

## MARCH 2011

### Hot Show Topics!

By Scott Horton-Marketing Manager Meda

It's show season! We just finished up the Eau Claire Farm Show & the PDPW. Both left us with some strong product and system opportunities. Hot topics were our Barrier Dips—Barrier 112 and Valiant Shield. Be sure, when you are out selling, to emphasize the dual germicides, residual kill, skin conditioning as well as the results you've seen in the field with these products. Call Scott for a brochure!

We also had strong interest in the laundry program of which we all know is the most complete program in the industry. Lump the machine, one-shot pump, chemicals and micro fiber towels into a lease program with Derrick at Stearns Bank 800-247-1922 or Cell 320-267-8930. A great asset that takes the financial risk away from your dealership.

IMPULSE Triangular Liner –Shells are the hottest technology in the parlor today. We heard it loud and clear at both shows. Producers that had IMPULSE could not stop talking about them and those that saw them wanted them. If you haven't talked to your farms you need to get on it! Any help please contact Paul Peetz. Our April Brochure will feature the IMPULSE Triangular Liner-Shell System.

The key to any lead is follow up! Don't let your opportunity slip away! Be sure to ask the MEDA Team for any help you might need!



Special Thanks to the ECOLAB Team (Dan Von Wahlde & Steve Shank), MILK-RITE (Mark Schmuhl) and the LANGUAGE LINKS Team (Tom Wall & Chris).



Special Thanks to Anderson Dairy Supply (Tim Hanson) and Advanced Dairy Systems (Jody Larson and Cory Harms), ECO-LAB (Beck Waldof) and Udder Comfort (Laurie Haler).

### Upcoming Events & Shows:

(2) Producer Meetings / Environmental Mastitis Control "Treatment & Prevention" – featuring Dr. Pamela Ruegg DVM, MPVM UW Madison & Dr. Roger Thomson DVM, Team Mgmt Concepts, P.L.C.

March 23rd / Rock Garden, Green Bay, WI

March 24th / Holiday Inn, Fond du Lac, WI

Rochester Farm Show (MN):

March 23-24th

Oshkosh Farm Show (WI):

March 29-31st

# Milk Quality Seminars at YOUR Dealership.... It's Easy!

By Scott Horton—Marketing Manager MEDA

We can conduct a Milk Quality Seminar at YOUR Dealership featuring keynote speakers such as Dr. Roger Thomson ABS, Jason Koerth ECOLAB, Paul Peetz MEDA, and Tom Wall LANGUAGE LINKS. We also have access to our other manufacturers and suppliers. We've conducted several of these meetings and the response has been nothing short of fantastic. In all cases new business has been captured and relationships have been strengthened. Listed below is an outline featuring easy-to-follow guidelines and procedures.

**Please give myself a call or email and we'll get the ball moving. Scott Horton MEDA—608-212-5845 or [horton.scott@centrurytel.net](mailto:horton.scott@centrurytel.net)**

## Who Should Attend?

Your more progressive dairies that are Full Line, Partial Line or that you have on a target list to become a part of your program. We strongly encourage you to have your route specialists, your capital sales reps and ownership in attendance. The more people from your dealership that attend, the stronger the meeting. Also attending will be the MEDA / Chem-Star, ECOLAB & ABS Reps.

## Dealership Responsibility:

1. Commit to a date, time and location.
2. Supply the location....Dealership often times works.
3. Supply the Lunch....Typically Giant Sub from Subway (ask them what they think is best)
  - a. Refreshments / Condiments
4. Supply list of Producer Addresses to MEDA / Chem-star (Scott Horton- [horton.scott@centrurytel.net](mailto:horton.scott@centrurytel.net))
5. Provide a person for RSVP's – Office Manager?

## MEDA / CHEM-STAR Responsibility:

1. Provide Keynote Speakers
2. Send out invitations w/ cover letter from provided Producers List
3. Projector & Screen
4. Copy of Presentations
5. Show Banners
6. Literature
7. Hats for Producers that attend

This is such a tremendous opportunity to help become more preeminent in the eyes of your producers. You are setting up your dealership as a leader in the industry communicating best practices, industry issues & opportunities, as well as product and equipment opportunities. You are also providing an outlet for these producers to communicate any questions they might have as it relates to the dairy industry. We do have key manufacturers present. The entire process is designed to be turn-key.



**Bob's Dairy Supply  
Milk Quality Meeting  
Dr. Roger Thomson & Paul Peetz  
December 16th, 2010  
20+ Producers Attended**

# UDDER COMFORT TESTIMONIALS

by Mark Comfort— UDDER COMFORT

*"We were skeptical 3 years ago... but it does wonders for our herd."* — Jane & David Rieman



LIME ROCK SWISS FARM, LLC, Davis, Illinois  
JANE & DAVID RIEMAN and ROSS MEINERT  
Milking 80 registered Brown Swiss  
RHA: 23,218 lbs with 4.4 fat and 3.4 protein  
SCC: 80-120,000

"Before Udder comfort", our SCC was always a bit above 150,000. We were just missing that higher premium. Now we're between 80 and 120,000, and we usually get the next level of premium, which means \$4000 a year in extra income," say Jane and David Rieman who milk 80 registered Brown Swiss with Jane's brother Ross Meinert-the third generation at Lime Rock Swiss Farm near Davis, Illinois. Jane has also worked as a vet tech for UW-Madison.

Last year, they pursued a dream and began having a percentage of their Lime Rock Swiss milk made into cheeses (baby swiss, swiss, muenster, brick and havarti), which they then market directly to consumers.

"We were skeptical 3 years ago when we picked up a sample of Udder Comfort at World Dairy Expo, but it does wonders for our herd. We tried it first on high SCC cows on the **DHIA** report: two-thirds resolved without further treatments. Our goal was to get every cow below 250,000.

"Now, we stay on course using Udder Comfort on fresh heifers twice a day for 5 days, sometimes starting before they freshen. Udder Comfort pulls the edema out of the udders a lot faster, and we definitely see less mastitis in our herd now."



Quality Udders Make Quality Milk

## UDDER COMFORT

*Keep the milk in  
the system*

FOR ORDERS call MEDA  
608.588.7878

For external application to the udder only, after milking, as an essential component of udder management. Always wash and dry teats thoroughly before milking.

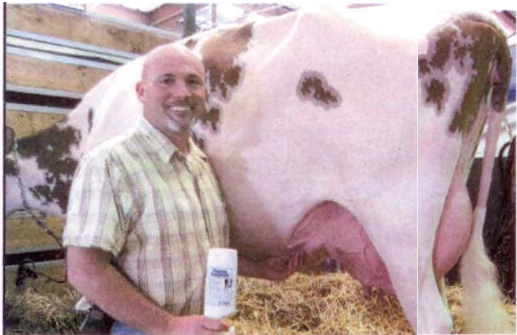


# UDDER COMFORT TESTIMONIALS CON'T

by Mark Comfort –UDDER COMFORT

## Quality management is cash flow management

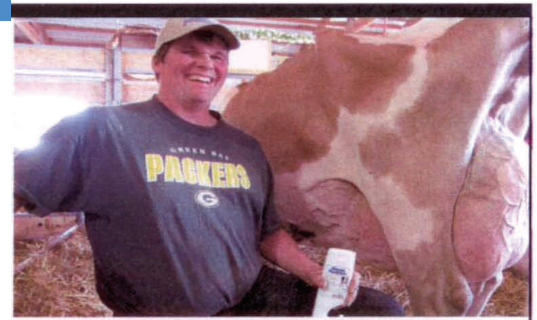
*It starts with the fresh cows*



(Top) Randy Knapp, Epworth, Iowa, with a top Guernsey.

(Left) Dru Mercer, Bryant, Indiana, with a top Ayrshire.

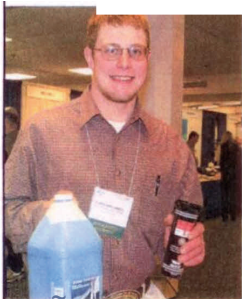
(At right) A milking employee uses the new *Udder Comfort Spray-Gun* to coat the udder of a fresh cow.



**Even with today's tight margins in the dairy business) milk quality can often be overlooked as a dairy cash flow booster producers can control:**

Not just because of the bonuses that can be associated with shipping milk having a low somatic cell count (SCC), but also because herd SCC levels are an indication of how much costly subclinical mastitis is lurking in the herd. SCC levels are directly related to the cost side of the dairy's cash flow equation as well as being related to the income side on production and price.

When Christian Landis (below), a young dairyman from Lancaster County, Pennsylvania, saw rising SCC levels in his new herd at Worth- The- Wait Farm, he was thankful for *Udder Comfort*. "I bought my cows last June, and after getting them home, their counts started creeping up.



All smiles, Christian Landis at the 2011 PA Dairy Summit.

We cultured the entire herd and treated some cows but still weren't hitting the problem," the Delaware Valley College graduate recalls. "So I bought a Mas- D- Tec meter and some gallon jugs of blue spray *Udder Comfort* and started using it on 25 of my 45 cows. The COW1ts dropped within one month. It was a great feeling to see that test at 260,000. Now that we've addressed some equipment issues, we rely on *Udder Comfort* for every fresh cow, applying it for the first five milkings after calving. Our counts are good, and we have far less clinicals"

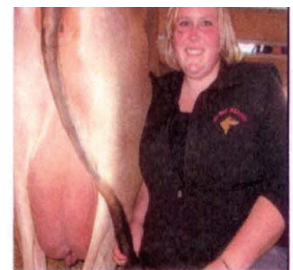
For Jay Beekman (right), prefresh heifers are the target. "We like using *Udder Comfort* 10 days to two weeks before they calve," the Huntingdon, Indiana dairyman explains. "As soon as we see them start to fill up, we put it on twice a day until they calve. Our heifers have had virtually no mastitis since we've started this:"



Jay Beekman

Natalie Kessenich (below) notes the convenience of the blue spray for fresh cow applications in the commercial herd of 500 Holsteins, and the 70 Nic-Nat registered Jerseys at the farm near Deforest, Wisconsin. "It's convenient, so I know it gets done. We use it on every fresh cow coming through the parlor," Kessenich reports. "The employees spray it on the entire udder to pull the swelling out. They just spray and go:"

Randy Knapp, a Guernsey breeder near Epworth, Iowa, also loves bringing fresh cows in comfortably. "Take this cow (pictured top right)," says Knapp. "She had a tremendous amount of edema when she calved. After using *Udder Comfort* for two weeks, her udder looks 100% better, and she's making a lot of milk:"



Natalie Kessenich with a top Jersey

Ayrshire enthusiast Dru Mercer (top left) agrees. "We tried several other products, but we are sold on this one. We've used *Udder Comfort* for four to five years," reports Mercer, milking 50 cows near Bryant, Indiana. "For our fresh cows, I cover the udder after each milking for the first three days after calving. It gets the swelling out, fast, so she comes into her milk quicker and is more comfortable when she goes to eat or lie down. Removing swelling eases that stress, helps production, and guards against mastitis:"

**Call MEDA at 608-588-7878 for a free DVD showing the new Udder Comfort Spray-Gun in action!  
Udder Comfort is available at all MEDA dealers.  
Call to learn more or visit us at [www.chemstarworks.com](http://www.chemstarworks.com)**