



# NEWS FROM MEDA

## JULY 2011

### BACTERIA FIGHTERS

Submitted by: Reed Horton-General Manager, MEDA

NOW is the time of year that offers a great opportunity to show dairies what a great barrier dip can do. This summer has had the heat and humidity that creates the environment for bacteria to thrive. I'm sure if you cultured bedding, inflations and all other surfaces in the milking facility you'll find really high numbers of mastitis causing bacteria. I'm sure if you asked your dairies, "How's mastitis and your SCC?" If they were honest, they would say they are up.

There's your opportunity. When you make a change and try a new teat dip, you want to see improvements to justify the added cost. With the added bacteria and elevated SCC and more new treated cases of mastitis it's easier to see improvements. Now is the time to get your dairies to try our Barrier 112. Use Barrier 112 as a problem solver!

If they are already on Barrier 112 and have some environmental bacteria problems, Valiant Pre is showing us some great results as a pre dip. I would say the pre dip and post dip that are getting the most attention and getting the best results are Valiant Pre and Barrier 112. It's no coincidence that both of these products have "Dual Germicides."

I know summers are busy, but they also offer you opportunities to show dairies a difference in teat dips. Use some of our "Sell-In Flyers" and Testimonials to help convince your dairies to try these products. If you need help give Scott, Paul or myself a call. Thanks for your support. Hope to see you at our "Round Table Meeting" August 24th and 25th! Reed

### OPPORTUNITY AWAITS

Submitted by: Paul Peetz-Sales/Service Manager MEDA

Growing up, like many of you, in rural America the things we remember as special probably don't seem special to others who didn't share the same experiences. I remember, with vivid detail, when times were good, the Schwann's truck coming to the farm. Frozen treats, ice cream, flavored drinks and more sugar than I had seen in a week showing up conveniently packaged and ready for my sister and myself. I suppose living in the city it was similar to the ice cream truck, and its distinctive bell, coming down the street. Why on earth am I talking about ice cream? Well for one its hot and ice cream always sounds good but in reality I am talking about buying.

Buying is triggered by many signals, some are obvious, ice cream truck distinctive music, and sometimes subliminal, popcorn and soda cartoon running across the screen at the beginning of the movie. But there are triggers and signals that compel all people to buy or not to buy. Picture a dairyman in your area, heading out the driveway in the pickup or the tractor and he sees your truck go by. (There is a whole separate article on how he knows it is your truck and why he needs to but lets continue.) Does he think about issues he is having in the parlor and call you? Does he wonder why you have never stopped to see him? Does he hope you never do? I think we all fear the last one, but in honesty with a product in your hands like the Impulse liner I feel confident he not only wants to talk to you but needs to. How do any of the dairies in your area know you handle the liner, do they find out from a vet, a feed salesman, milk truck driver? How about finding out from you? We are experiencing 90 plus percent close rates on Impulse liners, current customers and new customers alike. Name another product, that isn't free, that comes anywhere close to that.

Summer is here, the year is flying by, the exclusivity on these liners can't last forever. We need to go see those dairies that are in your head as candidates and make sure the liner sales are yours. Call me and set up some time to go see them, I can show you how to set them up correctly and how to gain some customers that you never thought would be on your route. Milk Rite now counts over 1.5 million cows being milked with the Impulse liner, numbers don't lie.

Let's make this a summer to remember. As always thanks for the support. Paul



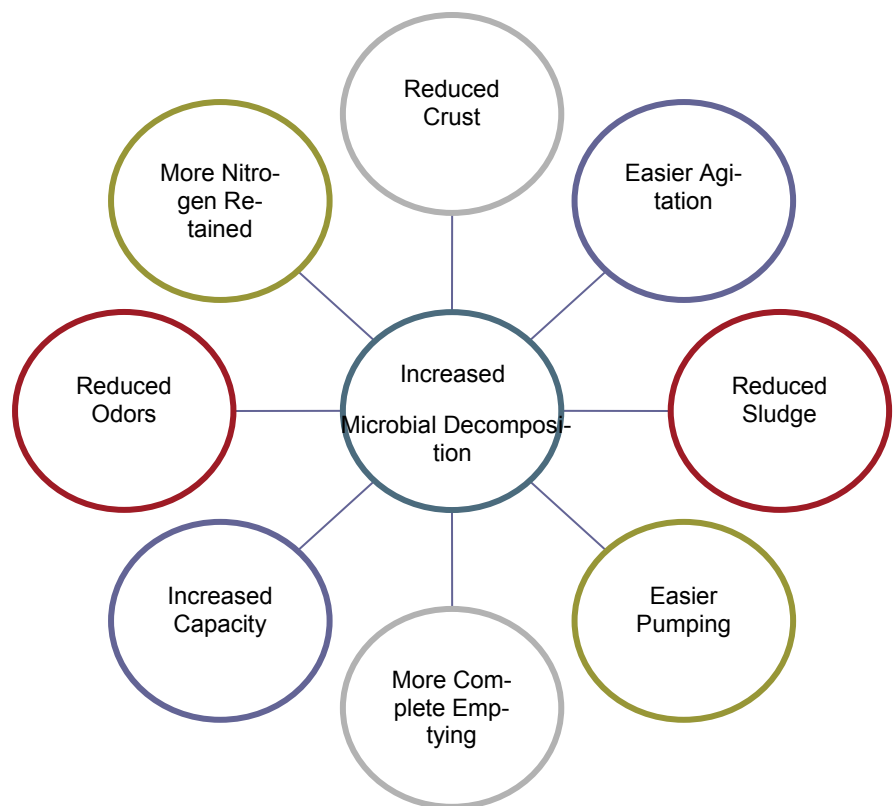
Over the past few decades, there have been great improvements in production agriculture. These improvements have come about as a result of advances in genetics, nutrition, feeding technologies and animal housing. These advancements have resulted in increased production output by fewer animals. The emphasis has been on improving production output without considering what was occurring regarding animal waste. An equation like this is out of balance. As a result, animal agriculture has been looking for cost effective solutions to balance out this equation.

As farm sizes and cow numbers continue to increase the problems with waste management also continue to grow. On most operations manure is scraped into a holding pit and manure is spread once or twice a year. However there are some challenges with long term liquid manure storage. These problems include surface crust build-up, bottom solids (sludge), offensive odors and reduced fertilizer value. Many of these challenges that dairy producers face with stored animal waste are due to slow microbial decomposition. A proper and more efficient microbial decomposition will alleviate many of these problems.

This can be accomplished by using a product which has been developed to improve poor manure decomposition. A product containing specifically selected anaerobic organisms that can breakdown manure efficiently will provide a reduction of sludge, crust, solids, odors and ammonia. Such a product compliments proper manure management practices in a proactive manner.

Figure 1 highlights the benefits obtained from using a microbial waste treatment product that has been specifically developed to aid in the proper decomposition of stored dairy manure. With increased microbial decomposition, there is reduced crust build-up and sludge. This leads to easier agitation, easier pumping, reduced odors and more retained nitrogen. It also allows for more complete emptying and increased capacity of the storage system.

By improving the proper decomposition of stored waste, producers can better balance their growth with their management practices. By managing waste properly, great benefits are gained including reduced handling costs, improved fertilizer value and a reduction in odor levels.



**Figure 1. Diagram highlighting the benefits of using a microbial waste treatment product.**

# It pays to catch things before they become problems

With today's push for lower Somatic Cell Counts (SCC) and improved cash flow, along with judicious use of antibiotics, dairymen and women are drilling down on quality.



Louis and Rosemarie Stieg's children (l-r) Evan, Kendra, Helena, and Kaitsta Stieg.

Near Hersey, Michigan, the Stieg family keeps the herd SCC under 100,000, to earn a 65-cent quality bonus, using "tools to catch things before they become problems," say Louis and Rosemarie Stieg, milking 44 cows at Holger I.R.S. Holsteins. "How wonderful it is to have this product that helps right away: *Udder Comfort*™ brings down edema and SCC, and our mastitis rate stays very low. A lot of area farms also use it with the drive to lower SCC."

The Stieg's spray every fresh udder (after milking) for at least the first five days. "It's the first thing our fresh cows get. Comfortable cows let their milk down easily, and they milk out faster," the Stiegs report, explaining that they are on DHIA and use the hand-held *Mas-D-Tec*™ (MDT) to check the quarters of any cow having an elevated SCC. Then they use *Udder Comfort* on any quarter with a high reading on the MDT.



Herdsmen Luis Valdez (left) and the milking team at Oak Bend Dairy.

In Tulare, Calif., David Dykstra says Oak Bend Dairy was at 250,000 SCC until they made *Udder Comfort* part of their regular protocol. The 1700-cow milking herd now has SCC averaging 180,000, and the employees also see the benefits for the cows. "It's a good tool to help us manage SCC, and our rate of recurrence is definitely better now," Dykstra reports.

At the Wisconsin Farm Days in Oshkosh, Lee and Renee Klumpers talked about how they use *Udder Comfort* at their 50-cow dairy near Waupun. They started dairying 15 years ago on a rented farm and bought their own farm two years ago.



Lee and Renee Klumpers at the 2011 Wisconsin Farm Days in Oshkosh.

"We first heard about *Udder Comfort* almost 10 years ago, and we have used it ever since," they explain. "Whenever we have a hard quarter or see any flakes, we apply *Udder Comfort* to the quarter right away. We also use it on fresh cows that show extra swelling. With *Udder Comfort*, we have cut down on our antibiotic use, and at the same time, our milk quality has improved in recent years. We like this product because it is saving us money, and we don't have to throw the milk away."

At Siemers Holsteins, Newton, Wisconsin, *Udder Comfort* has been used four years. Then last year, they targeted prefresh comfort. "We really like the new *Udder Comfort Spray-Gun*. It makes the process very easy for our milkers," says Jenny Siemers, manager of the commercial dairy where 2700 cows are milked and the management practices are aimed at producing high quality milk.



Call MEDA information about the new *Udder Comfort Spray Gun*

Visit our website at [www.chemstarworks.com](http://www.chemstarworks.com) to see new product sizes and demonstration videos. Or call for a free DVD.



Owner Larry Wilkinson (left) with longtime herd manager Eric Spence (right) at Getty Acres.

At Getty Acres near Gettysburg, Pennsylvania, producing high quality milk is also a priority for owner Larry Wilkinson and longtime herd manager Eric Spence. They maintain SCC of 140 to 150,000 on 230 cows.

230 cows  
SCC: 140-150,000

Spence relies on *Udder Comfort* and likes the convenience of the spray. "SCC and our treatment rates are definitely down now because I spray 'puffy' quarters as soon as I see them. I also use it on all our fresh animals," he says. "By keeping the swelling away, milk letdown is better, fresh cows start better, and cows with puffy quarters get better on their own."

Near Hanna, Indiana, bovine practitioner Dr. Tom Troxel and his wife LuAnn also make *Udder Comfort* part of their protocol for the 130 cows at Troxel Dairy Farm.



Veterinarian Tom Troxel, wife LuAnn and grandson Nathan at Troxel Dairy Farm.

"We use the California Mastitis Test (CMT) paddle to check fresh cows, before the volume of milk increases, so we can find subclinical cases and address them early with less wasted milk. For gelling that indicates SCC of 400,000 or above, we spray *Udder Comfort* on those quarters for a week or until the milk is normal on the CMT," Dr. Tom explains. "One of the biggest problems we see in the dairy industry is this problem of not finding and addressing problems soon enough or fast enough. With *Udder Comfort*, we can be proactive. We use less antibiotics and see improved fresh cow performance. This is a quality product I have confidence in."

130 cows  
SCC: 110-120,000



Travis Price

At Redland Dairy, Farwell, Texas, Travis Price focuses on prevention and has used *Udder Comfort* for his 1250-cow milking herd for more than two years. "It softens tight bags on fresh animals, so we can more easily get all four quarters milked evenly," he notes.

1250 cows  
SCC: 150-175,000

"It also helps tremendously to lower SCC, which goes hand-in-hand with being proactive on mastitis. We spray udders on every fresh cow and heifer after each of their first three milkings. They hit their peaks quicker and have fewer problems with mastitis."

Prevention is also Bob Traynor's focus for 120 Holsteins milking at Honeycrest Farms, Spring Valley, Wisconsin.

"Our consistent use of *Udder Comfort* played a big role in getting counts under 200,000," says Traynor, who uses the cow-side *Mas-D-Tec* meter to get a baseline on fresh cows a few days after calving and follows up with applications of *Udder Comfort*.



Bob Traynor

"I love it for prefresh heifers. We put it on the udders as soon as they start getting edema. The edema is gone a lot faster after calving, the heifers milk out better, and they have an easier transition to milking," Traynor observes. "We see impact on SCC and less need for mastitis treatments. When I do the math: The success rate more than pays."

120 cows  
SCC: 180-200,000

## UDDER COMFORT™ Quality Udders Make Quality Milk

Keep the Milk in the System

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# CHEM-STAR "WORKS" MEETING SET

MARK YOUR CALENDAR OUR NEXT CHEM-STAR "WORKS" MEETING WILL BE :

**AUGUST 24TH & 25TH**

**AT THE RAMADA INN, STEVENS POINT**

**CALL AND MAKE YOUR RESERVATIONS TODAY: 1-800-998-2311**

**MAKE SURE YOU MENTION THE MEDA GROUP WHEN YOU CALL TO GET OUR SPECIAL ROOM RATES.**

**Dinner will begin Wednesday evening at 5:30 pm**

**Roundtable meeting will begin at 6:30 pm**

Dr. Paul Rapnicki Presentation – Understanding & Using Culture Reports and Prototheca

**Thursday, breakfast will be at 7:00 am sharp**

Jason Koerth Presentation – New M1 Teat Dip – (B-Line) and Valiant Pre Promotion Mastitis Calculator Results

**Roundtable meeting will end at 9:00 am**

**YOU WON'T WANT TO MISS THIS MEETING!!!!!! CALL TODAY!**

## MEDA 2011 DEALER MEETING DATES SET

Mark your calendars— **The 2011 MEDA Dealer Meeting will be held October 13th, 14th and 15th** in St. Paul, MN. Letters and Sign-Ups were sent our last week with the initial details. More details will follow in the upcoming weeks.

## UPDATES FROM THE OFFICE

**ABS UPDATE:** Effective August 1st, 2011 ABS will be adding Freight Surcharges to their orders. The guidelines are the same as Ecolab.

**MILK—RITE UPDATE:** Milk-Rite has been working on a new inflation for awhile now and is pleased to announce the **DM916 LINER** for Dairymaster has been added to it's already successful line and is available to you, our dealer. The price will be the same as Ultraliner.

**OFFICE HOURS HAVE EXPANDED:** The MEDA Office is now open MONDAY, TUESDAY, WEDNESDAY, AND FRIDAY 8:30 AM TO 4:00PM.

CATALOG UPDATES ARE BEING SENT WITH OPEN INVOICE MAILINGS AND NEWSLETTERS. PLEASE MAKE SURE YOU ARE KEEPING YOUR CATALOGS UP TO DATE AS WE WILL NOT BE SENDING NEW CATALOGS OUT GOING FORWARD.