

May 2010



# MAY NEWS FROM MEDA

## 2010 Spring Sanitation School

We would like to THANK everyone that participated in our 2010 Spring Sanitation School. I think the success of the school can be directly related to our attendance....we had 18 dealers represented by 29 dealer personnel. Knowledge is a tremendous attribute. The opportunity to know more than your competition and to be viewed by your dairy's as the preferred supplier is critical to your success. I think the school accomplished all that.

Sales are strong, 14 dealers have positive growth. In fact MEDA is up 7.2%! Once again the message was loud and clear.... Route Sales Growth. Reed Horton, General Manager emphasized, "No matter the year, the economy or any other factors—there is always opportunity!" What are you doing to grow your routes? Are you adding new customers? Are you up-selling existing customers? Are you selling new/different products? The tools and resources are available and very powerful. This couldn't be more evident than with the support we had at the School!

ECOLAB, our biggest supplier, stepped up in a big way in getting **Dr. Joseph Morelli**, Senior Scientist to present "The New Sciences of Teat Dip." Some of the key highlights from his presentation.... ECOLAB is the leader in the Udder Health and Sanitation industry with stronger testing/research than any other manufacturer. All ECOLAB teat dips are protocol tested!

**"All ECOLAB teat dips have a 5 log, 15 second kill!"**

**Competition can't make those claims!**

**Jason Koerth**, ECOLAB's Corporate Representative presented the opportunities available with Les-CU, ECOLAB's foot bath. It's that time of year. The product is extremely effective and economical! Please see the [www.chemstarworks.com](http://www.chemstarworks.com) website to get Jason's Les-CU cost analysis calculator. Use it in your sales presentation to project cost savings for the dairy. It does use less Copper. Also attending meeting from ECOLAB was **Dan Von Wahlde**, Regional Sales Manager, **Rick Schoenhofen**, Field Rep., **Steve Shank**, Field Rep and a new addition to the team **Becky Waldof**, Field Rep. The support they provide is fantastic!

ABS contributed major support with Vet & Consultant **Dr. Roger Thomson's** presentation on alternative bedding and udder health." His message was directed more toward understanding the cow's environmental issues and then matching up the right line-up of Teat Dips. We are so fortunate to be able to have specialized products that handle different situations at different times of the year! The Valiant Products continue to post great results! Dr. Thomson also re-introduced the Valiant Shield as the new ABS Barrier! Once again see our website for more information. Also attending the meeting was **Bill Meulemans**, ABS Regional Sales Manager.

Milk-Rite has exploded on the scene this year posting fantastic growth. **Paul Peetz**, MEDA's Technical Service Manager has been a huge proponent of Milk-Rites IMPULSE triangular liner/shell system. He emphasized the importance of getting in the barn and milking cows. If you need any help graphing or better understanding the Liner / Shell System please contact Paul. We sold 13,855 sets last year in 12-months—in 4months we've sold already 10,104 sets with year end projections exceeding 30,000 sets. As you can see we have a number of dealers that have had tremendous success. Yes....It could be the BEST Inflation. Take advantage of it!

## 2010 Spring Sanitation School...continued

**Dr. Doug Reinemann**, Professor of Biological Systems Engineering and Milking Technology from the University of Wisconsin Madison, Milk-Rite's ambassador of the new IMPULSE IP-MV Mouthpiece Vented Liners spoke on their performance and successful testing. His message re-emphasized IP-MV's ability to have a more controlled injection of air, producing a more direct milk flow and no harmful back-splashes into the teat. Dr. Reinemann was very clear on the fact that the IP-MV operates on much lower mouth-piece vacuum which contributes to all in all better cow comfort. We video taped his presentation if you are interested seeing it. **Mark Schmuhl**, Milk-Rite's Regional Sales Manager explained, "It's a new, sought after technology exclusive to our MEDA dealers." For shipping information please talk to Paul Peetz.



**Dr. Doug Reinemann**, explaining the features and benefits of the new IMPULSE IP-MV!

Udder Comfort, our newest supplier from Canada, was represented by **Laurie Chambers**, Account Representative. We are so excited to be able to add Udder Comfort, the gold standard for lotions and sprays to our portfolio. Laurie gave us some product knowledge as well as how to use it. He also explained the MAS-D-TEC an early mastitis detection device — we had (3) dealers purchase them at the school!

**Tom Wall** of Dairy Interactive spoke on new program update featuring a Boss Cam! It's a must see, as it takes a camera angle as if the boss is watching the routine. How cool is that! He also explained his new 30 day trial and new subscription price. He broke it down like this.... 3 months \$300 / 6 months \$500 and 12-months \$900. At the same time your dairy's can still purchase the program for \$1695. Any questions please call Tom, Paul or Scott!

**Scott Horton**, MEDA's Sales & Marketing Manager reminded everyone to watch the Newsletter for up and coming promotional literature. He also communicated the promotional calendar for the rest of the year. If you would like to do any testimonials, customize literature and promotions, updates to website, conduct any meetings or would like assistance with BIG Dairy Presentations please contact him anytime. The website is averaging about 18-20 hits a day! All the information in the sanitation school is on the webpage!!

Thanks for all your continued support and Good Selling!

# SAVE THE DATE!

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

**You will be getting more information the first part of June.**

## **PRODUCER'S MEETINGS DEEMED SUCCESSFUL OVER 50,000 COW REPRESENTED!**

MEDA, ECOLAB and ABS Global together were able to bring in Dr. Joseph Morelli, Senior Scientist of ECOLAB and Dr. Roger Thomson DVM & Consultant of ABS for a four hour producers meeting in Waunakee, Fond Du Lac & Green Bay, Wisconsin last week. The topics were the "The New Science's of Teat Dips" by Dr. Morelli and "Managing Udder Health with Alternative Bedding" by Dr. Thomson.

The producers Meeting in total captured the attention of **59 producers** representing **52,240 Cows**. We also were able to bring in **9 Vets** and had over **30 dealer personnel**. We could not have produced these kind of results without the strong support from our dealers. I think relationships were strengthen, confidence was reinforced and dealer status went to preferred. We are already seeing some positive results! Be sure to follow up and use all the resources that are available. Our strength can be seen with our Team! You can bet with this kind of support we will offering more Producers Meetings. If any of you have suggestions on topics be sure to discuss with Reed, Paul or Scott.

### **June is BAC-DROP Month!**

June is Dairy Month! What a great opportunity to promote not only your products and services but more importantly your business. Last month we put together (2) promotional / informational flyers....Barrier 112 and the Fly Guard System with Aero-Max Synergized Insecticide. What did you think? We had 7 dealerships that participated and ran the promotions at some level. It will be interesting to see if we stimulated additional sales. That of course is the ultimate goal.

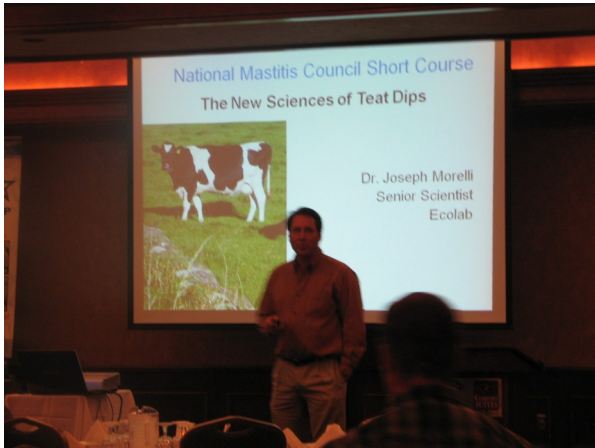
Do you have to run a special to take advantage of the flyer? Absolutely Not! If you like the flyer and you are just looking for some support materials for your Route Specialist we can do that. At the same time, if you like a specific flyer and it is not offered that month, let me know. They are readily available.

**For the month of June the promotional flyer will be the Bac-Drop System.** Please see attached! The weather is heating up and of course that means higher bacteria counts. It's just another safe guard to help secure quality milk production.

**For the Month of July our flyer will focus on the Barrier Teat Dips and the Valiant Pre.** Meanwhile if you have any other ideas or opportunities please give me a call at 608-212-5845 or email me at [horton.scott@centurytel.net](mailto:horton.scott@centurytel.net).

Good Selling  
Scott Horton

# PICTURES FROM OUR PRODUCER MEETINGS



Dr Joe Morelli



Dr Roger Thomson



Dr Joe Morelli, Jason Koerth, Roger Thomson and Rick Schoenhofen



Dr Morelli



Dr Roger Thomson

# Early Mastitis Detection

by Mark Comfort of Udder Comfort

Wescor's **MAS-D-TEC** sub-clinical mastitis detector offers the world's most advanced early mastitis detection technology. It meets the requirements of a modern dairy operation and provides the manager with a simple, convenient, and immediate detection of subclinical mastitis. **MAS-D-TEC** eliminates the guesswork and time-consuming fuss associated with old-fashioned chemical tests for mastitis detection.

**MAS-D-TEC** measures electrical conductivity in a small sample of milk. Research has shown that conductivity increases markedly with the onset of mastitis infection.

**MAS-D-TEC** uses sophisticated technology to detect increases in conductivity long before other clinical symptoms and signs are evident.

With mastitis costing the average dairy of 120 to 150 cows up to \$37,500 every year, it is no wonder that mastitis is the subject of so much discussion among dairy operators. It is estimated that at least 50% of all cows are infected with mastitis. Most dairy farmers deal with the obvious clinical cases and usually overlook the less obvious, but far more costly sub-clinical mastitis. Operators who can detect mastitis early and who apply sound herd management practices, will ultimately have the cleanest herd. In the past, detecting mastitis was difficult at best. Mastitis detection with **MAS-D-TEC** is remarkably easy and also provides critical herd management feedback.

Laboratory analysis of somatic cell count in milk can indicate the presence of mastitis infection. However, since such analyses are performed away from the dairy and are not specific to the individual quarter, the results do not provide a means for mastitis detection as effective as **MAS-D-TEC**. Frequent herd monitoring with **MAS-D-TEC** will enable prompt action providing effective and economical control of mastitis in your dairy herd.

**SIMPLE TO USE** - **MAS-D-TEC** is a hand-held electronic instrument with a funnel-type opening at the top. The milk sample is squirted directly from the teat into *this* opening. The required sample volume is only 2 milliliters (one or two squirts). **MAS-D-TEC** is so simple to use that anyone can obtain accurate results without special training.

**ECONOMICAL** - With estimates of yearly mastitis losses ranging up to \$250 per cow, **MAS-D-TEC** will quickly pay for itself, even with relatively small herds.

**IMMEDIATE RESULTS** - After the milk sample has been introduced into **MAS-D-TEC**, the operator then presses a button on the front of the instrument. The result appears instantly and the entire procedure can be accomplished in less than five seconds per quarter.

**RUGGED** - **MAS-D-TEC**'S electronic circuitry is completely enclosed in a strong water-resistant case for long dependable service in the milking parlor environment. **MAS-D-TEC** comes with a one-year warranty.

**SELF PURGING** - **MAS-D-TEC** is designed so that the previous milk sample is purged from the system when you introduce the next sample. There is no need to clean the instrument between either quarters or cows. A simple rinse with clean water after each milking is all that is required.

**PORTABLE** - **MAS-D-TEC** is designed for hand-held operation and is powered by a readily available standard 9-volt battery. Several thousand samples can be tested on a single battery. The instrument has a low-battery warning.

**ACCURATE** - A reading ranging from 0 to 9 will be indicated by the instrument. Readings of 0 indicate extremely low electrolyte content in the milk and a mastitis-free quarter. Any reading of 5 or higher should be interpreted as a positive indication of subclinical mastitis in that particular quarter. If one quarter is reading two units higher than the other quarters (even if the reading is in the normal range (2 to 4)), you should also consider that quarter to be sub-clinically infected. It all adds up to the world's most convenient and easy-to-use early mastitis detection system: **MAS-D-TEC**. The new day is here!



**CALL US TODAY FOR ORDERING INFORMATION**