



# NEWS FROM MEDA

## OCTOBER 2011

### RECAPING 2011 DEALER MEETING

by Reed Horton-MEDA President/Owner

I want to thank those dealers and managers that took time out of their busy schedule to attend our 2011 MEDA Dealer Meeting. We scheduled the meeting in Bloomington, Minnesota so we could tour Ecolab Research Facility and at the same time give the wives a shopping experience at the Mall of America. A number of our new dealers hadn't seen the Ecolab Research Center and thought this would be a great opportunity.

I've toured the Ecolab facility a number of times and always come away with a "Wow". I feel very confident that MEDA and our Chem-Star Line of Products are being formulated and manufactured by the by the best chemical company in the world. They have over 1,000 people working there with over 30 PhD chemists. We talked about doing business with the larger dairies and to do that you have to constantly have new technology. After touring the Ecolab Research Facility I know we will have the new products that will keep us ahead of our competition.

We all want to think we are selling the best products to our customers. Ecolab is a research company and by far has the best and newest technology; it's obvious if you took the tour with us on Friday. If you ask yourself the question, "Is the Chem-Star Line of Products the best? Most complete line of products? Offers the newest technology? Has the best field service? And is value priced!" Yes!



Saturday's meeting started with MEDA and Dealer sales numbers. We have 4 dealers that are \$29,374 in sales from getting \$17,500 in rebates. The other issue is the 3% route incentive program. We have 16 dealers that are up in sales, which mean we have \$20,562 to date to be handed out at our December Sanitation School. Look at your sales and maximize your incentives by November 30th.

Paul talked about trust, which can be applied to all aspects of our route programs and the people we business with. Our future opportunity is large dairies. A great opportunity, but a challenge to work with.

Scott went through the web-site and marketing that he's been doing this past year. The dealer producer meetings and dairy letters have proven to work the best if the dealers have followed up. Scott is planning to schedule more meetings this winter with a new speaker and topics. Reminder: MSDS and Product sheets for all Chem-Star and ABS products can be found on our website: [www.chemstarworks.com](http://www.chemstarworks.com).



Tom Wall talked about parlor efficiency and it all starts with the dealer and parlor installations. "Seconds equal Minutes" and "Minutes equals Hours". Crowd gate controls and entrance and exit gate controls placed right can save a lot of milking time.

# RECAPPING THE 2011 MEDA DEALER MEETING

Cont.



Last but not least was our guest speaker Gary Sipiorski. He talked for an hour and a half and when it was over no one left the room. They were all up talking to him for over 30 minutes more. The topic of his presentation was “Change”. Basically the dairies are changing, they are getting bigger and more complex. What about your business, “Are you keeping up?” I’ve included some of his slides as a separate addition to the newsletter, read them over and think about how they relate to you and your job or business. A special thanks to Gary—he is by far one of the best (versed in both dairy and business) speakers I have had the privilege to hear! He’s entertaining and delivers a message.



Saturday night Ecolab sponsored a dinner and entertainment. Dan VonWalhde was in charge of the dinner and picking out the entertainment. He got a comedian that was by far the funniest I believe I have ever heard. He had our group in stitches and I was laughing so hard a couple of times I was crying. I’m sure if you talked to anyone who was there they would agree. For those that didn’t attend— you missed a really great comedian. It was a great ending to a good MEDA Dealer Meeting. Thanks to Ecolab for hosting our Friday meeting and the great dinner and entertainment on Saturday night.

**The next MEDA event is our December Sanitation School. This event will be held at Chula-Vista in Wisconsin Dells. It will be held, Thursday, December 15th. On Wednesday, December 14th at 2:00pm, Ken Kirm will provide a seminar on the new DOT regulations. This is a 3 year mandated course that Ken teaches. The class will cover, Hazard Materials Regulations HM 186 Training that is required every 3 years for drivers hauling hazardous materials, all DOT required materials will be covered. Ken also has a good presentation on CSA 2010 that you will find interesting and addresses citations that are given for transporters of hazardous materials. He will hand out certificates to those who attend. There will be more information provided as time gets closer. If you would like to contact Ken with any questions you can reach him at 715-267-3142. There will be no charge to the dealer for Ken’s training; MEDA is picking up the cost. MEDA will be sending out a separate mailing including a sign-up sheet. It is important for you to get the sign-up sheet back to Marcia right away with the names of those attending from you Dealership so the planning can be done.**

# RECAPPING THE 2011 MEDA DEALER MEETING!

## Cont.

MEDA will hand out Route Incentives, 2012 Route Books, and a new 2012 Coupon Promotion. This will be a very important school—Mark your calendar.

\*The Ramada Inn in Stevens Point is no longer in business- We were able to move our school to Chula-Vista in Wisconsin Dells, which is a more central location.

\*MEDA has a block of rooms reserved at \$72 a night; this is the same price as the Ramada Inn. You should call and make your reservations right away!

Chula Vista Resort  
2501 North River Road  
Wisconsin Dells, WI 53965  
**Reservations: 800-388-4782**

Wednesday, December 14

2:00 pm to 5:00 pm

Ken Kirn

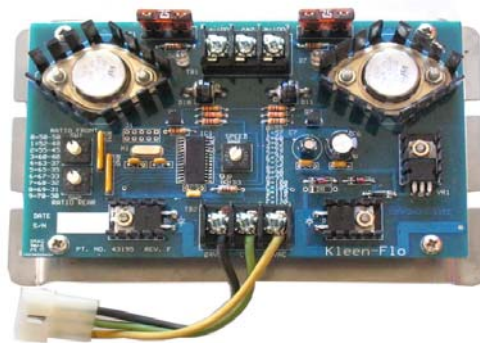
Thursday, December 15

8:00 am to 4:00 pm

MEDA Sanitation School

## WHAT IS IT?

BY PAUL PEETZ-MEDA TECHNICAL SALES & SERVICE MANAGER



The answer to your Impulse questions on competitive farms. A fully adjustable drop in replacement for the Bou-Matic Pulsation controller. Allows F/R Ratios of up to 70/30 and Rate up to 70 BPM. Dealer cost under \$200. Any questions call Paul at 608-963-8015. Options also available for Delatron and Surge pulsators. Remember using the liner map is the best way to have success with Impulse liners

And now those numbers can be easily achieved!

## Let's Go Sell Some liners.

# VALIANT PRE-LEADING THE CONTROL OF ENVIRONMENTAL MASTITIS

by Matt Anderson – ABS District Manager

ABS remains dedicated to delivering the most reliable, value-added products and services that benefit producer profitability across the globe. Valiant Pre from the ABS Quality Milk System® product line has proven to be a very successful product for pre-dipping to properly clean and prep teats while controlling harmful mastitis causing organisms.

## The Power of Pre-dip

MEDA Dealers continually come across herds being negatively affected by environmental mastitis. The use of alternative bedding sources such as recycled sand and manure are increasing the impact of environmental mastitis.

Valiant Pre is becoming a staple in many parlors providing consistent mastitis control and return on investment due to its success in reducing these mastitis cases in alternative bedding environments. With that said, Valiant Pre has earned a solid reputation for its superior mastitis control throughout the industry.

Premium pricing associated with premium products is commonly a buying objection to Valiant Pre compared to other pre dips available in the marketplace. However the superior performance of Valiant Pre provides dairy producers with a measurable return on investment. Making money typically removes a buying objection associated with a higher cost, premium product.

This past summer, we conducted several trials with herds seeking solutions for mastitis control. Even during the challenging summer this year, Valiant Pre proved significant results. The following trial story demonstrates the performance of Valiant Pre.

## Trial Herd Profile

**Nehls Brothers Dairy, Ltd, is a 2,000 cow dairy in Juneau, Wisconsin where freestalls are bedded with recycled sand from a sand separator.** Previously they were using another company's .5% iodine teat dip with 2% emollients and had a very high rate of mastitis. Utilizing Dairy Comp 305, they were diligent in their parlor reporting procedure and the mastitis rate for the past year was running high. In the last year, mastitis cost their dairy an estimated \$515,000.

## Trial Period

The six-week trial was kicked off by using a mastitis calculator to determine the annual incidence rate and cost of mastitis to the herd. The intent of the trial was to demonstrate the economic impact of mastitis and how much money can be saved by lowering incidence rate when using Valiant Pre.

Mastitis cost was figured using real numbers volunteered by the farm, including values for lost/discarded milk, days open cost, farm labor and cost of treatment. The cost of a mastitis case used for this calculator was \$242/case - a rather conservative figure.

The difference in pre dip cost by switching to Valiant Pre as well as the total annual reduction in mastitis cost to the dairy was then calculated resulting in the net gain or loss in the herd by using a premium teat dip.

## The Result

When reviewing the mastitis calculator after six weeks, the incidence of mastitis was reduced by 67%. At this level, the dairy could save over \$300,000 annually, even after increasing their teat dip cost by \$29,000.

As with most herds using Valiant Pre, the milkers commented how much easier it was to clean teats. This is no surprise as surfactants or cleaning agents are included in the formulation. Surfactants are a key ingredient not found in the majority of dips on the market.

At the conclusion of the trial period, Nehls Dairy decided to continue using Valiant Pre into the summer and monitor the progress. The months of June, July and August proved to be hot and challenging for all udder health issues. Many herds experienced a spike in new cases of mastitis, while the Nehls' felt Valiant Pre was an important part of controlling this issue during the hottest part of the summer. The mastitis rate during these three months was cut in half of what it was the previous calendar year.

**“The best thing about the Valiant Pre product is that it has cut our mastitis cases in half,”** parlor manager Jim Van Patter commented. “For a lot of products, you don't always get what is promised, but the Valiant Pre product has worked extremely well for the dairy in cutting cost of mastitis and improving teat condition.”

The dairy plans to continue using Valiant Pre in their pre dipping routine. Ask your MEDA Dealer how Valiant Pre can profitably impact mastitis control in your dairy operation.