



NEWS FROM MEDA

Chem-Star Work's 2nd Round Table Meeting unveils Dealer Opportunities!

by Scott Horton-MEDA Marketing Manager

We had our second running of the Chem-Star Works Roundtable Meeting on August 24th and 25th at the Ramada Inn, Stevens Point. Thanks to all that attended! We had over 26 people.



We were so fortunate to have kick-off the meeting Dr. Paul Rapnicki of the University of Minnesota. Dr. Rapnicki is held in high regards across the dairy industry, especially for his work in culturing milk, bedding and towels. His presentation was extremely informational as he explained each culturing processes handling / sending procedures, testing procedures at the lab, costs and interpretations. The entire process can be an extremely effective tool in strengthening relationships with producers as well as selling in new products and systems. Dr. Rapnicki also

discussed the “New” mastitis pathogen Prototheca. Cases of Prototheca have grown 3x since 2009. It’s a yeast like micro algae not a bacteria. It grows rapidly when humidity is high and organic matter is plentiful. It is very difficult, to cure and often times results in a drop in milk production and ultimately a cull incident. If you are interested in seeing Dr. Rapnicki’s presentation please visit the www.chemstarworks.com website and look at the latest news tab.



Paul Peetz, of MEDA led a discussion on the success of the IMPULSE MV (Mouthpiece Vent) liner / shell system. Some of the general comments from the discussion were... “It’s a fun product to sell. The success rate is well over 90%. There is no doubt cows are milking out better, teat ends are better and cows are more comfortable. The liner map makes it extremely easy to set systems up to milk with the IMUPULSE liners.” Paul shared some year-to-date sales information as the IMPULSE liners with MEDA have more than tripled this past year.

Overall across the United States over a million cows are on the IMPULSE MV. He explained that we do have the exclusive rights but exclusivity is not forever. It’s a great opportunity bring something new to existing full line route customers and to get on new dairies. Those that have been able to get on competitive dairies with the IMPULSE liner have also been able to grow their sales in other business such as chemicals, equipment and service. If you haven’t tried IMPULSE liners, you are missing out on a terrific opportunity. They will help you grow that bottom-line and become that much stronger with your dairies.

Chem-Star Work's 2nd Round Table Meeting unveils Dealer Opportunities! Cont.



Day (2) began with Tom Wall presenting his new video on Dairy Coach. The Dairy Coach program is bilingual and extremely relevant to every dairy. It provides a cost effective, obstacle free platform to train employees on everyday issues. Check out www.dairycoach.com or our website www.chemstarworks.com for more information. The cost to subscribe is only \$85 a month.



Jason Koerth, Account Manager for ECOLAB, followed up with a brief overview of the Valiant Pre promotion from this past spring/summer and concluded with introduction of our **NEW M1 Non-Iodine Product BEE-LINE**. First the Valiant Pre Promotion....Jason mentioned we had over 15,000 new cows on the product during the promotion. 16 of 19 herds with less than 1,000 cows stayed on the product. By using the Mastitis Calculator we were able to base-line were each herd was before and after — and in all cases we saw improvements in mastitis incidents. Jason explained that the Mastitis Calculator can be a terrific tool in getting the Valiant Pre into new farms. He further explained how easy it is to use. Please contact Scott Horton of MEDA for help using the spreadsheet.

Jason's presentation on **Bee-Line, the NEW Non-Iodine Pre Wash for the M-1** was very impressive. His explanation began with the inevitable increase in the cost of iodine. It sounds like Japan is maxed out and Chile is the corridor to the entire iodine market. What that means is we need a cost effective alternative to iodine. **Bee-Line** presents that opportunity. It can only be produced through the M1 or the optima pump. **If you have the M1 please contact Reed or Scott to sign-up.** Right now product is available on a dealer by dealer basis. We currently have (2) dealers signed up! Our hopes are to have all our M1 Dealers handling **Bee-Line** by the middle of December 2011. If you are contemplating on getting the M1, this product offers you even more versatility and cost effectiveness. What a terrific motivator to have the M1 platform at your facility! **Bee-Line** is a product that has been tested and produced results. Some of the comments Jason explained were...."Excellent Cleanability (It really lifts soil), Conditions Teat (4% skin conditioners), Preps cow very well and did drop Somatic Cell Counts. The product has good color and no odor." These tests began in November of 2010 and have posted these results through (3) Seasons — Winter, Spring and Summer and throughout the entire geography of the United States. For more information please feel free to contact your MEDA and ECOLAB Team. Jason's ending thought was, **"Bee-Line's a great opportunity for your dealership!"**

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MORE PICTURES FROM THE MEETINGS!



ECOLAB INTRODUCES BEE-LINE PREP

by Jason Koerth-Ecolab Corporate Account Manager

Ecolab is excited to be launching its latest udder hygiene product, Chem-Star Bee-Line Prep. Bee-Line is a concentrated non-iodine formulation that is intended for pre-milking application; it delivers a package with excellent detergency for quick and complete prepping, as well as the germicidal efficacy you have come to expect from Ecolab udder hygiene products.

We understand that there are an increasing number of low-cost teat dips on the market today. Our aim in formulating Bee-Line Prep was to deliver a product that cleaned well, had unique pending germicidal system, quality surfactant additives, and attractive dealer cost, we believe our goal has been accomplished!

Bee-Line Prep has been extensively field tested, with trails that ran through all seasons and from coast to coast. The results have been positive, with farmers reporting that it cleans the dirty teats really well and skin conditioning has been excellent. Certainly, the .5% lactic acid and 4% emollient system play a part in this.

We believe that we have formulated a product that really delivers on the pre-milking side-at a price that falls below most .5% iodine on the market. So make a Bee-Line to your Ecolab Agri-Specialist and find out how to get it into your dealership's M-1 system!

DAIRY COACH: Training & Employee Management Solutions

by Tom Wall -Language Links

11 years ago this week, I started sending out letters and making phone calls to dairies to tell them about a new business called *Language Links*. I was only out of college a few months and hardly knew anything about the dairy industry. Now, I'm considered "old" by people in their mid 20's and still have a lifetime of learning ahead of me!

Although a lot has changed within my business over the past 11 years, one thing has not. I remain sincerely grateful to everyone who has chosen to support me & my endeavors with their checkbook and also by reading my columns.

As a token of appreciation, we're running an Anniversary Sale on what has been the most popular training video in the *Details for Dairy* video series so far...Dairy Safety.

For just \$150. start training your team to make smarter decision and prevent costly accidents

If you're like most dairy producers, it's been a busy summer and a busy start to the fall...and you probably haven't finalized (or started!?!) your dairy's Safety Training program for your employees.

Training your employees about Dairy Safety is now as easy as putting a DVD in your computer and pressing play.

Between now and the end of September... We'll send you all of the following items in both English & Spanish for just \$150.

- * Safety Video (topics include skidsteers, cows, chemicals, needles, electricity, & slips/falls)
- * Follow-Up Safety Quiz
- * Sign-Off Sheet to help you document when and who has watched the training video
- * Emergency Contact Sheet
- * Accident/Incident Report Sheet

Language Links' 11-year anniversary celebration ends on Sept 30 and so does this sale!

To order your turn-key-ready Dairy Safety Training Program : Contact Tom Wall at 920-737-6602 or www.dairyinteractive.com

Better profitability. Better peace of mind.

Valiant Pre Post Promotion

- Valiant Pre Post Promotion

- Buy 11, 55 gallon drums of dip and receive 1, 55 gallon free
OR
- Buy 18, 55 gallon drums of dip and receive 2, 55 gallons free
OR
- Buy 24, 15 gallon drums of dip and receive 3, 15 gallons free
- All orders must be submitted prior to December 1, 2011
- Delivery must be taken prior to December 31, 2011
- All 12, 20 or 27 drums must be taken at once
- Place your orders with Margaret Hoffman at ABS!



CONTINENTAL'S NEW LOGI PRO CONTROL DELIVERS HEIGHTENED PROGRAMMABILITY

SUBMITTED BY AMY ARENETVEIT-PUBLIC RELATIONS MANAGER-CONTINENTAL



Oshkosh, WI– Continental Girbau Inc. Released the highly programmable Logi Pro Control in April. It is standard on the 20-pound capacity E-Series Washers and the complete line-up of M-Series Washers-Extractors. The new Logi Pro Control offers up to 25 individually modifiable programs-each with up to 11 baths, including multiple pre-wash, wash and rinse phases. The new Control not only offers high-level programmability, it delivers unique advantages and flexibility according to Joel Jorgensen, Continental vice president of sales and customer services.

“The Logi Pro delivers superior control over the wash process,” said Jorgensen. “It’s designed to improve productivity and efficiency. The Logi Pro offers precise control over wash variables to ensure optimum efficiency and results. Moreover, unique features of the Logi Pro Control give users unmatched flexibility.”

The new Logi Pro features up to six programmable water levels; a delayed start and rinse option; overnight soak; cycle lockout; variable wash action; programmable extract speeds, including zero rotation; temperature controlled fill up to 194 degrees; and timed chemical dosing by the second. Additionally, the Logi Pro Control incorporates an all new water and chemical adjustment feature. The user simply selects the size of the load-1/4 load, 1/2 load, 3/4 load or full load. The control will automatically adjust the amount of water and chemicals according to the selected load size—a feature that saves valuable water and chemicals!

Also key to laundry productivity are the Rinse Hold and Delay Start functions. Rinse Hold halts final rinse cycle, leaving the load to soak for added stain removal and to prevent wrinkles if the machine cannot be unloaded immediately. Once the attendant advances the machine, it completes the rinse cycle and final spin.

Using the Delay function allows the machine to start at a specific time of the day or night to bolster laundry productivity during hours where utilities are less costly or attendants are not present. “The washer can be programmed to start at 5 am, for example,” said Jorgensen. “When the attendants arrive, the load will be ready for the dryer, improving laundry productivity.”

The new Logi Pro control is standard on the 20-pound capacity E-Series Washer, and Energy Star-qualified industrial machine delivering superior energy efficiency, 300 G-force extract speeds and an easy-to-install freestanding design; as well as the M-Series hard-mount line of washer extractors, available in 25-, 40- and 55-pound capacities.

To order your Continental Washer contact Paul Peetz or the MEDA office!

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. We have had a great response and are looking forward to another information packed meeting! Watch for more details in the next couple weeks.

UPDATES FROM THE OFFICE

OFFICE HOURS HAVE EXPANDED: The MEDA Office is now open MONDAY THRU FRIDAY, 8:30 AM TO 4:00PM to better serve you.

REMINDER: 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.