Using Data in a Pasture Based Seasonal System

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New Zealand Seasonal System

Calving

Mating and Peak Milk

Dry Period

Drying Off Strategies

Summer Season
Range of herd sizes increased

Average herd size doubled in 20 years
Information → Action-all herds have SCC test on every collection

1. Fonterra Mastitis Support Programme
   - Regulatory Model
   - Proactive Model
2. Smart SAMM
3. Healthy Udder
4. Primary ITO
Fonterra Demerit Relief Programme

• Fonterra is proactive in reducing BMSCC
• Hygiene grading service model implemented in October 2009 showed tremendous gains through working with contract service providers (CSPs) and farmers.
• Contributing factors in driving improvement were
  – early intervention
  – consistency of delivery
  – consistency of key messages
Smart SAMM

- New Zealand adapted Countdown Down Under ~ 2012 launch
- Seasonal Approach to Managing Mastitis
- Gap calculator tool
  - SCC
  - Clinical cases
  - Culling
- Mastitis Management Investigation Pack
- Liner ready reckoner
- 24 chapters of technical notes and guidelines to
  - Prevent
  - Find
  - Treat
- Based upon a seasonal system
Healthy Udder

• Provides the Industry with a consistent message for mastitis management
• Tools for farm staff/team training
Primary ITO

• National Training Organisation

• Provides consistent training for farm staff from beginner to advanced

• Stakeholder engagement

• “License to Milk”
When does grading occur?
SCC Grades Co$t Money (Demerits)

• Regulatory requirement to be below 400,000
• Financial incentive to stay below 400,000
  – No demerits charged
  – Make more milk with lower SCC
• Fonterra is a co-operative owned by farmers
• Everyone’s best interest to keep SCC low
  – Pride
  – Product
Fonterra Mastitis Support Model

- A staged model will deliver deeper technical knowledge to the farms with more severe and/or prolonged issues to support the farmer towards improvement
- Four stages or trigger points (TP1, TP2, TP3, TP4)
- Fonterra have agreed to have the Advanced Mastitis Tutors provide consistency in training and reporting
- Fonterra provides the ongoing co-ordination & communication amongst all of the stakeholders
- Fonterra monitors the outcomes of the investigations and gathers information to determine common risk factors for grading issues
Industry working together for the good of suppliers
Mastitis Support Programme - Benefits

- Improved product quality
- Healthy animals
- Improved regulatory compliance
- Reduced IS risk
- Less drugs
- More milk for Fonterra
- More milk for suppliers

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Trigger Points

Trigger Point 1:
Contact – support & assistance

Trigger Point 2:
On-farm help – farm dairy assessor – mastitis investigation

Trigger Point 3:
On-farm help – accredited vet – mastitis investigation

Trigger Point 4:
Fonterra engaged
T.P 1 - 6 key questions

Identify and remove clinical mastitis cows
  – Stripped whole herd onto something black?

Identify and remove high SCC cows
  – Herd test in last month?
  – RMT test?

Prevent spread of infection
  – Milking machine test in last 12 months?
  – Teat spraying?

Take action
  – Vet involved?
TP2: Farm Dairy Assessor (Contract Service Providers)
Key focus → escalate to vet level

Reasons for veterinary involvement

- High clinical numbers
- Herd stripped no clinicals identified or clinicals removed and SCC still high
- Significant poor teat condition
- Significant teat end damage
- Significant poor milk-out
- Other system issues
Veterinarian → report uploaded to database

- Assessment and action plan shared with Fonterra
- Followed by farmer
- Farmer reimbursed for cost of veterinary investigation, milk cultures and planning with the money that they were charged in demerits
- 95% success rate - 8 years running
- 30-40 farms a year use the service
- Win/win farmer, veterinarian, dairy company
Mastitis Support Model – T.P. 4

• If the BMSCC remains high, or the mastitis issue is complex, Fonterra will engage with the supplier

• Will involve the TP 3 veterinarian

• Will involve Fonterra veterinarian and the RFSM for that region
Proactive Model

• Outbound Team and RFSM have a list of suppliers who graded for more than 2 weeks at any one point in time

• Graphs show most are in autumn, but some are in spring

• Model to generate a list of the suppliers from spring grading
  – Contact the farmer and tell them they are eligible for demerit relief/support in autumn/winter
  – Contact their accredited veterinarian to engage with preventative strategies in the autumn/winter in preparation for high risk spring time
    • Can be Healthy Udder or other training
    • Setting up policies and procedures around preventing, finding and treating mastitis

• Repeat the same for autumn grading but approach supplier and veterinarian in early summer (December-January)
Proactive Model

• Farmer reimbursed for veterinarian’s professional service

• To be trialled autumn 2018
On track to target...

- Cow SCC
- Bulk milk SCC
- Trend to target

Season


SCC (x1000 cells/ml)

- 253
- 223
- 182
- 183
- 171
- 173

Trend to target:
- 200,000 cells/mL
- 150,000 cells/mL

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Questions?