

Milk Quality Resolutions

As 2011 approaches, dairy producers may be looking for changes that can help improve cow health and profitability on the dairy. You might think of these changes as New Year's resolutions. With tightened European Union export requirements on the way for dairy products, the coming year is a great time to set your sights on milk quality resolutions that can help you capture greater return from your milking herd.

- 1) Keep better culture records: When mastitis problems are detected, knowing the pathogens can make a big difference in treatment success.
- 2) Strive for complete cure: Work with your veterinarian to base treatment protocols on the cow's treatment history, length of the infection, and cow age, health status and lactation stage.
- 3) Pay more attention to your dry cows: Add a comprehensive dry cow program to your milk quality resolutions. The first line of defense for dry cow health is treating subclinical mastitis infections that are present going into the dry period.
- 4) Increase parlor routine consistency: A consistent milking routine is key to producing high-quality milk and improving udder health.
- 5) Work more closely with your veterinarian: A veterinarian is your greatest resource when it comes to developing, implementing and monitoring a mastitis management program. Try consulting with your veterinarian more frequently to gain better outcomes for treatment decisions, parlor routines, milk culture records and management practices.

By establishing milk quality goals now, you can set yourself up for successful mastitis management throughout the coming year.

Source: Pfizer Animal Health news release
By: Brittany Nussbaum, DNI Staff

Upcoming Events

- Jan. 18-20 - PDPW Managers Academy, Albuquerque, NM
- Jan. 19 - 2011 Wisconsin Agricultural Economic Outlook Forum, Madison, WI
- Jan. 23-26 - NMC Annual Meeting, Arlington, VA
- Jan. 25 - Illinois Regional Dairy Summit, Centralia, IL
- Jan. 25-26 - 37th Annual Southern Dairy Conference, Atlanta, GA
- Feb. 2 - Pennsylvania Dairy Summit, Lancaster, PA
- Feb. 8-10 - World Ag Expo, Tulare, CA
- Feb. 16-18 - 2011 Virginia State Feed Association and Nutritional Management Cow College, Roanoke, VA
- Feb. 18 - Holstein USA Region 5 Regional Meeting, Beaver Dam, WI
- Feb. 24-25 - Southwest Nutrition and Management Conference, Tempe, AZ
- Feb. 25 - Holstein USA Region 6 Regional Meeting, Dubuque, IA
- March 9-11 - Western Dairy Management Conference, Reno, NV
- March 14-16 - Annual Meeting of the ASAS Midwestern, Des Moines, IA
- March 18-19 - Wisconsin Ag Women's Summit 2011, Wisconsin Dells, WI

China Joint Commission on Commerce and Trade

According to the USDA, Dec. 15, 2010 marked the end of the 21st session of the U.S.-China Joint Commission on Commerce and Trade (JCCT) in Washington, DC. The JCCT was co-chaired by U.S. Secretary of Commerce Gary Locke and U.S. Trade Representative Ron Kirk along with Chinese Vice Premier Wang Qishan. U.S. Secretary of Agriculture Tom Vilsack also participated in the discussions. The discussion outcomes will make U.S. businesses more competitive in China, help boost U.S. exports and jobs, and increase market access for U.S. businesses, creators, innovators, entrepreneurs, farmers and ranchers seeking to do business in China.

Specifically, China agreed to significant initiatives in several areas, including intellectual property rights enforcement, open and neutral technology standards, clean energy, and government procurement. Importantly, on indigenous innovation, China agreed not to discriminate in government procurement based on the origin of intellectual property or to use discriminatory criteria to select industrial equipment. China also agreed to resume talks on beef market access.

Agriculture Secretary Vilsack said, "I am pleased with the progress made today towards resolving our differences on beef access. Technical talks will resume as soon as possible with the goal of re-opening China's market in early 2011. This is a vital outcome for our farmers and ranchers, underscoring the importance of the JCCT in providing a forum for our stakeholders."

The United States and China also signed seven new agreements covering agricultural collaboration, soybean exports, statistics, and promotion of investment in the United States. In addition, the U.S. Trade Development Agency signed the Operating Framework Agreement that marks 10 years of its China program as well as grants for State Grid Smart Grid Standards Development and an Integrated Real Time Water Monitoring System Feasibility Study and Pilot Project.

Established in 1983, the JCCT is the main forum for addressing bilateral trade issues and promoting commercial opportunities between the United States and China. For more details, you can download the JCCT fact sheet at www.commerce.gov or www.ustr.gov.

Source: USDA
By: Brittany Nussbaum, DNI Staff



Check us out online at www.dairynetinc.com

Alltech Lecture Tour

With the increase in population mankind has experienced over the 20th century and continuing into the 21st, the agricultural industry faces a major challenge in the next 40 years: continuing to feed the world. Even though we can celebrate scientific successes such as better disease control methods, lower infant mortality and longer lifespans, there are also many obstacles to overcome such as a larger gap between the rich and poor and more people living below the "hunger line" than in the 1800's.

This challenge, Feeding the World in 2050: Dinner for 9.3 Billion People, is the theme of Alltech's 2011 North American Lecture Tour. Speakers on the 21-stop tour, taking place from Jan. 8-28, will explore how agriculture and the animal health industry can find the balance for sustainable food production, production of energy and protection of resources while satisfying consumer demands.

Alltech will present the possibilities that lie within its core philosophy, the ACE Principle, and examine strategies for improving the performance of the animal while satisfying the consumer and protecting the environment. Besides Pearce Lyons, North American Lecture Tour speakers include Mark Lyons, Karl Dawson, James Pierce, Juan Tricarico, and Kate Jacques. These experts will discuss how new tools such as Nutrigenomics can change the way we feed our animals and ourselves; how trace mineral nutrition may be the key to overcoming major epidemics such as HIV, Alzheimer's disease, and cancer; how the 'farm of the future' will look; and how agribusiness can sustain itself for centuries to come.

For further information on the dates and locations for the 2011 North American Lecture Tour, visit: www.alltech.com.

Source: Alltech
Brittany Nussbaum, DNI Staff



DNI Daily Quotes

Would you like an update of the markets daily? Sign up for our DNI daily, a snapshot of the markets each day received via email or text message. If you would like to subscribe for free to DNI Daily contact us at: dairynetradio@dairynetinc.com.

Turn your dairy's data into valuable information for benchmarking and making better management decisions. Start tracking your production efficiency, profitability and income over feed cost today. For more information, go to dairyprofitanalyzer.com or contact us at 605-697-3000



- Alltech Lecture Tour
- Pritzer's Milk Quality Resolutions
- China Joint Commission on Trade
- Generate Creative Solutions
- DNI Daily Quotes

In This Issue:



151 Airport Avenue
Brookings, SD 57006

☎ 605-697-3000

📠 605-697-3082

Email: solutions@dairynetinc.com



Dr. Dan Little

Generate Creative Solutions

With milk prices continuing to lag in the face of increased feed costs, the financial stress continues to increase for most producers and suppliers in the dairy industry.

This is an energy-consuming process that leaves us tired, frustrated and often unable to think clearly about creative solutions.

One way of generating effective solutions or alternatives is to assemble a team of trusted members of your staff, family and suppliers to investigate any new possibilities that might be available to your operation. By allowing open input from a variety of sources, a solution often emerges that is greater than any one individual on the team might have created. Here are some actions that you can take as a manager to optimize the performance of your team:

Meet away from the farm. This is as easy as renting a meeting room in a local hotel. (And turn the cell phones off!) The few hundred dollars that may be necessary to rent the room will be returned many times over with the increased productivity of your meeting. Large (20"x30") pads work great for posting notes on the walls during the meeting. Ordering pizza or catering a light meal is appreciated by many.

Establish goals. Yes, this means planning ahead. Clearly describe the goals of your meeting to the attendees. Specific and measurable goals will help the group to focus on the task at hand.

If possible, concentrate on goals that have specific economic outcomes in order to challenge the group to view the issues through your eyes as the financial manager of the dairy. Decisions that address increased milk production, improved milk quality and increased feed efficiency will usually fix most financial problems.

Brainstorm ideas. Remember that all ideas have merit and should not be evaluated at the moment they are suggested. Simply write down the ideas and save the analysis for later in the meeting. Once you have a completed list, the team can evaluate and prioritize the ideas based on their potential to achieve your goals.

Integrate financial analysis. This is often the most difficult portion of the exercise, since most of the production people on your team will not understand finance and the financial people may have a limited understanding of production. It might be necessary to engage an outside consultant to assist the team with accurate financial estimates for guidance in coming up with solutions.

Communicate your plan. Now that the team has evaluated the possibilities, it is important to communicate the plan to all people involved. This may mean bilingual written summaries, additional meetings and continued reminders of the goals and actions that have been agreed upon by the group.

Measure results. There is a good chance that everyone involved in the meeting will want to know the outcome of any changes. Work with your financial consultant to portray the information in the form of graphs or charts. Based on the results, review your goals—and start preparing for another meeting!