

PRODAIRY

PROGRESSIVE HERD HEALTH PARTNERSHIP

How the Apiam ProDairy herd health partnership and the Herd Improvement industry can work synergistically to improve dairy farm performance.

Dr Rob Bonanno

ProDairy Regional Manager- Gippsland

Herd 23 Bendigo



Overview

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What is ProDairy?

ProDairy is a brand to describe all the dairy industry services offered by Apiam Animal Health (ASX:AHX) via its network of dairy and mixed veterinary practices.

ProDairy herd health partners are dairy farms who have established a full set of treatment protocols and transact with us via our veterinary clinics and their PRODairy online portal.

There are currently over 400 ProDairy herd health partners milking in excess of 200000 cows.

How is ProDairy different

The consolidation of dairy resources under the ProDairy branding helps to ensure consistency of diagnostic approach and service offering across all Apiam dairy veterinary businesses.

ProDairy vets strive to engage with dairy producers to gain stronger insights into herd health concerns affecting their herds, and work PROACTIVELY to prevent disease

ProDairy herd health partners have an initial sit down visit where the health of the herd is discussed and treatment protocols for common ailments are developed and customised.

Review visits are scheduled every 6 months to ensure that there are no issues of concern and to review the treatment protocols and medication usage

Proactive versus Reactive Care

Many of the service offerings by ProDairy vets focus on identifying key areas of health risk or production loss and implementing practices to prevent disease.

Service offerings include Colostrum First for calves and Correct Weight for heifers, RePRO and MilkPRO for investigating areas of concern in the herd

Vaccination protocols are established for herds that reflect current and potential future health concerns. Parasites are also discussed

Aim is to prevent disease and losses occurring rather than treating it when it occurs

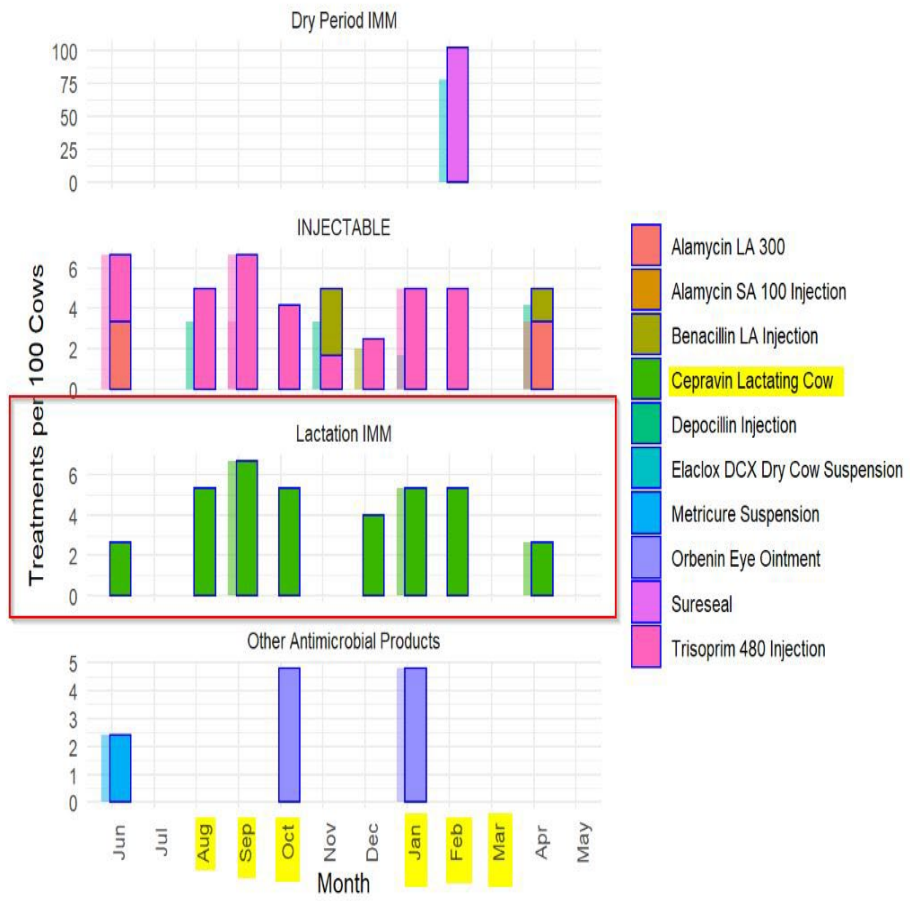
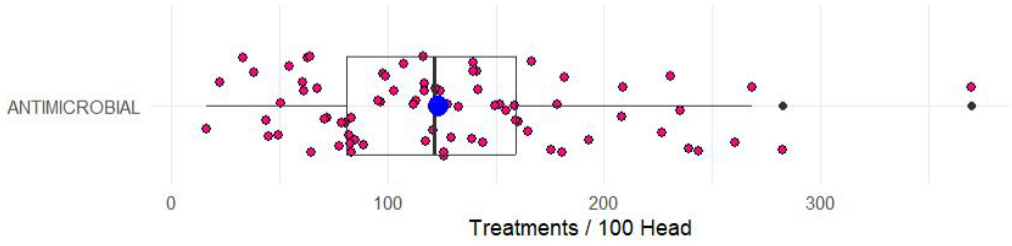
Assessing and benchmarking herd health from farm data

One of the unique benefits of the ProDairy herd health partnership is that there is regular review of the farms purchasing of medication.

The purchasing is benchmarked against other similar farms in each region and estimated use per 100 cows is reported for individual products and product groups.

The use per 100 cows measure is used to identify possible areas of herd health problems. This is extremely useful for initiating discussion and focussed investigations on farm.

Antimicrobial Product - Purchase by Month



How these insights can help to identify problems

Common insights gained from reviewing and benchmarking medication purchasing patterns and the one on one herd health discussions that we have include:

- Concerns with mastitis and milk quality,
- Herd reproductive performance or losses
- Disease incidence (lameness, pneumonia, pinkeye etc),
- Calf health concerns (deaths or sickness)
- Vaccine and Parasite prevention options

ANTIMICROBIALS

Antimicrobial Group	Farm Spend	REGION AVERAGE Spend per 100 Cows	Farm Spend Per 100 Cows	REGION AVERAGE Treatments Per 100 Cows	Farm Treatments Per 100 Cows
Mastitis Dry Period	\$12,100	\$12,100	\$12,100	65	84
Mastitis Lactating	\$11,700	\$11,700	\$11,700	41	23
Other	\$12,500	\$12,500	\$12,500	31	54
Parenteral	\$12,000	\$12,000	\$12,000	57	28
Teatsealant	\$11,500	\$11,500	\$11,500	67	104

Opportunities for a team based approach

How can ProDairy work more closely with the herd health industry?

Mastitis/Milk Quality issues:

The opportunity for our vets to discuss one on one with farm owners and managers gives ProDairy vets the chance to encourage greater utilisation of herd recording as part of the monitoring and investigation of milk quality issues for those herds not currently herd recording

and:

Encourage better use of the data collected by herds that are already herd recording by assisting with analysis and interpretation of herd test information

Partnering with herd test centres to develop better or more customised reports (eg HICO Maffra)

Opportunities for a team based approach

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Metabolic diseases:

Herd testing can identify herds with high risk of metabolic disease or acidosis by analysis of samples using MIR technology and analysis of protein and fat testing results.

Herd testing can identify herds with a higher risk of reproduction issues at the upcoming joining allowing us to intervene proactively to help mitigate the risk

Opportunities for a team based approach

How can ProDairy work more closely with the herd health industry?

Herd identification and data collection:

Quality, easily legible herd identification using freeze brands helps farms to collect accurate health records, correctly identify animals for treatment, synchrony and vaccination programs

Herd recording records can be used for creating pregnancy testing lists, dry off dates, transition lists etc.

Our ProDairy vets strongly encourage owners to ensure animals are permanently, legibly and correctly identified

Opportunities for a team based approach

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Reproduction

Breeding decisions and synchrony programs are a common area of discussion during ProDairy visits.....**Opportunities exist for greater collaboration.**

Our vets are commonly involved in helping to develop synchrony programs, reviewing proposed programs, analysing the success/failure of reproduction programs and sometimes sorting problems out when programs are implemented

Analysis of reproduction results: use of pregnancy testing results to analyse reproductive performance, Fertility Focus Reports, Dairy Data analysis etc

Discussion of genetics/genomics and setting breeding goals and helping farmers to identify what their “ideal cow” looks like and how they can achieve this economically.

Conclusions:

- The herd improvement industry and the ProDairy herd health partnership are ideally suited to work collaboratively to improve herd health and herd performance
- Herd improvement industry collects important data that can be used to analyse milk quality, reproductive performance and metabolic performance. ProDairy vets are ideally positioned to work with dairy producers to encourage greater uptake of herd testing AND to provide analysis of data collected during herd recording.
- Better utilisation of the data collected increases the value proposition of herd testing and other services.
- ProDairy is also able to collect data that is able to be used to benchmark herd health.
- ProDairy vets have one on one discussions with herd owners and managers that focus on many areas where the herd improvement industry is active so closer collaboration is definitely warranted and will be mutually beneficial

Questions?

