



Handbook goes large

NMR's Mastitis Handbook has proved very popular among vets, milk buyers and producers. Many are being used as part of producer meetings and copies are being sent to all NMR-recorded Tesco milk suppliers to support material supplied to them during recent mastitis workshops.

Rob Smith of the Tesco Dairy Centre of Excellence, based at the University of Liverpool, is encouraging producers to read the booklet. "The new NMR Mastitis Handbook gives

an excellent and readable introduction to the disease and how cell count and clinical case records can be used to help combat mastitis," says Dr Smith. "Milk recording gives vital information to control mastitis and improve milk quality and I strongly urge producers to read and act on the useful information in this booklet."

Due to demand, NMR has reprinted the handbook. Copies are now available from NMR Customer Services.

Spring 100 tonners

NMR has awarded certificates to recorded cows that have clocked up 100 tonnes of milk in their lifetime during February and March.

Producers will also receive a voucher redeemable against NMR microbiology testing services.

The top three cows in this list, all Holsteins and ranked on lifetime daily yield (LDY), for February and March are:

1. Aytonian Justine ET owned by H S Petch & Sons, Whitegate Farm, Newton Under Roseberry, Great Ayton, Middlesbrough, Cleveland – 103,801kg in five lactations with a LDY of 26.74kg/day.

2. Wintersell Cher 5 owned by John Temple from Copys Green Farm, Wighton, Wells, Norfolk – 102,915kg in seven lactations with a LDY of 26.69kg/day.

3. Lachstone Rubytom Mia owned by J and TJN Platt, New Hall Farm, Lach Dennis, Northwich, Cheshire – 10,1849kg in eight lactations with a LDY of 26.27kg/day.

The list of NMR recorded cows reaching the 100-tonne mark will be published eight times a year to coincide with CowManagement publications. A full list will appear on the NMR website each time on www.nmr.co.uk.

New sales manager

Gemma Carline has taken on the role of NMR area sales manager for the Wales and central region. Ideally based on the Welsh Shropshire border, Gemma has a strong background in livestock management and services.

From a farming background in Derbyshire, she studied at Walford College, Shropshire, and has since worked in sales and in practical milk recording.

Gemma is responsible for promoting NMR products and services, including the dairy software packages and disease testing services, to producers and vets in her area.

Outside work Gemma breeds show horses, specialising in section D cobs.

Gemma Carline



DCD target Johne's

NMR has been involved with the recent Dairy Crest Direct (DCD) initiative designed to encourage producers to investigate Johne's disease in their herd.

DCD's 1,320 producer suppliers have been encouraged to attend meetings and work with their vets to follow protocols and develop bespoke control plans for their own herds.

A pilot project was established with National Milk Laboratories and Dairy Co to establish the Johne's disease status of DCD member herds and initiate a control programme.

The basis of the scheme is centred on an ELISA milk test from 30 high risk cows from each herd combined with a producer education programme. Already 40% of DCD suppliers have registered on the scheme.

"With the introduction of Johne's screening via milk testing, it is a logical step to promote this testing throughout the membership," says DCD director Phil Allin. "We hope that we have created a template that others may wish to replicate to raise awareness of this insidious disease."

➤ For more details visit www.dairycrestdirect.co.uk or contact hannahp@nmr.co.uk