



Topic of the Month

First Test Somatic Cell Count

New information that will be presented at the 2015 NMC Conference considers high first test somatic cell score as a disease similar to other fresh cow health events. The research considers a large data set of cows looking at first test somatic cell score, milk production, and likelihood of remaining in the herd. It is well documented that the biggest expense associated with a case of clinical mastitis is lost milk production, and this data indicates that lost milk production from a high first test SC score (>4.0) is even more than lost production from a case of clinical mastitis. Additionally, cows with high first test SC score are much more likely to leave the herd than those with SC score <4.0.

The data does not differentiate between cows and heifers, and does not consider whether cows were infected at dry off of a previous lactation. It does suggest that improving cure rates and preventing new infections during the dry period represents a huge opportunity for more milk and healthier cows. How good is fresh cow udder health in your herd?

Practice News

- The office will be open until noon on Christmas Eve and New Year's Eve. We will be closed on Both Christmas Day and New Year's Day.

In The News

Dairy industry pumps \$500 million into campaign to bulk up milk sales

By Rick Barrett of the Milwaukee Journal Sentinel

With sales of milk as a beverage at the lowest level in more than 30 years, the dairy industry is fighting back with a \$500 million campaign that includes products such as milk cartons that don't require refrigeration until they're opened.

Total U.S. beverage milk sales were about 52 billion pounds in 2013, according to the most recent available figures from the U.S. Department of Agriculture. That's about 6 billion gallons, the lowest level since 1982.

Changing consumer habits, more drink choices and a lack of dairy product innovation are behind the steady decline in milk sales, according to the industry.

While Americans consume about the same number of gallons of beverages as they did in the past, they're drinking a lot less milk.

The new campaign stems from an alliance between Dairy Management Inc. and seven business partners including Dairy Farmers of America, a cooperative that represents thousands of farmers nationwide, including Wisconsin.

Product innovation, including flavored milk and dairy-based sports drinks, is essential, said Monica Massey, a Dairy Farmers of America senior vice president.

Commodity Futures

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| Corn(Dec) as of Nov 28 | \$3.76 |
| Soybeans(Jan) as of Nov 28 | \$10.16 |
| Soybean meal(Dec) as of Nov 28 | \$391.10 |
| Cheese (Nov) as of Nov 28 | \$2.13 |
| Class III(Nov) as of Nov 28 | \$21.93 |
| Class III(Dec) as of Nov 28 | \$18.00 |
| Class III(Jan) as of Nov 28 | \$16.80 |

Upcoming Events

- Pennsylvania Farm Show January 9-17, 2015, Harrisburg, PA
- The 2015 Dairy Summit will be held on Feb. 4 - 5 at the Lancaster Marriott in Penn Square. For more information:
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