

A FORUM FOCUSED ON  
**IMPROVING  
MILK QUALITY**

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**NMC REGIONAL MEETING**  
SEPTEMBER 8-9, 2010 \* GRAND RAPIDS, MI



**NMC**

A global organization for  
mastitis control and milk quality

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## **NMC MISSION STATEMENT**

Provide a forum for education and global exchange of information on milk quality, mastitis and relevant research. Communicate that information to the dairy industry enabling it to control mastitis and improve milk quality.

## ABOUT THE CONFERENCE

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The goal of the NMC Regional Meeting is to provide a forum for delivering and sharing information on practical, on-farm aspects of udder health, mastitis control, milking management, milk quality, and milk safety. The information presented can be used to strengthen programs to improve milk quality, which will ultimately lead to increased profitability and productivity of the dairy industry, and increased consumer trust and satisfaction of dairy products.

The two-day conference starts off with specialized short courses and a farm tour on Wednesday, Sept. 8, followed by the main program on Thursday, Sept. 9. An informal reception is planned for Wednesday evening.

A special seminar for Spanish-speaking farm employees is also scheduled for Sept. 9. This seminar will be taught entirely in Spanish and is targeted toward individuals involved in the milking process.

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### **WHO SHOULD ATTEND?**

The program is directed toward herdspersons, milkers, veterinarians, industry field staff, researchers, educators, regulatory officials, students, and other dairy industry professionals with an interest in mastitis and milk quality issues.

### **WHY SHOULD YOU ATTEND?**

The conference provides an excellent opportunity for everyone interested in the production of quality milk to keep up-to-date and network with other dairy producers and industry professionals who share a common interest.

# PROGRAM & SCHEDULE

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## WEDNESDAY, SEPTEMBER 8

9:30 a.m. Registration opens

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### Pre-Conference Short Courses and Farm Tour

The short courses and farm tour have limited enrollment, require pre-registration, and have an additional fee. See details on page 11. If you are interested in taking a short course or farm tour, be sure to register early!

11:30 a.m. – 5:00 p.m. **Farm Tour: Robotic Milking System and Pasture-Based Dairy at the Michigan State University W.K. Kellogg Biological Station**

10:00 a.m. – 5:00 p.m. **Short Course 1: Seek and Ye Shall Find: Visual Inspection Techniques for the Parlor and Beyond (on-farm workshop)**

1:00 p.m. – 5:00 p.m. **Short Course 2: Taking Control of Somatic Cell Counts – Now or Never**

1:00 p.m. – 5:00 p.m. **Short Course 3: On-Farm Culture Based Treatment of Clinical Mastitis**

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### Reception

6:00 p.m. – 7:00 p.m.

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## THURSDAY, SEPTEMBER 9

8:00 a.m. Registration opens

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### SPANISH SEMINAR FOR PARLOR PERSONNEL (MILKERS)

#### Seminario en Español para Personal de Ordeño

Note: This session, taught entirely in Spanish, is held separately from the main program. See details on page 15.

9:30 a.m. Seminar Begins

10:30 a.m. Break

12:00 p.m. Luncheon (*with the Main General Session group*)

12:45 p.m. Adjourn Spanish Seminar

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### MAIN GENERAL SESSION PROGRAM

#### Morning Session

Moderator: Keith Sterner, *Sterner Veterinary Clinic, Ionia, Mich.*

9:30 a.m. Making Quality Milk Simple

David Sumrall, *Dairy Production Systems, High Springs, Fla.*

Producing high quality milk should be the goal of every dairy farmer everywhere. Often times the “myths of impossibility” related to producing high quality milk in certain regions of the country and/or during certain times of the year get in the way. Age-old “truisms” have been used as excuses for decades. This presentation will refute those myths with practical experience and real results, and the secrets of producing superior quality milk (no matter where your cows may call home) will be revealed.

10:00 a.m. Should We Legislate Animal Welfare?

Janice Swanson, *Michigan State University, East Lansing, Mich.*

Events of the past two years have demonstrated public appetite for policy initiatives focused on farm animal care. The focus of this talk will be factors that drive legislation and erode public confidence in on-farm dairy animal care and management.

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**10:30 a.m. Break**

**11:00 a.m. Creating a Positive Farm Image – It Really Matters!**

Aaron Gasper, *Lew-Max Holsteins LLC, Belding, Mich.*

Today more than ever before, consumers buy dairy products based on their value perception of dairy farms. Most consumers are far removed from any intimate knowledge of animal care. The consumer's perception of the dairy industry is influenced by both what they see when they drive by farms and the negative media messages produced by activist groups. Every dairy producer has an opportunity to help deliver a positive dairy image to their neighbor. This presentation will provide an example of what can be done.

**11:20 p.m. Dairy's Brave New Exporting World**

Jim Dickrell, *Dairy Today, Monticello, Minn.*

In 2007, U.S. dairy producers enjoyed their highest milk prices in history as global demand for dairy products shot through the stratosphere. In 2009, milk prices collapsed as a global recession set in and the cash to pay for dairy products evaporated into thin air. In 2010, the European Union is demanding that all dairy products exported into its member countries meet a 400,000 SCC limit on an individual farm basis. This roller coaster operating environment is part and parcel of the new globalized dairy economy. Get used to it. More is on the way.

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## **Luncheon**

**12:00 p.m. – 12:45 p.m.**

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## **Afternoon Session**

**Moderator:** Tom Herremans, *Michigan Milk Producers Association, Novi, Mich.*

**1:00 p.m. Making Better Treatment Decisions for Clinical Mastitis**

Pamela Ruegg, *University of Wisconsin, Madison, Wis.*

Many treatment decisions for clinical mastitis are based simply on doing things “the way we have always done it.” Sometimes the outcome of mastitis treatments can be improved by using concepts that have been learned from research trials. This practical presentation will review research evidence that can help you make better and more cost effective treatment decisions for clinical mastitis.

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**1:30 p.m. Residues? I Thought We Took Care of That. Or Have We?**

Dale Moore, *Washington State University, Pullman, Wash.*

The U.S. Food and Drug Administration is getting tougher on residue violations in meat and most of those violations are in cull dairy cows and bob veal. Not only do producers face the lost value of that market cow, but their violation becomes public and they could lose the slaughter route for herd removals. This presentation will review some of the trends in both meat and milk violations, what some of the common reasons are for residues by the kind of drug it is, and what preventive measures and educational resources exist that can keep dairy producers off the violators list.

**2:00 p.m. Break**

**2:30 p.m. Transition Cow Metabolism and Disease Susceptibility**

Andres Contrares, *Michigan State University, East Lansing, Mich.*

Dairy cows have increased energy demands during the transition period that are not met by the diet causing negative energy balance. Cows adapt to energy deficits by mobilizing fat from adipose tissues. The increased release of fat from tissue reserves can alter dairy cows' defenses and increase susceptibility to disease around the time of parturition. Minimizing the impact of lipid mobilization through nutritional invention may help to reduce the incidence of disease, including mastitis, in transition cows.

**3:00 p.m. Vaccinating for Coliform Mastitis:  
Buying the Right Insurance Policy**

Ron Erskine, *Michigan State University, East Lansing, Mich.*

Coliform bacteria are a significant cause of environmental mastitis in dairy herds. J-5 bacterins are frequently used to help reduce losses from coliform mastitis. What are the things you need to know to help “insure” the most cost effective vaccination protocol?

**3:30 p.m. Questions and Discussion**

**3:45 p.m. Adjourn for Ice Cream**

# LOCATION & ACCOMMODATIONS

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The NMC Regional Meeting will be held at the Crowne Plaza Hotel, in Grand Rapids, Mich., just minutes from the Gerald R. Ford International Airport and a short distance to the downtown city center.

Room rates at the Crowne Plaza for conference participants are \$109 for a single or double room. To obtain the conference rate for hotel rooms, **reservations should be made by Aug. 17**. Reservation requests made after the cut-off date will be accepted on a space and rate availability basis. Check in time is 4:00 p.m. and check out time is 12:00 p.m.

Each room comes with free high-speed Internet access, cable TV and a desk. Guests can also take advantage of an indoor/outdoor pool, hot tub and sauna, restaurant and lounge. The fitness facility, open seven days a week from 5:00 a.m. to 11:00 p.m., features a Universal station, treadmills, stair steppers, and stationary bikes. A free airport shuttle is also available.

Make room reservations directly with the hotel. EARLY reservations are recommended. Be sure to mention that you will be attending the National Mastitis Council meeting in order to get the conference room rate.

**Crowne Plaza Hotel**  
**5700 East 28th St. SE**  
**Grand Rapids, MI 49546 USA**  
**Phone: 616-957-1770**

NOTE: Online reservations for meeting attendees are not available.

# REGISTRATION FORM

Online registrations are preferred. Register online at [www.nmconline.org](http://www.nmconline.org) and be automatically entered into a drawing for a \$100 gift card.

Name: \_\_\_\_\_

Nickname (first name) for Badge: \_\_\_\_\_

Organization/Farm: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email (Please provide!): \_\_\_\_\_

**Please indicate your affiliation:**

- dairy farm
- cooperative/processor
- veterinary clinic
- equipment, supplies, pharmaceutical
- university/extension
- consultant
- media
- student
- milk testing lab
- government
- other \_\_\_\_\_

**Are you an NMC member?**

- Yes  No

**Years you have been an NMC member:**

- 1-2  3-5  6-10  >10

**How many NMC regional meetings have you attended in the past?**

- this is my first  1-2  
 3-5  6-10  >10

**Gender:**

- Male  Female

**Do you have any dietary restrictions?**

- Yes  No If yes, please specify: \_\_\_\_\_

**REGISTRATION FEES** *To pre-register, forms must be RECEIVED by Aug. 31.*

**Wednesday, September 8 - Short Courses, Farm Tour and Reception:**

Short Courses & Farm Tour: (select only one)

Enrollment is limited and subject to first-come, first-served basis. See attendance limit and description under appropriate course inside the brochure. Pre-registration closes August 31. **If you are registering for a short course or farm tour, you should register early since courses may fill up before the deadline.**

- Farm Tour: W.K. Kellogg Biological Station Robotic Parlor and Pasture Grazing System** 11:30 a.m. - 5:00 p.m. \$50 \_\_\_\_\_
- Short Course 1: Seek and Ye Shall Find: Visual Inspection Techniques for the Parlor and Beyond** *on-farm course* 10:00 a.m. - 5:00 p.m. \$75 \_\_\_\_\_
- Short Course 2: Taking Control of Somatic Cell Counts – Now or Never** 1:00 p.m. - 5:00 p.m. \$50 \_\_\_\_\_
- Short Course 3: On-Farm Culture Based Treatment of Clinical Mastitis** 1:00 p.m. - 5:00 p.m. \$50 \_\_\_\_\_
- I am not registering for a short course or the farm tour

Evening Social Activity (Reception):

- Yes, I plan to attend the reception (no fee for registered attendees)
- No, I do not plan to attend the reception

**Thursday, September 9 - General Session (main program) and Spanish Seminar:**

Pre-register by August 31. After that date, register on-site.

- General Session Program** 9:30 a.m. - 3:45 p.m. *Pre-registration:* \$75 \_\_\_\_\_  
*At the door:* \$85 \_\_\_\_\_
- Seminar for Spanish-Speaking Milkers** 9:30 a.m. - 12:45 p.m. \$40 \_\_\_\_\_  
Milking is a Specialist's Job (El Ordeño es un Trabajo para Especialistas)
- I am not registering for any sessions on Sept. 9; only the activities on Sept. 8 indicated above

**TOTAL FEES FOR BOTH DAYS** \_\_\_\_\_

**RETURN THIS FORM AND PAYMENT TO:**

NMC  
 421 S. Nine Mound Rd.  
 Verona, WI 53593 USA  
 Phone: (608) 848-4615  
 Fax: (608) 848-4671  
 E-mail: [nmc@nmconline.org](mailto:nmc@nmconline.org)

Payment **MUST** accompany form.  
 Fax registration accepted with credit cards only.  
 Phone-in registrations **NOT** accepted.

Online registrations are preferred.  
 Go to [www.nmconline.org](http://www.nmconline.org)

**PAID BY:**

- Check (*Make check payable to NMC*) Acct. No.: \_\_\_\_\_
- Visa Exp.: \_\_\_\_\_
- Master Card
- American Express Signature: \_\_\_\_\_

# REGISTRATION INFORMATION

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- The Sept. 8 pre-conference courses and farm tour have limited enrollment (first-come, first-served basis), require pre-registration, and an additional fee. The pre-registration deadline is Aug. 31. Limited on-site registration will be accepted **ONLY** if space is still available. Please check with the NMC office.
- The Sept. 8 reception has no charge, but requires pre-registration.
- The Sept. 9 general session program does **not** have limited enrollment. To pre-register, forms must be received at the NMC office by Aug. 31. After that date, please register at the meeting.
- The Sept. 9 seminar for Spanish-speaking milkers does **not** have limited enrollment. To pre-register, forms must be received at the NMC office by Aug. 31. After that date, please register at the meeting. Note: this seminar is taught entirely in Spanish.
- Full refunds are provided to cancellations made by Aug. 25.
- A \$25 administrative fee will be assessed on all cancellations after Aug. 25.
- No refunds after Sept. 7.

# SHORT COURSE INFORMATION

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**PLEASE NOTE:** The short courses have limited enrollment and require a registration fee. Registration is based on a first come, first served basis. The deadline for short course registration is August 31. Registrations may be accepted after the deadline (at the meeting) only if space is available.

**The courses and tour may fill up before the deadline, so early registration is suggested!**

## Short Course 1: Seek and Ye Shall Find: Visual Inspection Techniques for the Parlor and Beyond

**Wednesday, Sept. 8, 10:00 a.m. – 5:00 p.m.**

*Includes some classroom instruction at the hotel.*

*Lunch and transportation to and from the dairy will be provided.*

**INSTRUCTORS:** Mark Walker, *BouMatic, Viroqua, Wis.* and Brandon Treichler, *University of Minnesota College of Veterinary Medicine, St. Paul, Minn.*

**FEE:** \$75 | **COURSE LIMIT:** 18 people

This on-farm course is designed to teach principles of dairy evaluation without using test equipment. An emphasis will be directed toward milk quality but also look at areas that can be modified to improve the productivity of the dairy operation.

Too often mastitis consultants look specifically at the milking facility and ignore the other important aspects of dairies that have large effects on cow health, milk quality, and productivity. Dairy producers and herdspersons often fail to identify these issues because they work around them 365 days a year. The focus of this course will be the honing of the individual's observation techniques with a whole-dairy focus. This course will develop your ability to recognize when the abnormal becomes normal, and to offer common sense advice to dairies.

The class will be split into two evaluation teams of no more than nine people each. Participants will have the opportunity to observe all areas of a dairy. Time will be spent visually appraising the milking equipment and its overall installation and maintenance. An assessment of the overall cow comfort, cow handling techniques and cow traffic patterns will also be made during the complete farm walkthrough. After performing a thorough evaluation of the facilities, each team will interpret what they see and relate their observations to the overall milk quality of the dairy. Additionally, the groups will be given guidance on how to prioritize and present their findings to decision makers. The goal of this seminar is for participants to leave with a better understanding of how all areas of the dairy are interrelated to both the milk quality and overall dairy profitability, and to appreciate how to begin to better “see” what’s actually happening on a real dairy.

This course is targeted toward people with some experience in evaluating dairies. If you enjoy a challenge and an opportunity to advance your skills, this is where the manure meets the alley scraper!

# SHORT COURSE INFORMATION

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## Short Course 2: Taking Control of Your Somatic Cell Count: Now or Never

Wednesday, Sept. 8, 1:00 p.m. – 5:00 p.m.

**INSTRUCTORS:** Ron Erskine, *Michigan State University, East Lansing, Mich.* and Tom Herremans, *Michigan Milk Producers Association, Novi, Mich.*

**FEE:** \$50 | **COURSE LIMIT:** 30 people

Processors continue to increase their standards and demand for higher quality milk. This course will highlight current challenges that confront dairy producers in controlling mastitis and maintaining low somatic cell counts. Herd case studies, integrated with review of applied research, will include milking technique, mastitis therapy, transmission of new infections, and the cow's environment. Emphasis will be placed on the use of evidence-based approaches to problem solving.

The discussion session will be followed by interactive participation, which will personalize the topics and issues that are of concern for participants. Participants are **strongly encouraged to bring questions, experiences, and potential problems that they have encountered**, as this will serve as the material for the interactive session. A handout of the PowerPoint presentation, as well as other material will be provided at the meeting (and will not need to be reviewed before the course).

This intermediate-level course is targeted towards veterinarians, herd managers/producers, extension specialists and other dairy professionals. Participants should have experience with mastitis case recognition and pathogens, administration of antimicrobial drugs to dairy cattle, and herd management that plays a role in preventing new infections, including milking and the environment of the cow.

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## Short Course 3: On-Farm Culture Based Treatment of Clinical Mastitis

Wednesday, Sept. 8, 1:00 p.m. – 5:00 p.m.

**INSTRUCTOR:** Lou Neuder and Will Raphael, *Michigan State University College of Veterinary Medicine, East Lansing, Mich.*

**FEE:** \$50 | **COURSE LIMIT:** 25 people

This course will help participants understand the major bacteria involved with clinical mastitis and the basic laboratory techniques used to identify these pathogens. Techniques for sampling milk, basic lab procedures and organism identification will be presented along with a discussion of evidence-based treatment decisions. There will also be discussion of the health and economic benefits of culture-based treatment programs.

This workshop will also include a hands-on session to help participants practice the laboratory techniques used to culture milk samples. A discussion session with interactive participation will follow, to personalize the topics and issues that are of concern for participants.

This intermediate-level course is targeted toward veterinarians, herd managers/producers, extension specialists, technical field staff, and other dairy professionals who deal with mastitis control programs. No previous experience with laboratory techniques or procedures is required. **Participants are encouraged to bring questions and experiences they have encountered**, as this will be incorporated into the discussion. Course handouts will be provided.

## FARM TOUR INFORMATION

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### Robotic Milking System and Pasture-Based Dairy Center at the Michigan State University W.K. Kellogg Biological Station, Hickory Corners, Mich.

**Wednesday, Sept. 8, 11:30 a.m. – 5:00 p.m.**

*Lunch and transportation to and from the Kellogg Farm will be provided.*

**FEE: \$50 | TOUR LIMIT: 40 people**

The Kellogg Farm at the Michigan State University W.K. Kellogg Biological Station transitioned from a confinement dairy with 3X milking to a pasture-based dairy with automatic milking (robotic milking) in the summer of 2009. In July, the herd of 100 lactating Holstein cows was moved from the old dairy facility to the new pasture dairy barn. Cows were first trained to use the robotic milking system before being introduced to the pasture later in the summer. Cows will have access to the pasture for approximately a six month grazing period each year and will be confined to the dairy barn for the remainder of the year.

Tour participants will have an opportunity to see the robotic milking system in operation and learn about management of the dairy and our experience as we transitioned to the new dairy system. Drs. Janice Siegford and Santiago Utsumi, Michigan State University Department of Animal Science, will report on changes in animal behavior and health as well as changes in milk quantity and quality during this transition. Drs. Siegford and Utsumi will also discuss future research involving robotic milking systems and pasture-based dairy management.

# SPANISH SEMINAR FOR PARLOR PERSONNEL (MILKERS) INFORMATION

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## *Seminario en Español para Personal de Ordeño*

**Milking is a  
Specialist's Job**

**El Ordeño es un Trabajo  
para Especialistas**

**Thursday, Sept. 9, 9:30 a.m. – 12:45 p.m.**

*Includes lunch with the main general session group at 12:00 p.m.*

**INSTRUCTORS:** Lilita Sotomayor, *SINPLECA, Quito, Ecuador*  
and Marco López, *Vi-cor, Mason City, Iowa*

**FEE: \$40 | NO SIZE LIMIT**

NOTE: This seminar will be taught entirely in Spanish. Instructors are native Spanish speakers and have experience in training milking personnel.

NOTA: El seminario será enteramente en español y dictado por instructores cuya lengua nativa es el español y quienes tienen experiencia en entrenamiento del personal de ordeño.

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This seminar is designed for Spanish-speaking personnel in charge of milking. Subjects discussed will be related to milk production basics, its harvest and efficiency, and cow management in the parlor. Participants will gain an understanding of the factors that affect parlor throughput and quality of milk harvested. Discussion of the importance of a milking routine and udder hygiene is stimulated amongst the attendees. Basic concepts relating to the causes of mastitis and its prevention are thoroughly reviewed. The objective of the course is for participants to relate their job performance in the parlor with basic indicators of udder health such as somatic cell counts, bacterial counts and mastitis incidence rates.

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Este seminario está diseñado para personal que trabaja en el ordeño de las vacas. Se tratarán temas relacionados con los conceptos básicos de la producción de la leche, su cosecha y eficiencia en el ordeño y manejo de la vaca en la sala. Los estudiantes lograrán un entendimiento de los factores que afectan la eficiencia de la sala de ordeño y la calidad de la leche. Se discutirán los conceptos básicos sobre las causas de la mastitis y su prevención. El objetivo del curso es que los estudiantes relacionen su desempeño en su trabajo con los indicadores básicos de salud de la ubre como son el conteo de células somáticas, conteo total de bacterias e incidencia de mastitis.

## HOW TO GET THERE

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### AIR TRAVEL

The Gerald R. Ford International Airport in Grand Rapids is located only two miles (about 10 minutes) from the Crowne Plaza. The hotel provides complimentary shuttle service to and from the airport every half hour (for arrangements call the hotel at 616-957-1770). Taxi fare is about \$10 one way.

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### TRAIN

The Amtrak train station is located eight miles from the hotel. Taxi fare is about \$10 one way.

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### DRIVING DIRECTIONS TO THE HOTEL

**From the North:** US-131 South to I-96 East to exit 43B (28th St Eastbound). Hotel is 1/4 mile on the right.

**From the South:** US-131 North to I-196 East to I-96 East to exit 43B (28th St Eastbound). Hotel is 1/4 mile on the right.

**From the East:** I-96 West to exit 43B (28th St Eastbound). Hotel is 1/4 mile on the right.

**From the Airport:** Exit the airport and merge onto Patterson. At Patterson & 28th Street, turn right (East). Hotel is approximately a 1/2 mile on 28th Street on the right side of road. Enter hotel by turning right on to Foremost Drive and then left into the hotel.

## ABOUT THE GRAND RAPIDS AREA

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Grand Rapids is Michigan's second largest city. With more than one million residents in the metro area, it offers big-city amenities, yet it is also a region of abundant natural resources, where outdoor recreation is a year-round pursuit.

Grand Rapids is named after the river that runs through the heart of the city. There are no longer any rapids to be found in the Grand River, but there are plenty of fishermen casting for trout, salmon and steelhead along the city streets (Field & Stream Magazine named Grand Rapids America's 6th Best Fishing City).

Approximately 30 miles from Lake Michigan, Grand Rapids also serves as the gateway city to Michigan's West Coast, with beaches, lighthouses, lakeshore towns, resorts, farms, and gorgeous sunsets.

You can learn more at the following websites:

[www.visitgrandrapids.org](http://www.visitgrandrapids.org) | [www.michiganwestcoast.com](http://www.michiganwestcoast.com)

The NMC website, [www.nmconline.org](http://www.nmconline.org), also has links to additional information and areas of interest in the Grand Rapids area.



**A global organization for  
mastitis control and milk quality**

# **2010 NMC REGIONAL MEETING**

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**SEPTEMBER 8-9, 2010  
CROWNE PLAZA HOTEL  
GRAND RAPIDS, MI**

**421 S. NINE MOUND RD.  
VERONA, WI 53593**

**REGISTER  
ONLINE AT  
NMCONLINE.ORG**