



What is Cell Count Solutions?

Cell Count Solutions is a collaborative effort between Countdown Downunder, dairy companies and local advisers. It aims to provide high cell count herds with a clear pathway and an incentive to reduce their cell count.

How does Cell Count Solutions work?

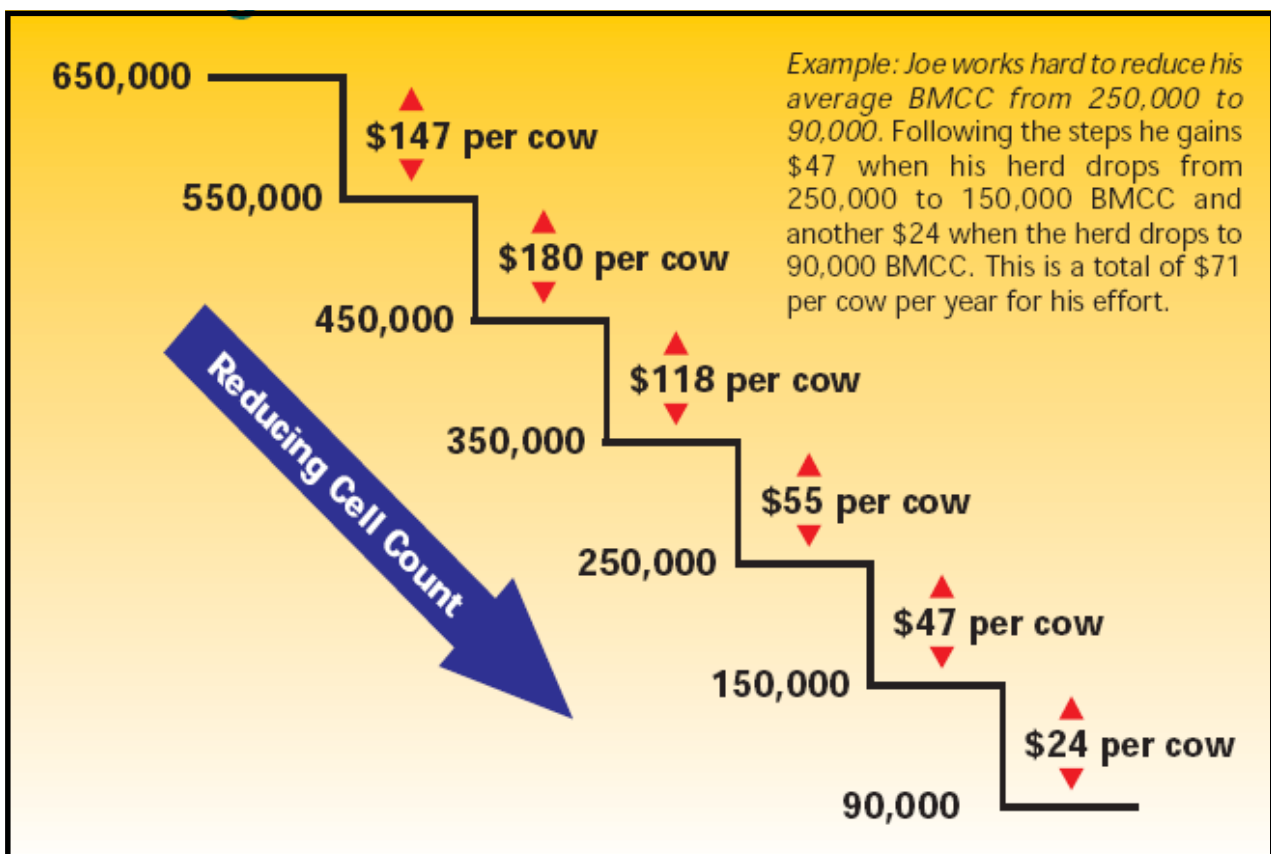
It is a twelve month program that uses skilled local investigators to conduct a comprehensive mastitis investigation to define the cause of the problem on your farm. This is used to develop a corrective plan of action specifically for your herd.

What are the benefits of lower cell counts?

Countdown Downunder has developed an economic model of Australian farms, showing the net gains from lowering the annual average Bulk Milk Cell Count (BMCC). The model shows there are gains to be made right down to very low Bulk Milk Cell Counts.

The Step-Diagram below shows the net return per cow per year for reductions in the herd's annual average BMCC, in steps of 100,000 cells per mL.

The returns are calculated after taking into account benefits (such as improved milk production, additional quality premiums, and reduced costs of clinical treatments), net of the costs of preventative mastitis strategies. In this example the model has been set for typical split-calving herds using a typical dairy processor's payment system.



Potential benefit on your farm -

Your average BMCC this month

The value of moving down:

one band* \$

two bands* \$

^aNote - As these figures represent the average benefit, the value realized on your farm may be greater or lesser than that shown