

What is Cell Count Solutions?

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

“We felt it didn’t matter what we did because we always had high cell counts.”



Lewis Watson (left) and Clarrie Weller show the numbers – cell counts have dropped and they are into premium payments after the Fonterra Milk Australia supplier decided to tackle the problem through Countdown Downunder Cell Count Solutions.

How does it work?

Cell Count Solutions is a twelve month program. It begins with skilled local investigators conducting a comprehensive investigation on your farm (using the Countdown Downunder Mastitis Investigation Pack) to investigate and define the cause of the problem on your farm and then to work with you to develop a corrective plan of action for your herd.

Supported and assisted by your dairy processor, progress is then monitored for a twelve month period to ensure that changes in cell count and mastitis control are sustained for the long term.

For more detail on the steps involved in the process, see the reverse side of this information sheet.

How much will it cost?

The price of a professionally coordinated mastitis investigation. This is negotiated between you and the professionals involved and is usually expected to be in the order of \$1,500 to \$3,000.

What are the benefits?

★More money for your milk

By moving into a better payment band, you get paid more dollars for your milk.

★Increased farm profitability

As well as getting more cash in the hand from better milk payments, high BMCC herds that lower their cell counts can also make significant gains from reduced cost of treatments and discarded milk, reduced culling of cows and increased production (the typical benefit per cow per year is shown in the chart below).

★Better viability of your farm business

Receiving the best possible price for your milk will help to reduce your vulnerability to changing circumstances (such as changes in milk prices or the recent drought).

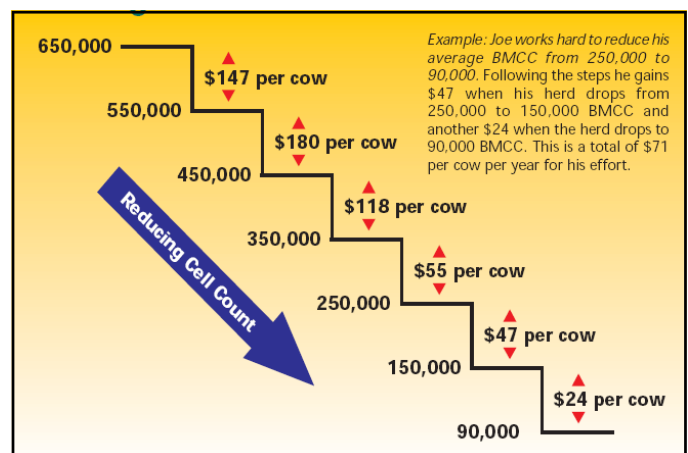
★Less “hassle”

Every dairy farmer knows about the hassle of dealing with high cell counts and also clinical cases of mastitis. Lower cell counts mean less mastitis and less hassle!!

★Less risk

Lower cell counts and better mastitis control means less risk of a mastitis “blow out”.

Typical net benefit per cow per year^a



Potential benefit on your farm -

Your average BMCC this month

The value of moving down:

one band^a \$

two bands^a \$

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

Six Key Steps to Success

1. Enrol in the Countdown Downunder Cell Count Solutions program with your dairy processing company
2. Identify the bacteria causing mastitis in your herd (milk cultures)
3. Assist your investigating team to conduct the mastitis investigation in your herd
4. Work with your investigating team to develop a mastitis action plan that you can implement on the farm
5. Organise your case manager and dairy processor to regularly monitor progress for twelve months
6. Watch your Bulk Milk Cell Count come down!!!