

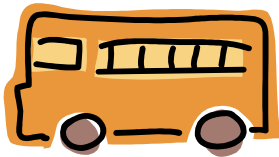


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Bus to the Dairy Event

Elanco are sponsoring the bus to this year's Dairy Event on Tuesday 6th September. It's filling up fast so give us a call to reserve your seat.

EXCENEL REPLACEMENT

We will soon be replacing Excenel with **Ceftiocyl**. It has the same active ingredient and comes in the same formulation. The only difference is the lower price.



FOCUS ON FEET: Introducing the DairyCo Healthy Feet Programme

Lameness remains a major problem in the UK dairy herd and incidences are still on the increase with approximately 1 in 3 cows affected at any one time. With each case of lameness costing in the region of £320 it is a considerable source of economic loss on many farms. This figure is made up of several different 'costs' including lost milk, reduced fertility and increased culling. However, it doesn't include the effects that lameness has on cow welfare and staff morale - these are much harder to put a price on.

In recent years lameness has become a hot topic due to the impact it has on the consumer's image of the dairy industry and this is increasingly reflected in the milk buyer's attitudes to lameness on farm with mobility scoring now a requirement of many contracts. It is likely that in future more stringent targets will be in place with penalties being incurred if too many cows in the herd are lame.

It is clear that historic approaches to tackle lameness on farms have not proved effective. This is mainly because they have centred on 'the ideal' with impractical and unrealistic recommendations such as 'build a new shed' often top of the suggested 'to do' list. As a result a new, more holistic and individual farm approach is required and this is where the recently launched **DairyCo Healthy Feet Programme (DHFP)** fits in.

The key to the DHFP is that it focuses on the individual farm and involves the entire farm team in the development of an action plan that is both realistic and achievable. A "*Mobility Mentor*" who is trained to deliver the programme will guide the whole team through the process, providing support and guidance. The end result of the initial assessments is the production of a "*Mobility Contract*" which will outline the main changes that the team have agreed to implement and is a record of everyone's commitment to addressing lameness on the farm.

