



Milk Money

Teams make dairies more profitable

Consumers demand milk produced under the most hygienic standards. They expect their milk to come from healthy cows. Production of high quality milk is essential to continued profitability of the Wisconsin dairy business community.

Extension's Response

University of Wisconsin-Extension, working with the UW-Madison Department of Dairy Science and the Wisconsin Milk Marketing Board, helps dairy producers establish milk quality teams -- UW-Extension agents working with producers, veterinarians, nutrition consultants, experts on housing and milking equipment, and others to develop a comprehensive approach to improving milk quality. The program is called "Milk Money."

Outcomes

- On average, each of 113 participating dairies improved monthly milk income by \$1,033 because of increased quality incentive payments. In total, these families received an additional \$116,727 a month or about \$1.3 million a year if the improvements continue.
- County Extension agents served on 78 percent of the milk money teams. Extension-led Milk Money teams tended to perform better than teams led by other professionals.
- Milk Money teams also helped producers lower the number of cases of mastitis, resulting in lower costs for treatment of this infection.
- Milk Money teams also helped producers adopt best management practices such as performing routine analysis of milking equipment; performing bulk tank cultures; culturing for clinical mastitis; keeping better treatment records; developing standard, written milking routines; wearing gloves during milking; more frequent consultation with dairy professionals; and adoption of the team management style.

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