

MILK MONEY PROGRAM DESCRIPTION

What is this program all about?

"Milk Money" is designed to get dairy producers, local advisors and consultants working together in farmer-directed milk quality teams. These teams work together to improve milk quality on your dairy farm.

Who makes up the dairy team?

Each farm owner decides who to have on their milk quality team. The team members, who are selected by each farm owner, can include an extension agent, dairy plant field representative, veterinarian, nutritionist, dairy equipment dealer, key employees and others.

How often does the team meet?

Each team meets once every month for a minimum of four consecutive months. Many teams may choose to meet longer or decide to form peer groups after completing this program. Monthly team meetings usually are scheduled for a minimum of one hour. (Allow two hours minimum for your first milk quality team meeting.)

What happens at a team meeting?

At each meeting, team members discuss their milk quality goals and what they have done in the last month to meet those goals. Activities are planned for the upcoming month(s) to continue to work toward farm goals. Information is documented on prepared forms. These forms are intended to:

- Encourage discussion about milk quality topics that are often ignored.
- Help calculate often overlooked costs such as: veterinary costs, drug costs, milk production loss from clinical/subclinical mastitis.
- Track farm progress on identified milk quality issues.
- Assure accountability for completing action plans.



MILK MONEY: A TEAM-BASED PROGRAM FOR IMPROVING MILK QUALITY

Milk Money is designed to help you improve the quality of the milk produced on your dairy. The program is based on forming an on-farm milk quality team to focus specifically on issues related to increasing your farm income from the production of high quality milk.

Milk Quality is at the center of this program. The program helps you focus on individual farm goals. Your goals drive the actions taken by your farm team.

Program Goal:

Increase profitability and competitiveness of Wisconsin dairy farms through the production of high quality milk.

Success comes from working with your team. The viewpoints of each member provide the opportunity to focus on milk quality from many perspectives.

Milk Quality Team Objectives:

- Define clear milk quality goals
- Create a clear milk quality plan
- Adopt best management practices.

Working together increases the potential for success. Each farm team is accountable to each other and to their project goals. With clearly defined goals and expectations, team members have a better understanding of the impor-

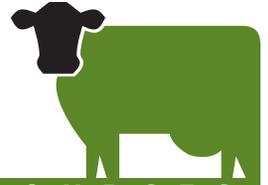
tance of improving milk quality and also their individual role and contribution to making that happen.

By bringing together a team, each person can understand where your dairy is starting and where you're going. Team members are responsible and accountable for their activities related to improving milk quality.

When you register for Milk Money, you and your team are committing to a process. We encourage teams to meet monthly for four months. At meeting one, you assess current practices, determine your priorities, calculate the potential value and assign specific tasks for people to carry out. At subsequent meetings, you will evaluate progress and make adjustments as needed.



Welcome



RESOURCES

to

MILK

MONEY

Your Roadmap to Milk Quality

MILK MONEY

A TEAM-BASED PROGRAM FOR

IMPROVING MILK QUALITY - ON YOUR DAIRY

Milk Money has helped over 400 Wisconsin dairies improve the quality of milk on their dairies. **Milk Money** can help **you** improve the quality of milk produced on **your dairy** too.

Milk Money Teams are organized **under your direction** and meet to assist you in setting measurable goals that focus on producing high quality milk on your dairy.

Program Goal:

Increase profitability and competitiveness of Wisconsin dairy farms through the production of high quality milk.

Milk Quality Team Objectives:

- Define measurable goals
- Create a clear milk quality plan
- Adopt best practices

In a team, each participant becomes aware of where your dairy's milk quality is now and what improvements in milk quality **you** want to make. Success in achieving improved milk quality on your dairy comes when each team member contributes their expertise and works together to reach **your goals**.

The **Milk Money program** is a team effort, but the results are all yours -- **improved milk quality on your dairy!**

To Get Started on your Road to Improved Milk Quality:

CALL

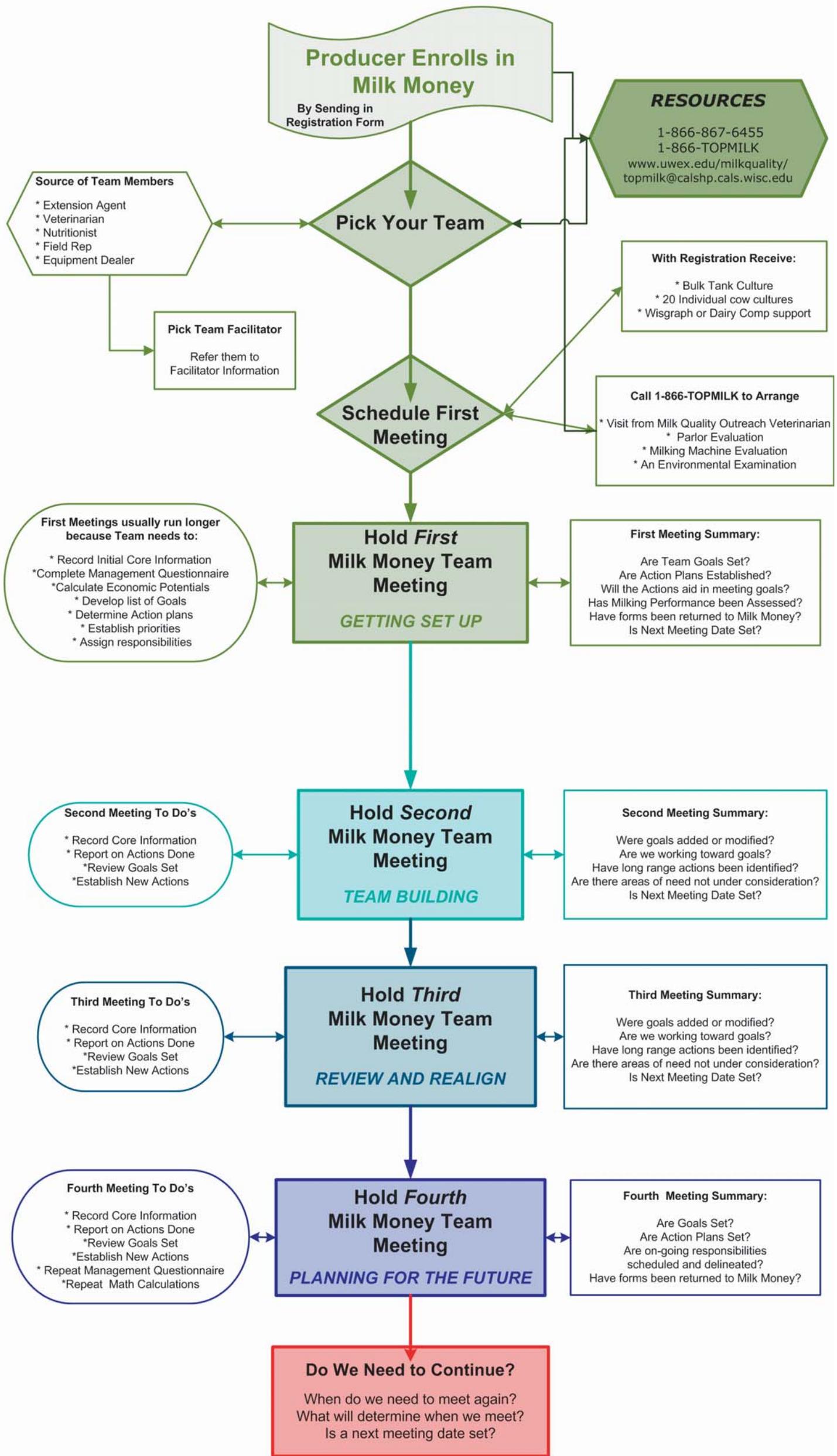
1-866-867-6455
1-608-265-9746

Email: topmilk@calshp.cals.wisc.edu

Web: www.uwex.edu/milkquality



University of Wisconsin
Dairy Science
1675 Observatory Drive
Madison, WI 53706



MILK

MONEY

Benefits

When you enroll in the Milk Money program, you become eligible for several services and products.

- 1.** One bulk tank culture from the Milk Quality Resources Lab at the University of Wisconsin-Madison.
- 2.** Milk cultures for up to 20 individual cows.
- 3.** One visit from our milk quality outreach veterinarian.
- 4.** Milking Skills video tapes in either Spanish or English or get both on a CD-ROM.
- 5.** A mini-CD-ROM explaining the SNAP and Delvo milk residue tests.
- 6.** Wisgraph or Dairy Comp record support.

To enroll in Milk Money call:
TOLL FREE:

1.866.867.6455

1.866.TOP.MILK

www.uwex.edu/milkquality

Or contact your county agent

CONTACT INFORMATION

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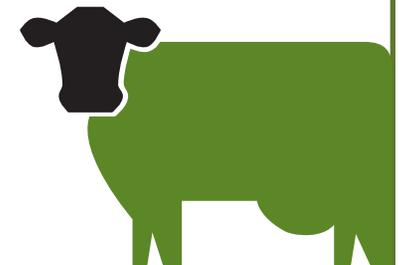
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Welcome

to

MILK MONEY

A milk quality improvement program for all Wisconsin dairy producers.



R E S O U R C E S

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MONEY

The Things People Say

“It’s amazing to see how much money you miss out on in milk quality. It’s a way you can make more money without producing more milk.”

Stacy and Dave Jauquet, Manitowoc County

“With this type of program, I can get a bunch of knowledgeable people in a room at one time, ask questions and gather information. I don’t need to make one phone call to the vet, another to the nutritionist and another to the county agent and then try to piece together what everyone told me.”

Roger Erickson, Clark County

“It saves us a lot of money. We’ve learned how to stay on top of things related to milk quality. When you learn this way, it really sticks with you.”

Joe and Dennis Steinhorst, Kewaunee County

Call Toll Free:
1.866.867.6455/1.866.TOP.MILK
Internet:
www.uwex.edu/milkquality

What is **MILK MONEY?**

Milk Money is a program offered to all Wisconsin dairy producers as a means to improve profitability by improving milk quality.

Together with a team of people, you work on the milk quality issues most important to your dairy.

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MILK MONEY

^{UW}**Extension**



75 participating Wisconsin dairy producers increased average monthly income more than \$1,000



Milk Money is supported by grants from the Wisconsin Milk Marketing Board



Milk Money uses a team-based approach unique to each dairy's situation



Increased producer income comes from capturing quality premiums, improved milk production and reduced costs related to treatments



More producers begin to involve veterinarians and other dairy professionals in milk quality decisions as a result of Milk Money



Milk Money teams led by UW Extension Agents tend to perform better on average than teams led by other dairy professionals



Milk Money helps Wisconsin dairy producers improve milk quality through the adoption of proven best management practices

Toll Free: [1.866.TOP.Milk](https://www.1866topmilk.com)/www.uwex.edu/milkquality