

Change to benefit your business



Canadian Quality Milk isn't a new commitment, but one that shows dairy farmers' willingness to adopt top standards

THE CANADIAN QUALITY MILK (CQM) program formalizes your commitment to the production of a healthy and safe milk product.

The Ontario-wide CQM implementation represents a significant opportunity to evaluate the efficacy of your standard operating procedures, best management practices and treatment protocols.

Are your efforts yielding the desired results? Is there a return on your investment of time and medication? Answering these questions and making appropriate changes to benefit your business can be attained with the help of your on-farm advisors.

The CQM program does not represent a "new" commitment to excellence in food production.

This commitment is evident in every dairy producer's willingness to adopt new standards for cow comfort, milk quality, reproductive management and more recently changes to calf rearing goals.

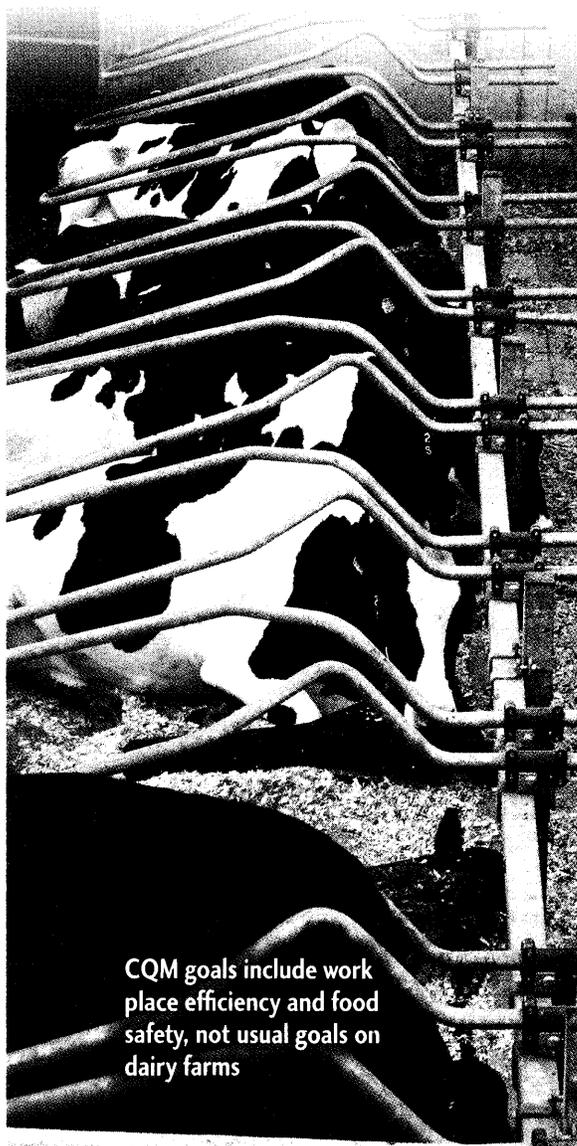
When you reach for a new cow comfort goal, we know to monitor for improvements in hoof health, increased milk production and altered reproductive performance.

Measuring the benefits on your farm for becoming compliant with the CQM program is a shift in thought process. This program represents a significant investment of time and you should be using this program to improve your dairy operation.

The fundamentals of health management consist of defining a goal, determining your current performance, designing a strategy to meet your goal, and monitoring key parameters to measure the response to your management change.

The goals for the CQM are ones that are not traditionally monitored on individual dairy operations; specifically work place efficiency and food safety.

In the current dairy production environment any improvements in



CQM goals include work place efficiency and food safety, not usual goals on dairy farms

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efficiency represent a major opportunity to impact your bottom line.

When you are developing your standard operating procedures and best management practices are you accomplishing your stated goals efficiently and effectively? Are your employees able to accomplish the stated tasks in the time frame that you expect? Is your equipment capable of handling your milking speed? How best to monitor the implementation of the CQM program is a discussion that you should be having with your advisors.

The CQM program will open discussions with your veterinarian to select treatments that have been proven safe for humans and cows. Before you start this process stop and set goals for transition health, mastitis and lameness and any other common diseases you experience on your farm.

With your goal in mind what is your current treatment rate for these diseases. What is your current treatment protocol? Is this the best treatment protocol? Is there an approved product to treat that specific disease?

Products approved for use in food producing animals have a Drug Identification Number (DIN) and the product label outlines the treatment route, frequency, dose, and meat and milk withdrawal for a specific application.

Treatment with a higher drug dose, injection of an approved product by a different route or extended therapy beyond the label claim represents extra-label drug use.

Use of two drugs in combination for the treatment of toxic mastitis and synchronized breeding protocols are also extra-label drug uses. A prescription is required for all extra-label treatments. A prescription defines the animal and condition that is being treated, the treatment duration, outlines an appropriate meat and milk withdrawal times, and any

additional requirements such as residue testing after treatment.

Veterinarians are required to have an understanding of your management, facilities, and a familiarity with you and your animals before they are legally able to write a prescription for you. In writing a prescription a veterinarian assumes responsibility for any damages and adverse reactions that might occur as a result of the extra-label use.

Under federal regulations, each producer is legally obliged to follow the exact instructions included on the product label and insert, or in extra-label applications follow the instructions provided by your herd veterinarian's prescription. These conditions apply regardless of where you purchase the product i.e. from your veterinarian or a livestock medicine outlet.

Although treatment protocols are

required it is important to not overlook best management practices designed to prevent disease. Are your prevention strategies meeting your goals? Is it possible to reduce the risk of disease and ultimately decrease the requirement for treatment?

For example, when working with your veterinarian to determine the primary cause of mastitis on your farm, focusing your efforts to prevent mastitis will yield reduced numbers of clinical cases, improved somatic cell counts, and less non-salable milk. Conversely, treating clinical cases without determining the cause will perpetuate a cycle of inappropriate therapy, reduced milk production, increased treatment costs, and increased volume of discard milk.

With respect to food safety we are not always equipped to monitor the impact of on-farm protocols on milk quality.

The use of an approved teat dip is required for both your Grade A license and the CQM program. Discussions with your veterinarian can identify approved teat dips.

If you are not using an approved teat dip there are the risks to milk quality. Milk represents a significant portion of the iodine intake in our diet. Milk iodine levels are primarily influenced by teat dips and iodine levels in the ration.

Health Canada dictates maximum levels of iodine in milk. These are

based on acceptable levels of iodine in the milk combined with the Canada food guide's recommendations for consumption of milk and milk products. Children are more sensitive to iodine concentrations than adults and are more likely to be consuming the recommended levels of milk in their diet. When designing your milking routine consider the food quality issues at hand and incorporate these into your protocols.

Becoming CQM validated is a

prerequisite of your ability to produce milk. Undoubtedly there will be challenges to becoming compliant. However, at a minimum you are affirming your commitment to excellence in milk production, and this alone is a positive position to take.

At its best this program represents a significant opportunity to reevaluate how your dairy operation is performing. Take this opportunity to transform your dairy business for the better. **Ⓢ**