



Overview & Objectives of SQMI Project

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Introduction

- ✓ ***Vitality & sustainability of Southeast dairy industry impacted by.....***
 - ❖ ***Significant decline in number of dairy farms***
 - ❖ ***Lower milk yields/cow***
 - ❖ ***Production of lower quality milk***

- ✓ ***We believe that initiatives that include outreach, education & research to enhance milk quality & increase milk production will benefit dairy producers in Southeast US***



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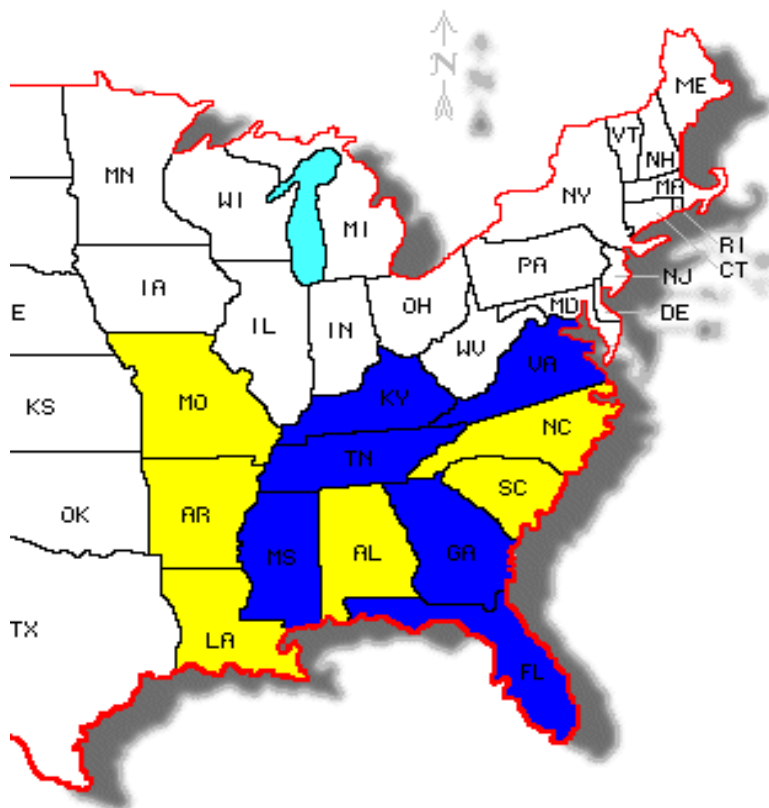
Our Approach....

- ✓ Develop & implement collaborative outreach, educational & applied research program on mastitis control assembled by milk quality professionals from six Southeast Land-Grant Universities*
- ✓ SQMI project funded by USDA...we began our journey on February 1, 2013*





SQMI Team



UT: Steve Oliver, Raul Almeida, Gina Pighetti, Peter Krawczel, Mark Fly, Susan Schexnayder

VT: Christina Petersson-Wolfe

UK: Jeffrey Bewley, Lori Garkovich, Michelle Arnold

UGA: Steve Nickerson

MSU: Stephanie Ward/Amanda Stone

FL: Albert De Vries



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Objective 1....

Understand WHY producers do what they do....why (or why not) are practices adopted?

- ✓ *Social, psychological factors – attitudes, motivations, influencers*
- ✓ *Perceptions about mastitis & mastitis control*
- ✓ *In-depth interviews & focus groups; survey to relate factors to bulk tank SCC (BTSCC), operation & farmer characteristics*



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Objective 2....

Identify WHAT practices influence on-farm milk quality in SE

- ✓ *Survey results from Obj 1 identified producer use of management practices & guided our work to assess milk quality practices on farms producing low, average & high quality milk*
- ✓ *Housing & milking system evaluation of 286 farms in KY, MS, TN & VA completed; recommendations provided to producers/herd managers*
- ✓ *Currently working on 30 demonstration dairy farms to assess effects of adopting practices that promote milk quality....will continue thru Year 5*



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Objective 3....

Develop user-friendly tools that can guide on-farm decisions that improve milk quality....

- ✓ **Milk Quality Dashboard: <http://sequalitymilk.com/calculator/>**
- ✓ **Hotsheet Dashboard: <http://afsdairy.ca.uky.edu/extension/decisiontools/hotsheet>**
- ✓ **Available on SQMI website (www.sequalitymilk.com)**

- ✓ ***Mastitis Treatment Decision Support Tool, Optimum Milk Quality Economic Model & Reference Guide for Mastitis-Causing Pathogens being developed***



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Objective 4....

Training of industry personnel, veterinarians, extension educators & students in mastitis control & milk quality

- ✓ ***Several educational documents & training programs on basic concepts & new advances in mastitis control prepared, many translated into Spanish including quarterly SQMI Newsletter***
- ✓ ***SQMI presented 11 continuing education awards to Southeastern dairy veterinarians to attend American Association of Bovine Practitioners preconference Quality Milk Production seminars***
- ✓ ***SQMI project has played an important role in training next generation of milk quality professionals***



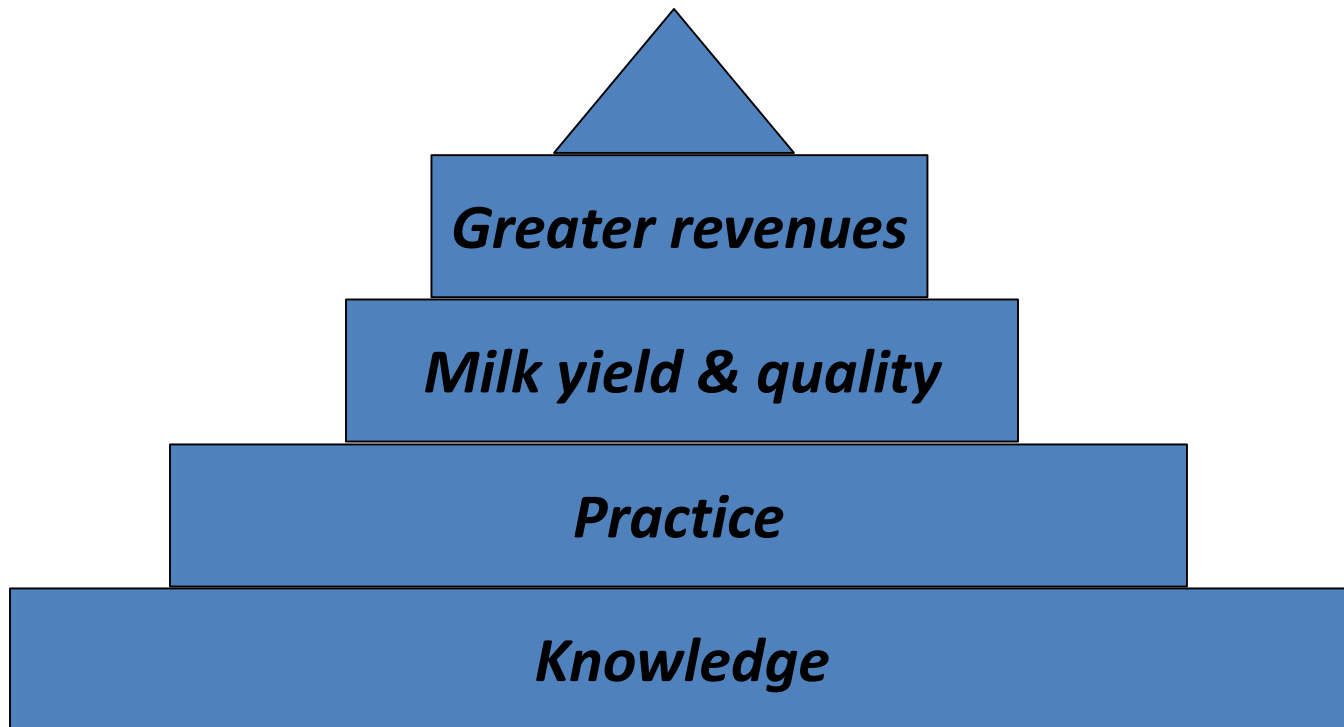
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Expected outcomes....

*Greater profitability & sustainability of
SE dairy industry*



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Would Not Be Possible Without...



The National Institute of Food and Agriculture

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Southeast Quality Milk Initiative

4th SQMI Annual Meeting...Day 1

Wednesday November 16, 2016

- ❖ *Welcome....John Bernard*
- ❖ *SQMI: Objectives & Overview....Steve Oliver*
- ❖ *Current status of milk quality in Southeast....Gina Pighetti*
- ❖ *Optimize your feeding program to maximize milk quality....John Bernard*
- ❖ *Mastitis decision-making tools made easy....Jeffrey Bewley*
- ❖ *Producer panel on lowering bulk tank SCC*
- ❖ *Interpreting bulk tank bacteria & SCC....Kristy Campbell*
- ❖ *Motivating employees as a means of buying into herd health & milk quality....Ron Erskine*
- ❖ *Genetic & environmental factors influence the immune system & mastitisCorwin Nelson*
- ❖ *Managing heat stress in transition cows to improve milk quality....Sha Tao*
- ❖ *Travel to Tifton Dairy*
- ❖ *Milking procedures & equipment training....Christina Petersson-Wolfe*
- ❖ *Managing sand bedding for low bacteria counts....John Bernard*
- ❖ *Transition cow management....David McClary*



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4th SQMI Annual Meeting...Day 2

Thursday November 17, 2016

SQMI Team Meeting with SQMI Advisory Panel

- ✓ **Objective 1....Identify factors affecting limited adoption of mastitis control practices & develop strategies to promote adoption (Mark Fly/Susan Schexnayder)**
- ✓ **Objective 2....Conduct research to evaluate management practices to control mastitis & enhance milk quality (Gina Pighetti)**
- ✓ **Objective 3....Provide producers with decision/support tools & services needed to make informed decisions to enhance milk quality (Jeffrey Bewley)**
- ✓ **Objective 4....Develop continuing education programs to create human resources needed to serve the dairy industry (Steve Nickerson)**
- ✓ **Impressions of SQMI accomplishments presented by Advisory Panel**
- ✓ **SQMI's reply to Advisory panel impressions**
- ✓ **Closing remarks....Steve Oliver**



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