



Welcome

SQMI 5th Annual Meeting Inn at Opryland Nashville, TN

November 8-9, 2017





Overview & Objectives of SQMI Project

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United States Department of Agriculture
National Institute of Food and Agriculture





Introduction

- ✓ ***Vitality & sustainability of Southeast (SE) 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 SE US***



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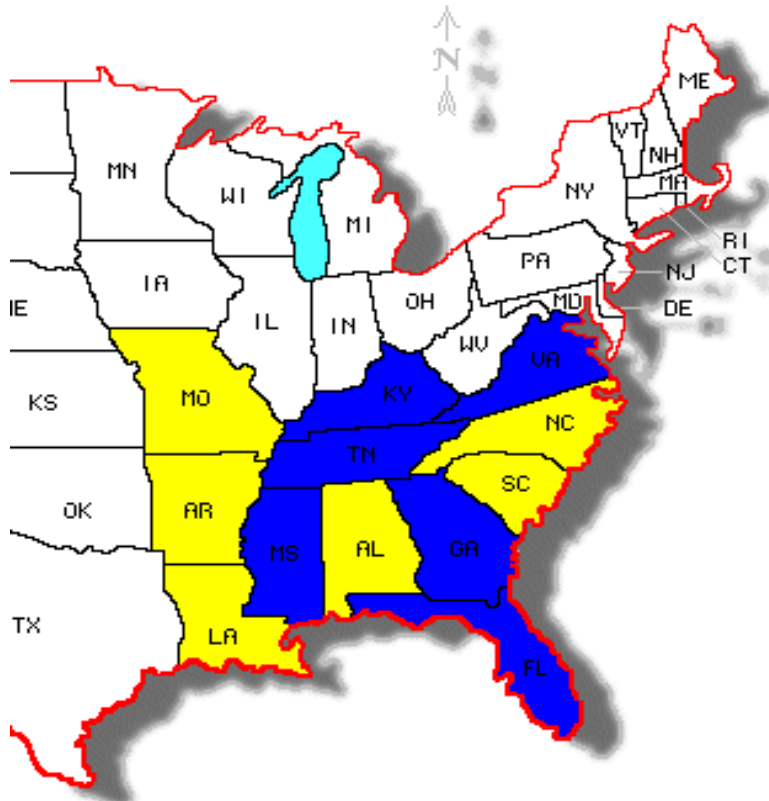
Our Approach

- ✓ *Develop & implement collaborative outreach, educational & applied research program on mastitis control assembled by milk quality professionals from 6 SE Land-Grant Universities*
- ✓ *Began our journey on February 1, 2013....now in 5th year of project*





SQMI Team



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

VT: Christina Petersson-Wolfe

UK: Jeffrey Bewley, Michelle Arnold, Lori Garkovich

UGA: Steve Nickerson

MSU: Amanda Stone & Stephanie Ward now at NCSU

FL: Albert De Vries





Objective 1....

- ✓ ***Understand WHY producers do what they do....why (why not) are practices adopted?***
 - ❖ *Social, psychological factors – attitudes, motivations, perceptions about mastitis & mastitis control*

- ✓ ***In-depth interviews & focus groups, survey to relate operation & farmer characteristics to bulk tank SCC***

- ✓ ***Re-survey of SE dairy farmers began in October, 2017....***
 - ❖ *Timing selected to match time of 1st survey in 2013*
 - ❖ *Subset of questions included in 2013 survey, will produce data to assess changes in farms & SE dairy industry as a whole, assess outcomes of this project*





Objective 2....

Identify WHAT practices influence on-farm milk quality in SE

- ✓ ***Evaluate status of milk quality in SE....***
 - ❖ ***Assessment conducted annually since 2012***
 - ❖ ***2016 calendar year data to be presented today***

- ✓ ***Survey 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....***
 - 1. Housing & milking system evaluation of 286 farms in KY, MS, TN & VA completed; recommendations provided to producers***

 - 2. Working on 27 demonstration dairy farms to assess effects of adopting practices that promote milk quality***



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Objective 3....

- ✓ **Develop user-friendly tools, on-farm analytics & support materials to make informed decisions that improve milk quality....Available on SQMI website (www.sequalitymilk.com)**
 - ❖ **Milk Quality Dashboard: <http://sequalitymilk.com/calculator/>**
 - ❖ **Hotsheet Dashboard: <http://afsdairy.ca.uky.edu/extension/decisiontools/hotsheet>**
 - ❖ **SQMI Optimal Mastitis Treatment Calculator: <https://afs.ca.uky.edu/dairy/decisiontools/mastitistreatment>**
 - ❖ **SQMI Inflation Change Dashboard**
 - ❖ **SQMI Towel Investment Dashboard**
 - ❖ **Reference Guide for Mastitis-Causing Pathogens**

- ✓ **Dashboards in progress using data from Obj 2....**
 - ❖ **Optimum Milk Quality Economic Model**
 - ❖ **Blanket vs Selective Dry-cow Treatment Cost-Benefit Analysis Model**





Objective 4....

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

- ✓ ***Educational materials/documents/dairy modules***
- ✓ ***Quarterly SQMI Newsletter***
- ✓ ***DairyXnet webinars***
- ✓ ***Continuing education credit for vets & vet techs***
- ✓ ***Continuing education awards to SE dairy vets to attend AABP Quality Milk Production seminars....***
 - ❖ ***Help vets gain more experience in understanding milk quality to bring value to their producer-clients for years to come***
- ✓ ***Training next generation of milk quality professionals***
 - ❖ ***Seminars/PowerPoint presentations for vets & ag industry personnel***
 - ❖ ***Undergrad & grad students training modules & internships***
 - ❖ ***Grad student training***





Would Not Be Possible Without...



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eXtension

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Georgia Department of Agriculture Tennessee Dairy Producers Association

Georgia Farm Bureau

Tennessee Department of Agriculture

Kentucky Dairy Development Council

Tennessee Farm Bureau

Kentucky Department of Agriculture Tennessee Veterinary Medical Association

Mississippi Farm Bureau

Virginia Department of Agriculture

*Mississippi State
Department of Health*

Virginia State Dairymen's Association

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Session 1 Presentations

New insights into the people side of milk quality....Susan Schexnayder, University of Tennessee, Knoxville

Milk quality and influencing factors in the Southeast....Gina Pighetti, University of Tennessee, Knoxville

New tools and ideas for understanding mastitis management....Derek Nolan, University of Kentucky, Lexington

