

National Dairy Council & Kerrygold Quality Milk Awards

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Objectives

- National Dairy Council & Kerrygold Quality Milk Awards set out to identify and to reward the top milk quality producing dairy farmer in the Republic of Ireland
- To create an opportunity to showcase to consumers the excellence of our milk produced from pasture-based dairy farming

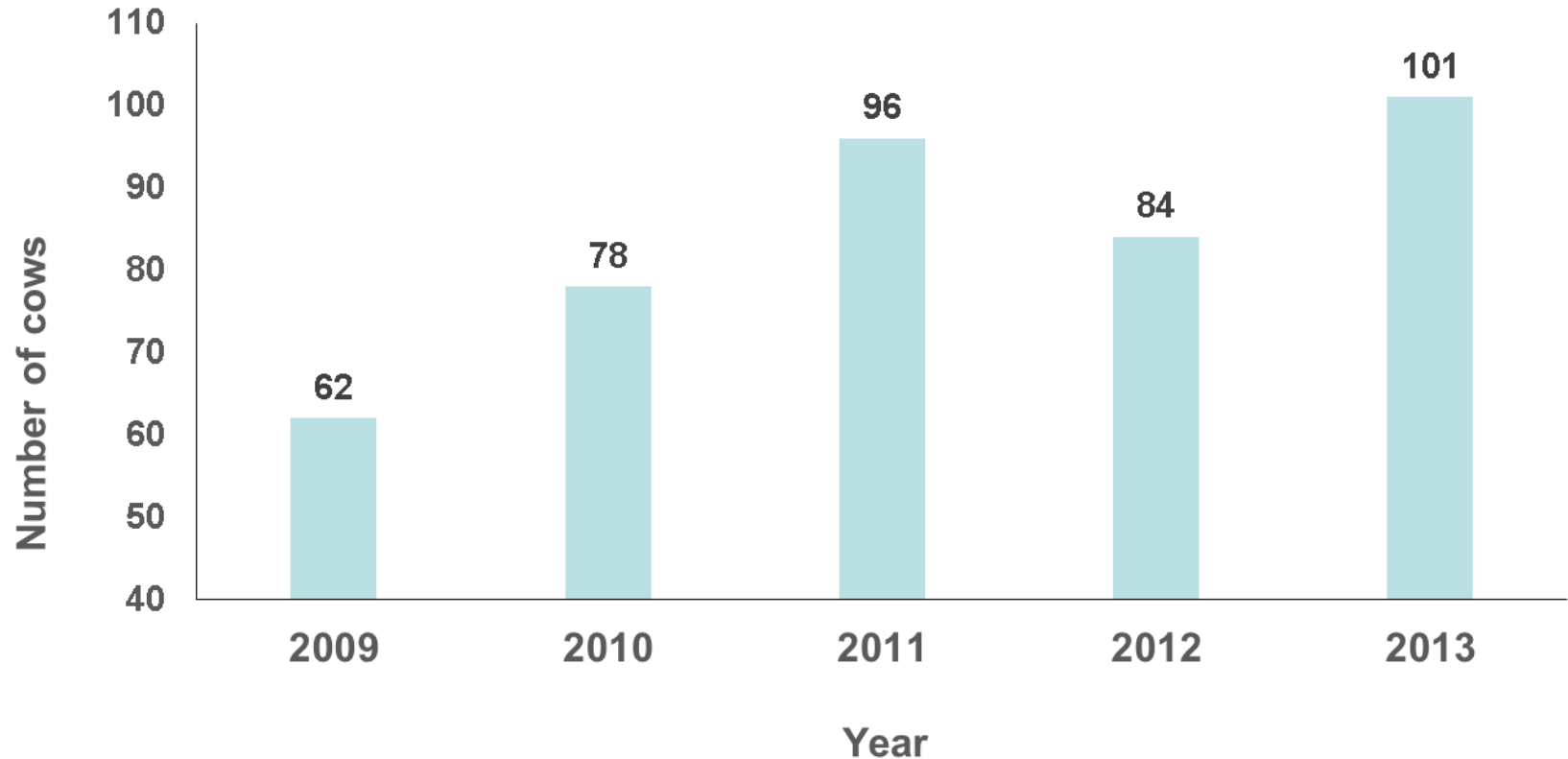
The competition, known as “The Sam Maguire of Farming,” also identifies dairy farmers who are role models to others:

- providing a platform for co-ops to highlight to their own suppliers the technical requirements, standards and techniques which drive top quality milk production.

2009-2013 milk quality awards

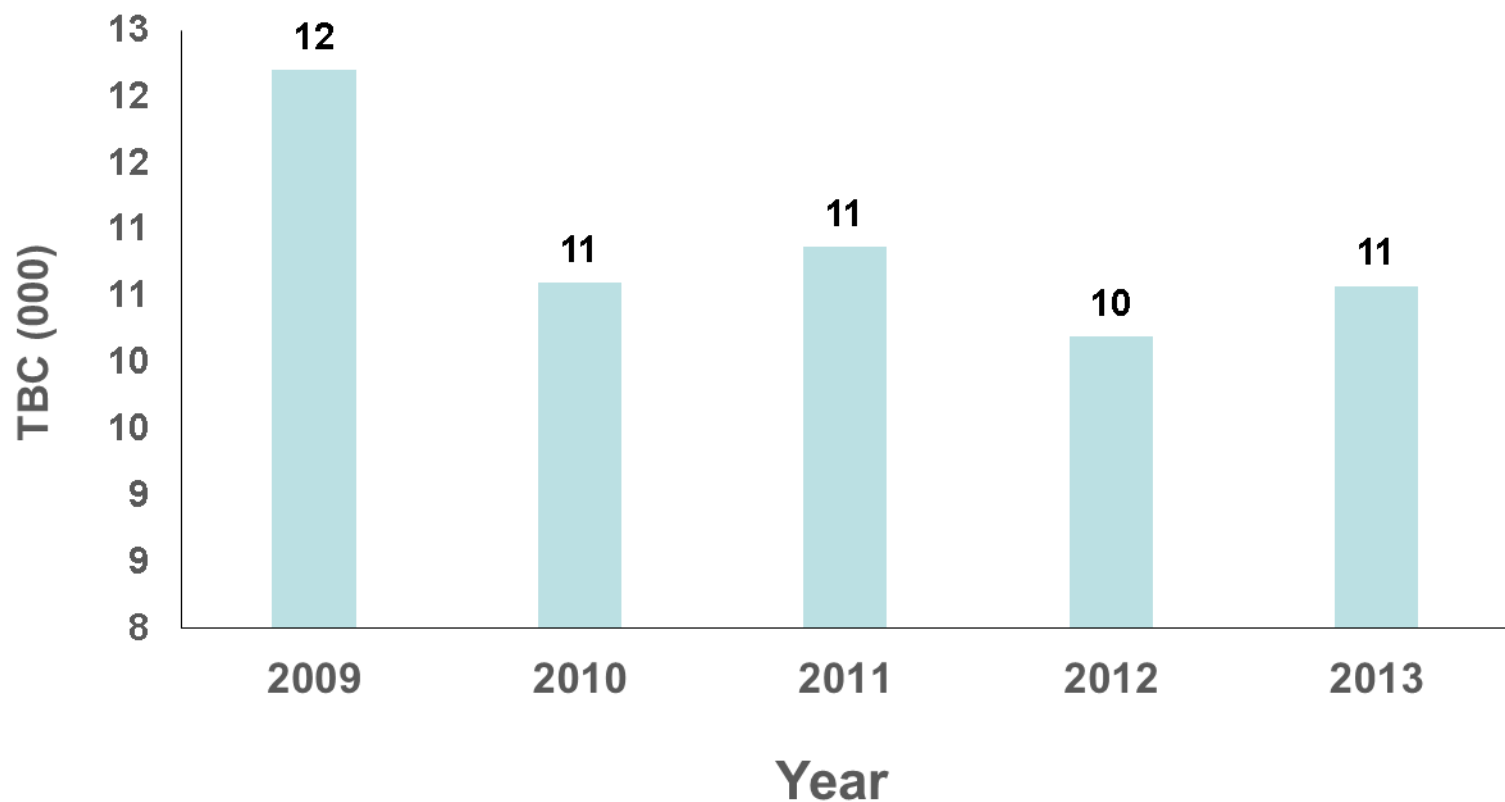
- **23 Processors**
- **81 Nominees**
- **68% Spring herds**
- **32% Winter herds**

Average herd size



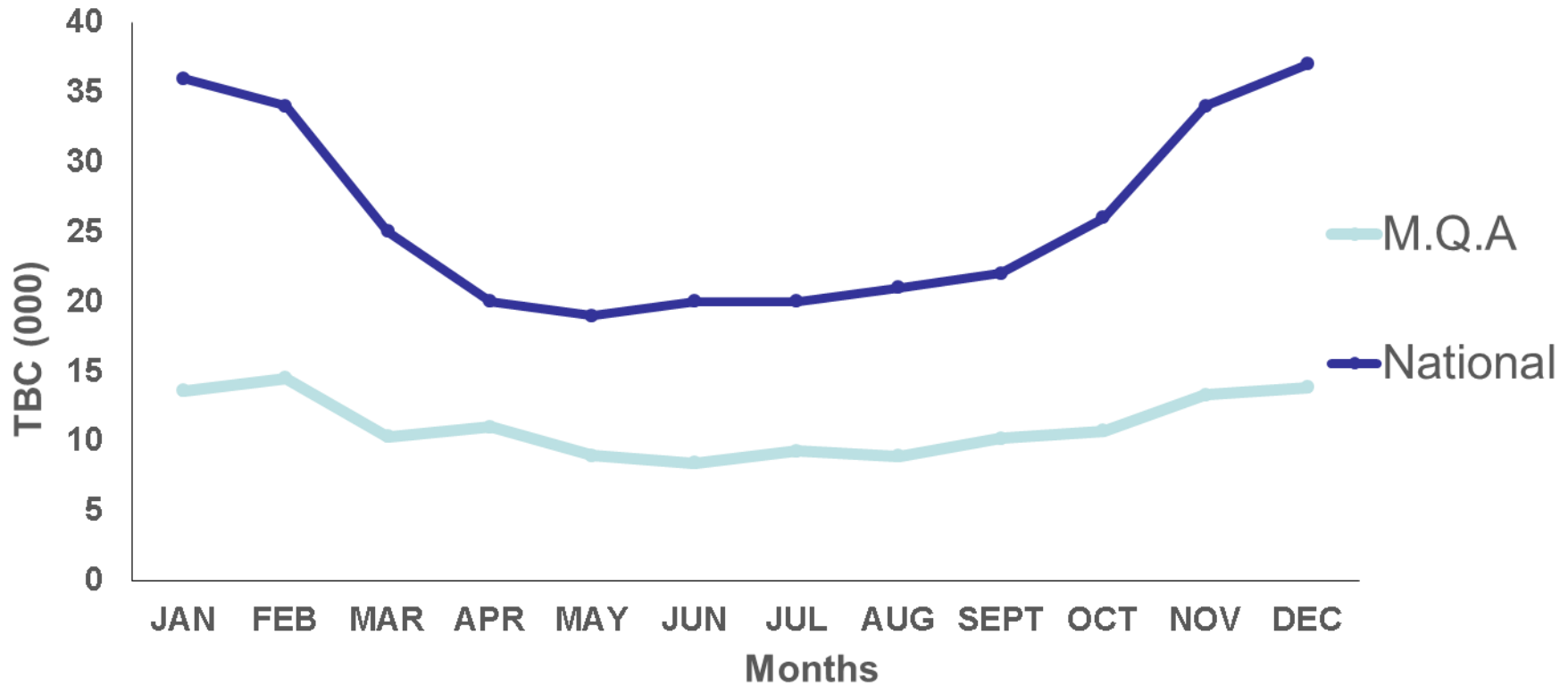
➤ **Average Herd size- 96 cows- range (15-180)**

Average TBC of milk quality nominees



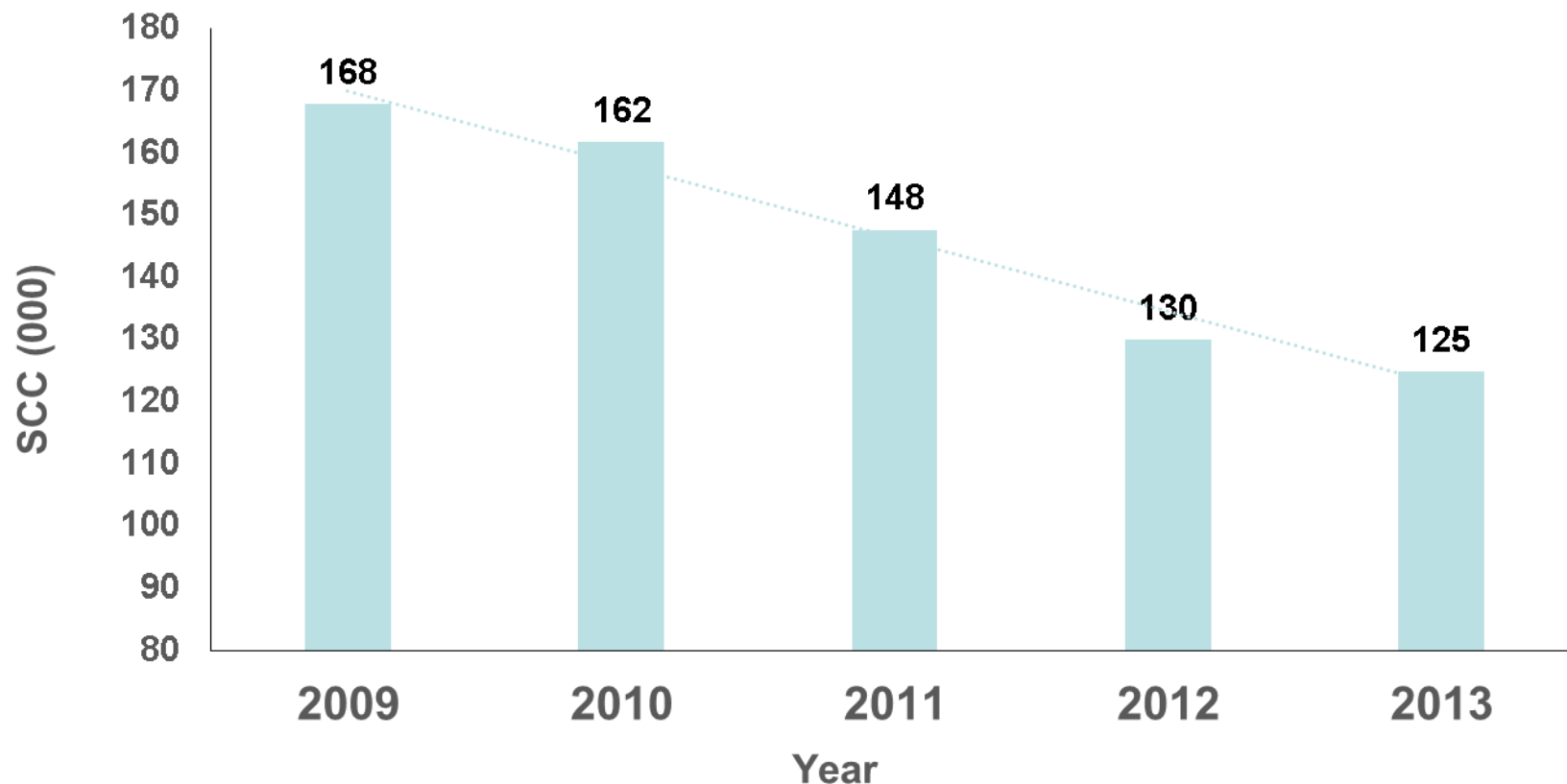
TBC –consistent across years

TBC- National (8000 herds- 5 years) V Milk Quality Nominees (81 herds) – 5 years



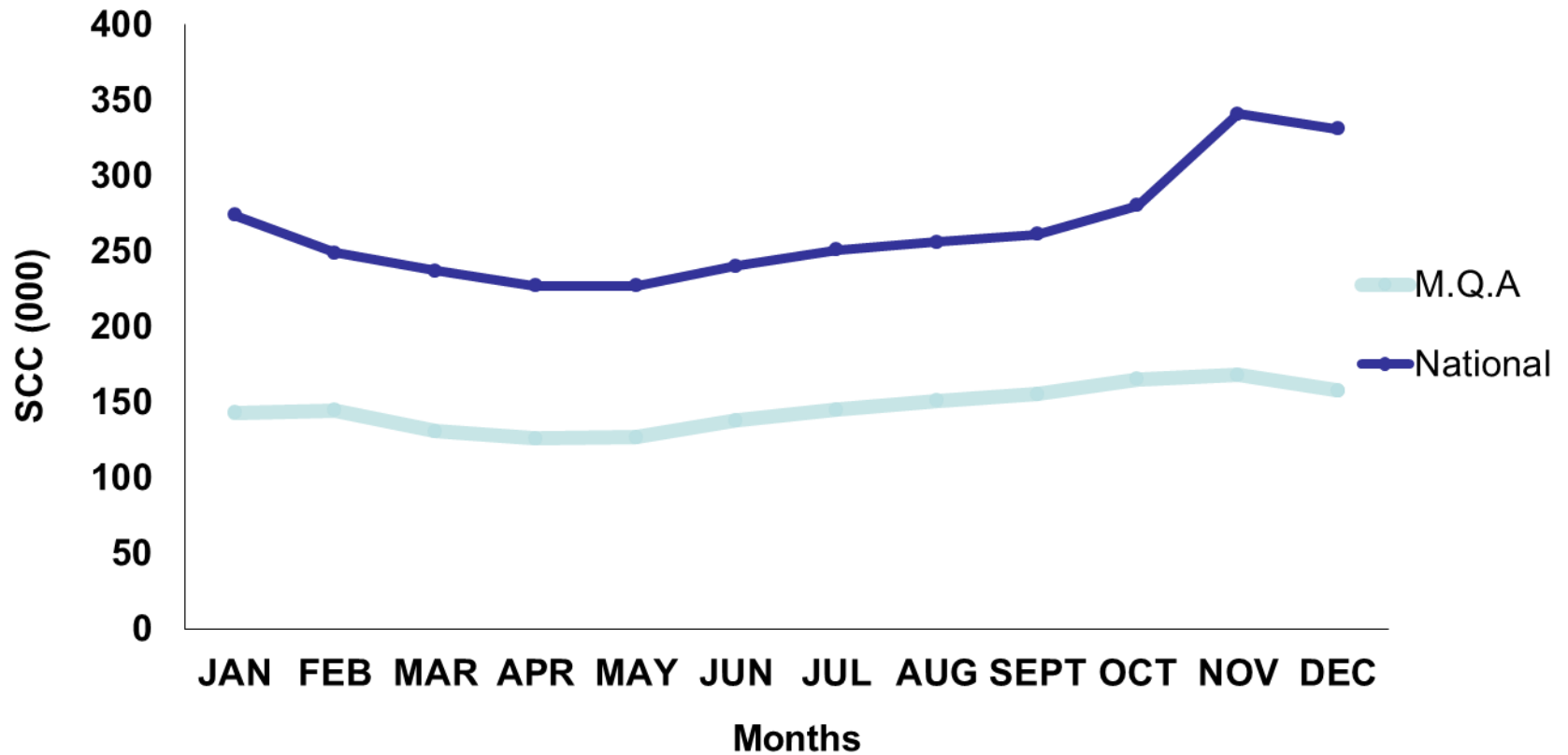
Milk quality nominees consistently produce low TBC across all months

Average SCC of milk quality nominees



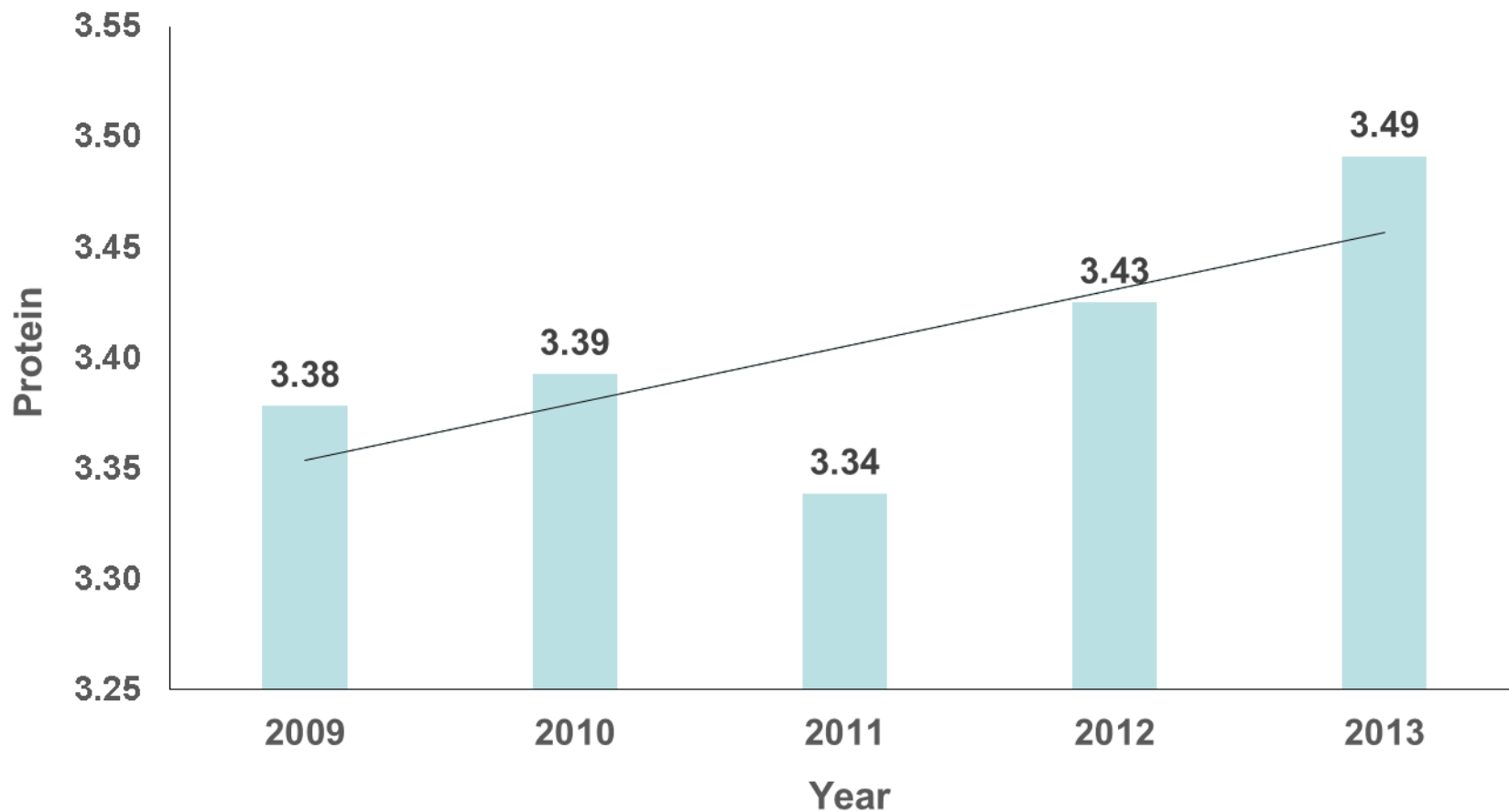
Average SCC of nominee herds has declined each year

SCC- National v Milk quality Nominees



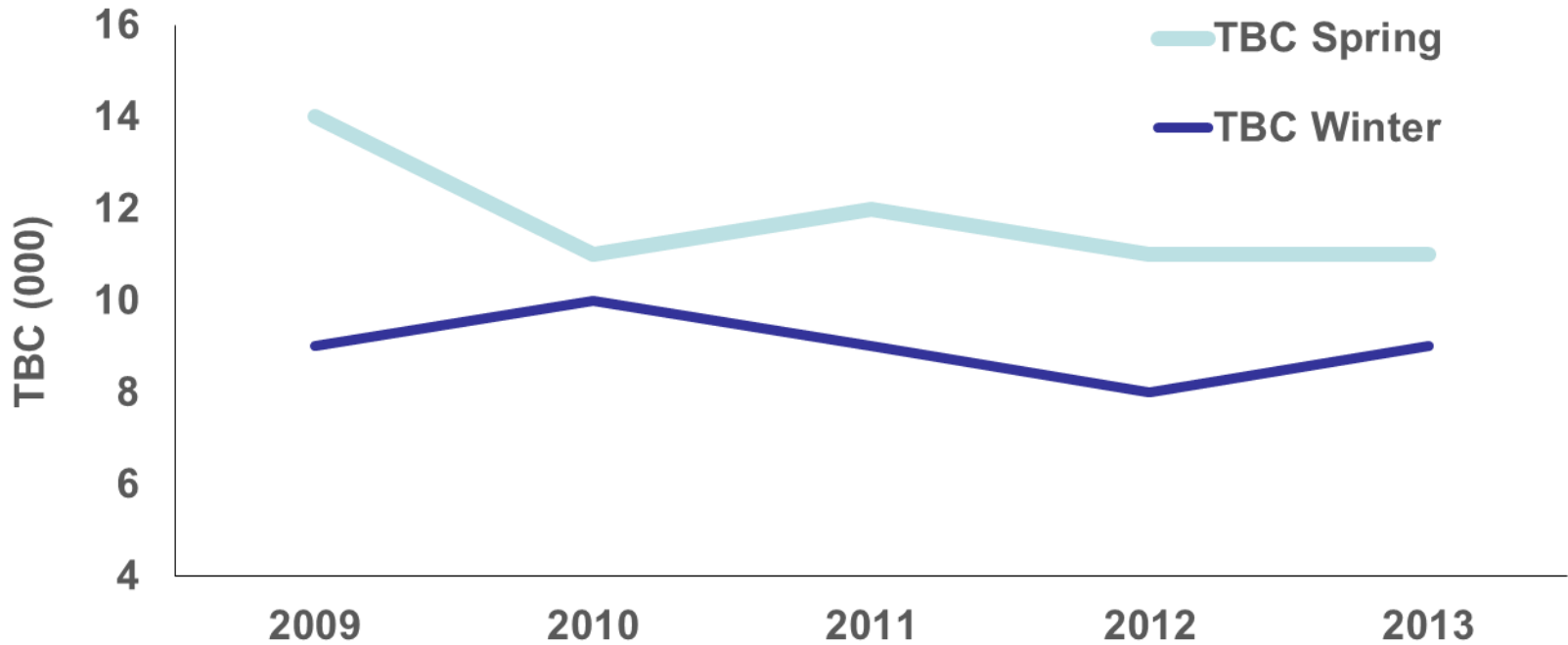
Milk quality nominees produced consistently lower SCC

Protein % of nominated herds



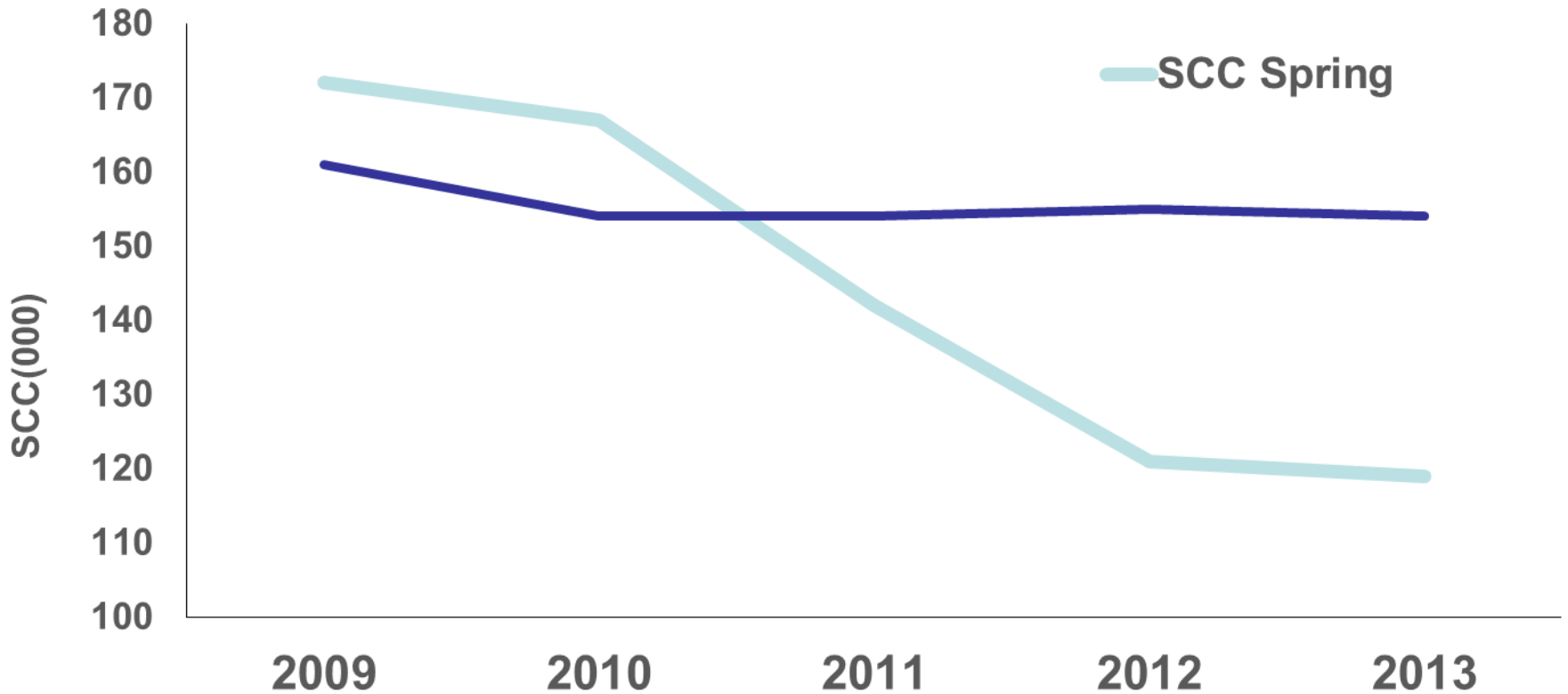
Average milk protein percentage increasing – national avr 3.39 (2013)

TBC Spring herds v Winter herds (nominated herds)



TBC consistently lower with Winter herds

SCC -Spring herds v Winter herds (nominated herds)



Largest reduction observed with Spring herds, little change with winter herds

Farm Management Practices on nominee farms (%)

<u>Milking Procedure</u>	2009-2013	2013
Gloves worn	32	42
Stripping daily	69	79
Pre Spray/Dip Teat/wipe	31	53
Pre-milking teat preparation	84	100

Farm Management Practices (%)

<u>Equip. cleaning procedure</u>	2009-2013	2013
Hot water daily	35	47
Hot water 2/3 per week	39	42
Cold Water daily	26	11
Detergent reuse-ONCE	48	47
Auto Wash	31	44
Descale Weekly	69	74
Water Temp ≥ 70	82	94
Milk Storage Temp.	---	2.7 ^o C

Farm Management Practices (%)

<u>Mastitis control</u> <u>Procedure</u>	2009-2013	2013
High SCC cows milked last	37	27
Dip Cluster –high SCC cows	57	63
Milk Recording	79	84
Farmers using CMT Test	-	47
Replacement rate p/yr.	-	28
Teat sealer & Antibiotic	-	84
Mastitis tubes + injections	-	74

Common management practises across nominee herds

- Herds are milk recorded
- Cows prepared for milking
- High SCC cows identified and steps taken at milking
- Regular use of hot water for cleaning equipment
- Plant descaling weekly
- Milk cooled to low temperatures
- Teat sealer + antibiotic used at dry off
- High replacement rate

Summary

- Awards provide an opportunity for individual processors to promote milk quality standards
- Milk quality standards improving each year on nominee farms
- Larger, expanding and more sustainable farms more prominent in 2013

Acknowledgments

- Zoe Kavanagh Chief Executive, National Dairy Council
- Kerrygold
- Fellow judges: Patrick Wall and Jack Kennedy
- Nominee suppliers