

*'How much is mastitis costing you?'*

## **Milk4Life**

A novel approach to vet-farmer interactions, working towards improved and consistent milk hygiene control through structured approaches to interventions and costs.

The **Milk4Life** plan has been designed to allow proactive control of milk hygiene and mastitis for your herd. This is achieved through a structured approach to monitoring and interventions for a known cost. There are different levels of intervention available, with add-ons to create a bespoke plan for your unit. All add-ons are available at a reduced cost to **Milk4Life** members.

The cost of a **Milk4Life** plan is dependent upon the level of intervention:

- **BRONZE PLAN** - Cost £660 per annum (£55 per month) irrelevant of herd size
- **SILVER PLAN** - Cost £660 per annum plus an additional 0.035ppl annually
- **GOLD PLAN** - Cost £660 per annum plus an additional 0.07ppl annually

Both Silver and Gold plans are calculated on volume of milk sold on an annual basis, so we are inherently invested in your business. There is a minimum charge for Silver plans of £1200 per annum, and £1800 per annum for Gold plans.

So the question is *'How much is mastitis costing you?'* and equally importantly, *'How much are you willing to invest to save money on mastitis?'*

Based on a 200 cow herd selling 2 million litres of milk, you would only need to reduce clinical mastitis by 4% to see a return on your investment on a Gold plan, before considering reductions in somatic cell count and increases in yield.

*'How much are you willing to invest to save money on mastitis?'*

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Task	Bronze	Silver	Gold	Add-on
Named Vet	Yes	Yes	Yes	
Structured Training	No	No	No	Yes
Farmer Mission Statement and Project Summary	Yes	Yes	Yes	
Costings and Targets	Annual	Biannual	Quarterly	
SOPs inc Treatment Protocols	Annual	Biannual	Quarterly	
Targeted Bacteriology	No	10 Clinical, 10 High SCC	10% of Herd Clinical 10% of Herd High SCC	Yes
Subsidised Sampling Outside Contract	Yes	Yes	Yes	
Bulk Tank Monitoring (BTM)	Annual	Annual	Biannual	Yes
BTM - Mastitis profiling	No	Annual	Biannual	Yes
BTM - Parlour profiling	No	No	No	Yes
Environmental bacteriology +/- liners/teat ends	No	No	No	Yes
Milking Machine Assessment	No	No	Annual	Yes
Parlour Monitoring	Annual	Biannual	Quarterly	Yes
Environmental Assessment	Annual	Biannual	Quarterly	
Liner/Rubberware Monitoring	Reminders	Reminders	Reminders + Assessment	Assessment
Data Analysis and Report	Annual	Biannual	Quarterly	Yes
Teat End Scoring	Annual	Biannual	Quarterly	Yes
Cleanliness Scoring	Annual	Biannual	Quarterly	Yes
Udder Singeing	No	No	No	Yes
Benchmarking	Free Quarterly	Free Quarterly	Free Quarterly	
Updated RUMA guidelines	Free Regular Updates	Free Regular Updates	Free Regular Updates	