

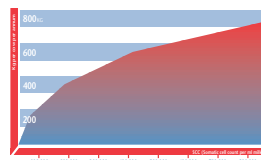
The Cost of Mastitis

Mastitis is the most expensive preventable cost to the dairy farmer. World-wide the annual cost has been estimated at US \$150/€140/£95 per cow.

This includes:

- Loss of milk production
- Reduced value of milk through milk quality payment schemes
- Treatment and veterinary costs
- Costs of discarded milk
- Culling of infected animals

Annual Milk Loss



The importance of identifying an individual Cow's Somatic Cell Count

In countries with a developed dairy industry, the marketable quality of milk must be under 200,000 cells per ml of milk. Above this crucial level the farmer may incur the following penalties.

Costs of mastitis in an average dairy herd

In a herd of 100 cows with a mastitis rate of 65 cases per annum and a bulk somatic cell count of 200,000 the annual cost of mastitis would typically be US \$14,700/€13,800/£9,100:

	US \$	€	£
Clinical mastitis	8,400	7,900	5,200
Cell count penalty	6,300	5,900	3,900
Total cost of mastitis	14,700	13,800	9,100

Statistics are by Edmondson and Blowey 2001
Approximate exchange rates € = £0.66 US \$1 = £0.62

Costs for a less healthy herd could be much higher.

The Five Point Plan

- Improving operator hygiene during milking such as the wearing of gloves and using disposable teat wipes
- The correct maintenance of milking machine equipment
- Post-milking teat disinfection
- **The prompt identification of clinical cases, veterinary treatment and the culling of chronic recurrent cases**
- Dry Cow Therapy

The Ambic Milk Sampler provides essential individual Cow Management information, quickly and conveniently at a fraction of the price of other Milk Sampling Devices and can be a key weapon in any mastitis control programme maximising udder and teat health, milk quality and dairy farm profitability.

Part numbers: MILK SAMPLER

AMS/200	Milk Sampler complete
AMS/202	Milk Sampler Bottle with Closure
AMS/204	Milk Sampler Body and Sealing Cap
AMS/206	Sampler Bottle Adaptor Assembly
AMS/208	Bottle Collar and "O" Ring Spares Pack
AMS/008	Body "O" Ring Spares Pack (6)

AMBIC®

...designed for today's Dairy Farmer

Other world class products in the Ambic range:-



Jetstream

The world's most advanced high power, vacuum operated Teat Spray system. Fully expandable, to meet the needs of even the largest herds.



Vision

Installed in minutes, this robust 2nd generation in line detector provides guaranteed individual mastitis detection 365 days of the year.



Flowfilter

High quality affordable milk filtration with re-usable stainless steel filter elements.



Strip & Dip Cups

Advanced design cups provide 100% fore milking mastitis detection and Dip Cups that are acclaimed by dairymen worldwide as the best you can get.

YOUR LOCAL AMBIC DEALER:



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Visit the Ambic web site: www.ambic.co.uk

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AMBIC®

MILK SAMPLER



200ml Stand alone representative milk sampling device

Ambic 200ml Milk Sampler - for on farm diagnostics



Ambic developed the concept of the stand alone milk sampler over two years ago, principally to help farmers take a small representative sample that they could test for a variety of diagnostics such as Somatic Cell Counts.

After considerable early uptake and success it quickly became obvious that farmers wished to test for an even wider number of diagnostic applications, geared to better milk quality and improved udder health.

The 200 ml Milk Sampler is a massive step forward in the accuracy of a simple Milk Sampler not linked to an expensive Milk Meter!

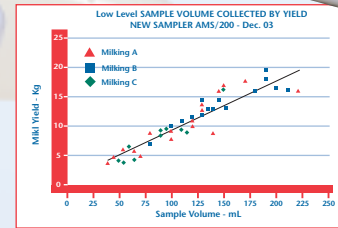
A simple and cost effective method of collecting a representative milk sample.

The improved accuracy, design and functionality of the new 200 ml Milk Sampler owes much to the original Milk Sampler that was developed in conjunction with National Milk Records (NMR).

It is a simple push on device that affords all the benefits of a representative milk sample, which is taken across the whole of the milking, at a fraction of the cost of more complex Samplers attached to Milk Meters.

The device incorporates a simple one-handed action that allows the user to remove the bottle from the body, by simply twisting it out of the body.

The body conveniently stays in place for cleaning.



Benefits are

- Takes up to a 200 ml sample for increased accuracy
- Unique mounting bracket allows Milk Sampler to be fixed to parlour wall
- For use with a wide variety of diagnostic applications that do not require an ICAR approved device
- Low cost stand alone milk sampling device
- Simple cut and fit Installation, unique anchor bracket supplied for additional accuracy (Can be used with or without)
- Maintenance free
- Manufactured to the highest quality using only chemical resistant materials
- Easy to clean, body designed for CIP cleaning
- Comprehensive 1 year warranty



Testing of milk samples is quick and reliable; results can be obtained via the Internet or sent to your mobile phone for even faster results service.

Although not ICAR approved for authenticated milk recording, the Ambic Milk Sampler is ideal for checking the constituents of milk and somatic cell counts of individual cows.

- Somatic Cell Counts – crucial to identifying problem cows
- Protein Analysis – improve the marketable quality of your milk
- Bactoscan- Overall measurement of how hygienic your milk is
- Bacteriology- Identify particular strains of problem bacteria
- Progesterone Diagnosis – Identify when your cows are in heat
- Antibiotic Residue Testing – A safeguard for Farm Assurance Schemes
- Milk Sampler is ideally suited to the new NMR Essential Sampling Service*

* For more information on the NMR Essential Milk Sampling Service call NMR Customer Services on 08457 660236

