

# PRODAIRY

PROGRESSIVE HERD HEALTH PARTNERSHIP

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# **PRODAIRY. WE'VE GOT YOU COVERED.**

**Designed for Dairy Farmers.  
Delivered by Dairy Vets.**

ProDairy promotes cow health, welfare and production.

Our proactive approach to dairy systems with a focus on preventative health allows monitoring of disease status within a herd. Early identification of animal health issues provides the best opportunity for treatment with minimal impact on profitability. ProDairy treatment protocols guide the usage of all prescription medicines under the supervision of your Herd Veterinarian.

We can provide our ProDairy Partners with competitively priced products due to the scale of our business and national network of clinics. Finally, our service programs have been designed with farmers in mind. They have been extensively road-tested to deliver value and improved efficiency on-farm.

# PRODAIRY PROGRAM INCLUSIONS



## ANIMAL HEALTH PROGRAMS

Customised animal health treatment protocols and factsheets for calves, weaned heifers, milking cows and bulls



## DIRECT ONLINE ORDERING

- + Online ordering and payment system
- + Directly linked to individual farm herd health treatment protocols
- + Access to dairy consumables and merchandise



## RISK MANAGEMENT AND PLANNING

Annual Herd Profile Survey to identify current and future priorities.  
Risk assessments and plans:

- + Pre-calving care
- + Colostrum management
- + Herd fertility
- + Milk quality and mastitis management
- + Annual ProDairy Focus Plan



## VETERINARY SERVICES

Discounted fees (-20%) on selected veterinary services:

- + Colostrum management investigation
- + Milk quality investigation
- + Reproductive performance investigation
- + Biosecurity plan
- + Animal welfare plan
- + Individual tailored courses



## GROUP TRAINING COURSES AND FARM RESOURCES

- + Range of training topics
- + Face-to-face and on-line options
- + Optical Brix Refractometer
- + HerdPRO - Poster Series
- + HeiferPRO - Poster Series
- + CalfPRO - Poster Series

## ANIMAL HEALTH PROTOCOLS

Each farm has specific animal health concerns and the development of treatment protocols is a very individual and customised process.

Upon completion of a comprehensive survey with their ProDairy vet and the establishment of a therapeutic need for veterinary medications, ProDairy Partners are provided with access to our unique on-line portal through a secure account. This technology allows ProDairy Partners to order veterinary medications based on their individual therapeutic requirements. Every indication for therapeutic use of a veterinary medicine is supported by a customised treatment protocol and factsheet relating to the specific animal health condition. Not only can these be accessed on-line via the portal but ProDairy Partners also receive a hardcopy of their customised treatment protocols and factsheets in a high quality folder, for easy reference by all staff on-farm.

Protocols are revisited at least twice annually to review the therapeutic requirements of the herd. The use of veterinary medications is monitored for indication and frequency of use.

## RISK ASSESSMENT & PLANNING

An annual Herd Profile Survey is completed for each ProDairy Partner, along with risk assessments in the following areas of the farming system:

- **Pre-calving care:** identifies risks in key areas of pre-calving management to help prevent periparturient problems and assist with neonatal calf care for the upcoming calving period.
- **Colostrum management:** reviews current practices involving Quickly, Quality, Quantity, Collection, Storage and Handling of colostrum.
- **Reproductive performance:** assesses the key areas which can affect your herd fertility, providing valuable information for instigation of change and improvement.
- **Milk quality:** reviews the current milk quality and mastitis management and defines the high-risk areas for further improvement.

Your vet will help you develop a ProDairy Focus Plan for the next 12 months to allow prioritisation of goals, for which progress can be measured. The Focus Plan for your herd will assist in driving actions to achieve better results.

## TRAINING COURSES & FARM RESOURCES

ProDairy Partners can attend group and on-line training sessions as part of the program with no extra fees. Such courses include the CalfPro webinar series which delivers the latest practical information in all aspects of calf rearing from birth to weaning. Topics include Pre-calving management, Colostrum management, Calf Environment, Nutrition, Weaning and Health management. Group training includes information seminars and discussion groups.

Individual training sessions are also available and can be offered to ProDairy Partners at a 20% discount.

Our ProDairy posters feature a variety of relevant topics including Down Cow Management, Calf Electrolytes, Common signs of sick cows and Calving Tips and Tricks. These waterproof and durable corflute posters are ideal for use around the farm, providing practical information in an easily visible format.

## DISCOUNTED VETERINARY SERVICES

ProDairy Partners benefit from a 20% discount on selected veterinary services, which include:

- **The Colostrum First service package:** measures passive transfer status in neonatal calves, along with the cleanliness of colostrum during the different stages of the collection, storage and handling processes.
- **Reproductive performance investigation:** uses InCalf metrics and analysis of herd data to identify and manage areas contributing to poor reproductive performance.
- **Milk quality investigation:** uses milking time measurements and herd records to identify areas contributing to poor milk quality and mastitis management.
- **Biosecurity plan:** reviews livestock and feed management; people, vehicles and equipment; production practices; outgoing products; and Johnes disease management.
- **Animal Welfare plan:** reviews animal welfare in all animal groups: calves, weaned stock, mated heifers, dry cows, close-up cows/heifers, fresh cows, milking herd, bulls. This proactive approach helps ensure efficiency and profitability whilst maintaining animal health and wellbeing to the highest standards.