

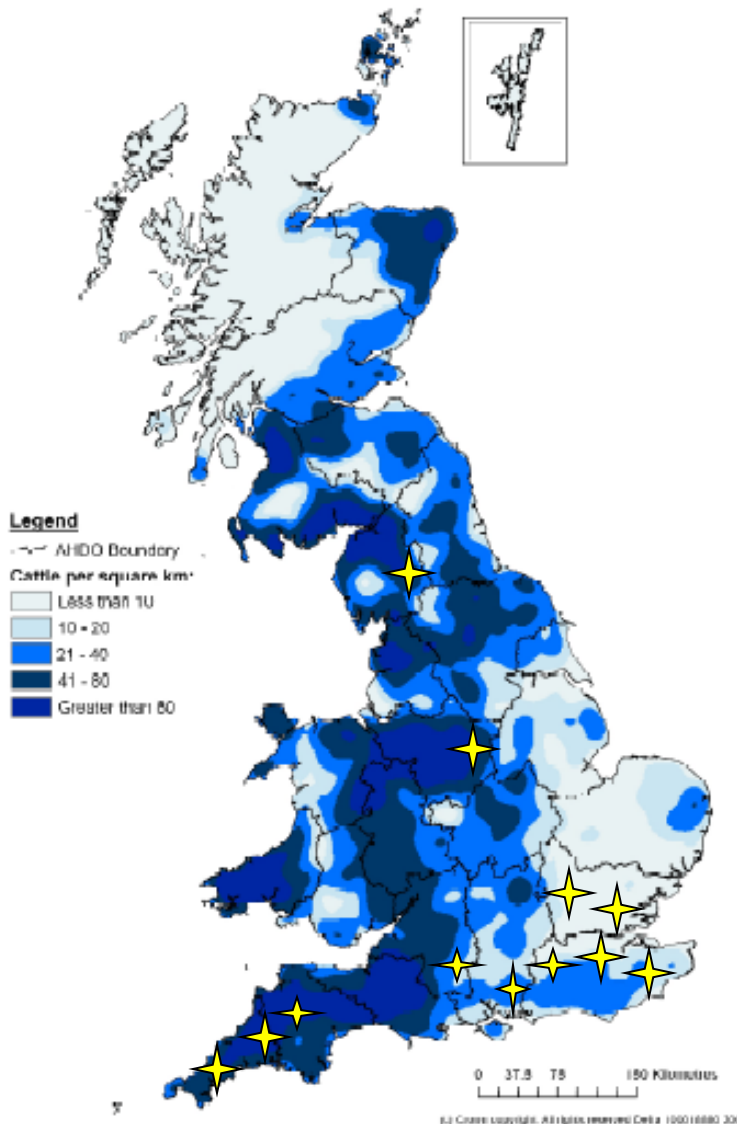


UK Farm Recording & Management of Animal Welfare.

29th European Holstein and Red Holstein Conference, 2011

Jon Mouncey BVetMed DBR MRCVS
Westpoint Veterinary Group

Westpoint Veterinary Group



National Strengths ● Local Service

- Largest UK farm animal only practice
- 12 practices – across England
- 41 FTE farm vets
- >3,000 farm clients in 7 distinct areas
- >70,000 dairy cows on >250 farms

Science, Commitment, Results



UK Dairy Industry – in decline?

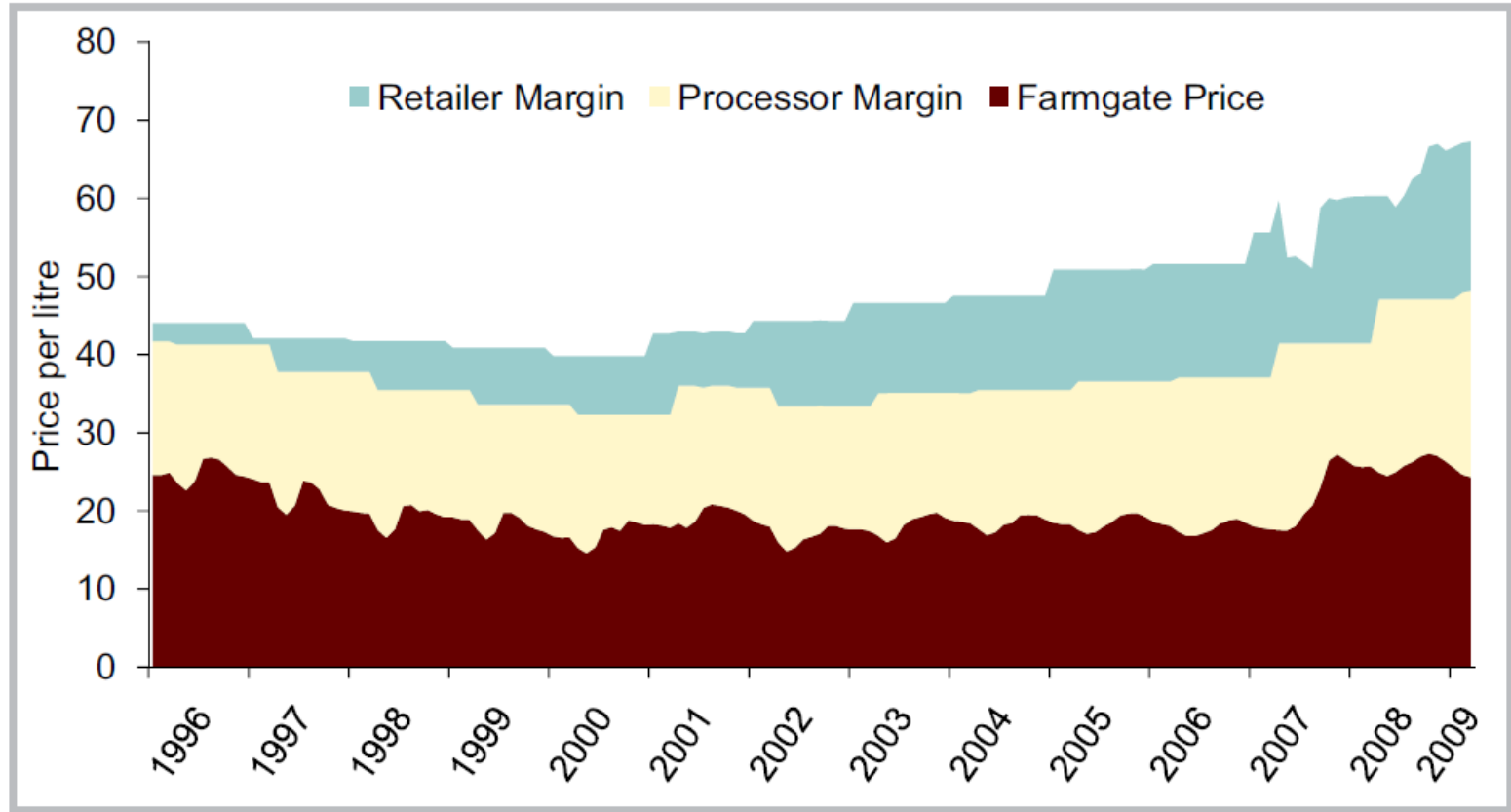


- 14,500 units in 2000
- **Now <11,000 units**
- **Currently 1.6 million cows**
- Fallen by 6.7% in last 5 years
- 10 000 cows less than one year ago

However:

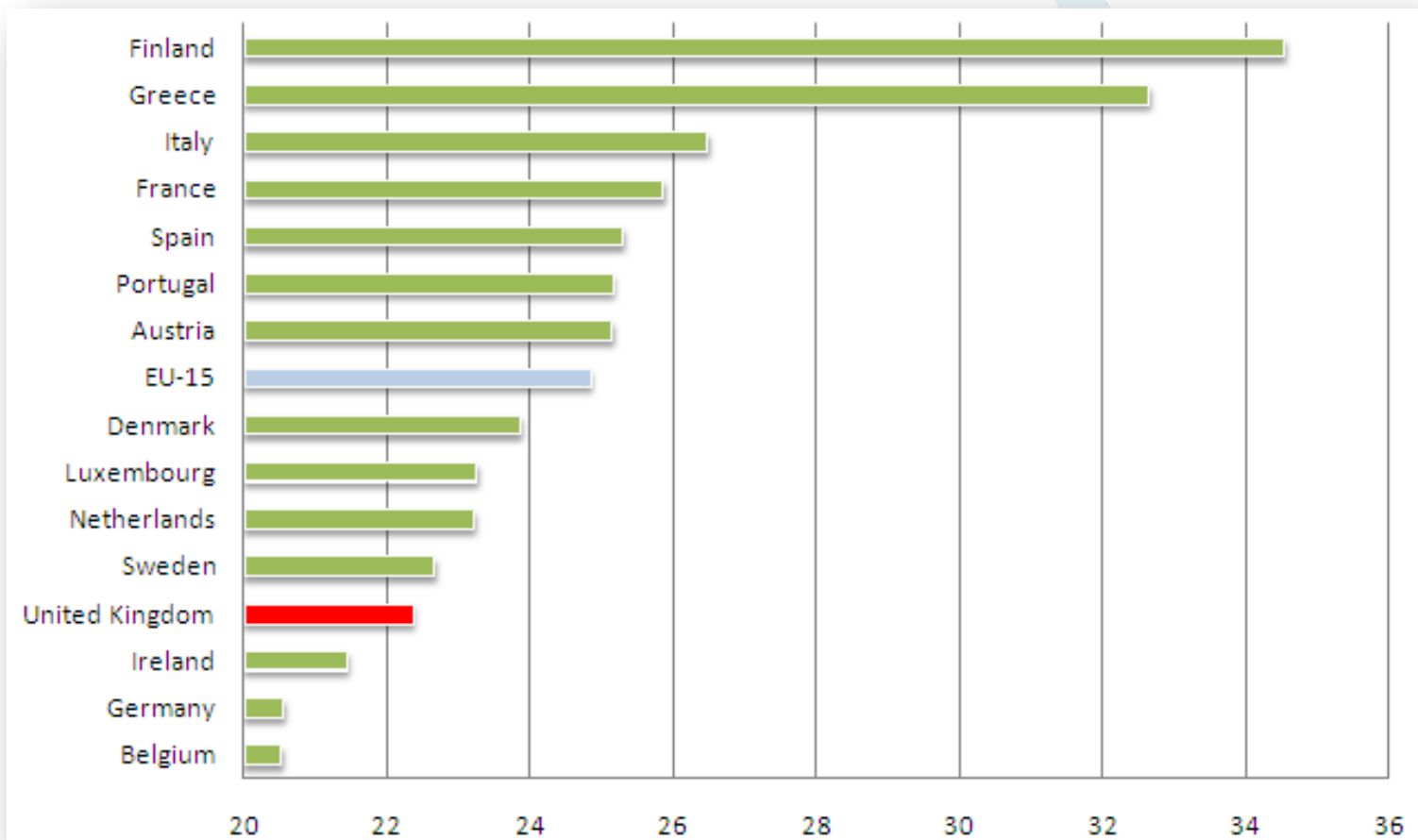
- **UK produces 13.1bn litres**
- **1.7% up since last year**

Trend in milk prices in the supply chain 1996 - 2008



Average farmgate price in 2009 (ppl)

Source: DG AGRI-C4, Dairy Co



Why is it important to sustain dairy production in the UK?

- 50% of all food sold in UK is produced domestically
- In liquid milk this figure rises to 99%
- Domestic supply is important



Difficulties in transportation e.g. Liquid

Food miles

UK production standards, **particularly welfare**

Food security

Why is it important to sustain dairy production in the UK?

- UK spend **£36.32 per person** each week on food
- This equates to total household expenditure on food and drink **£92 billion**
- 80% of food purchased through **supermarkets**
- **One retailer accounts for 31% of the market**
- *What is the **value** of animal health & welfare within the food chain?*
- *Who has a **role** in animal health & welfare within the food chain?*

What do we mean by Animal Welfare?

- **Physical and psychological wellbeing of an animal:**

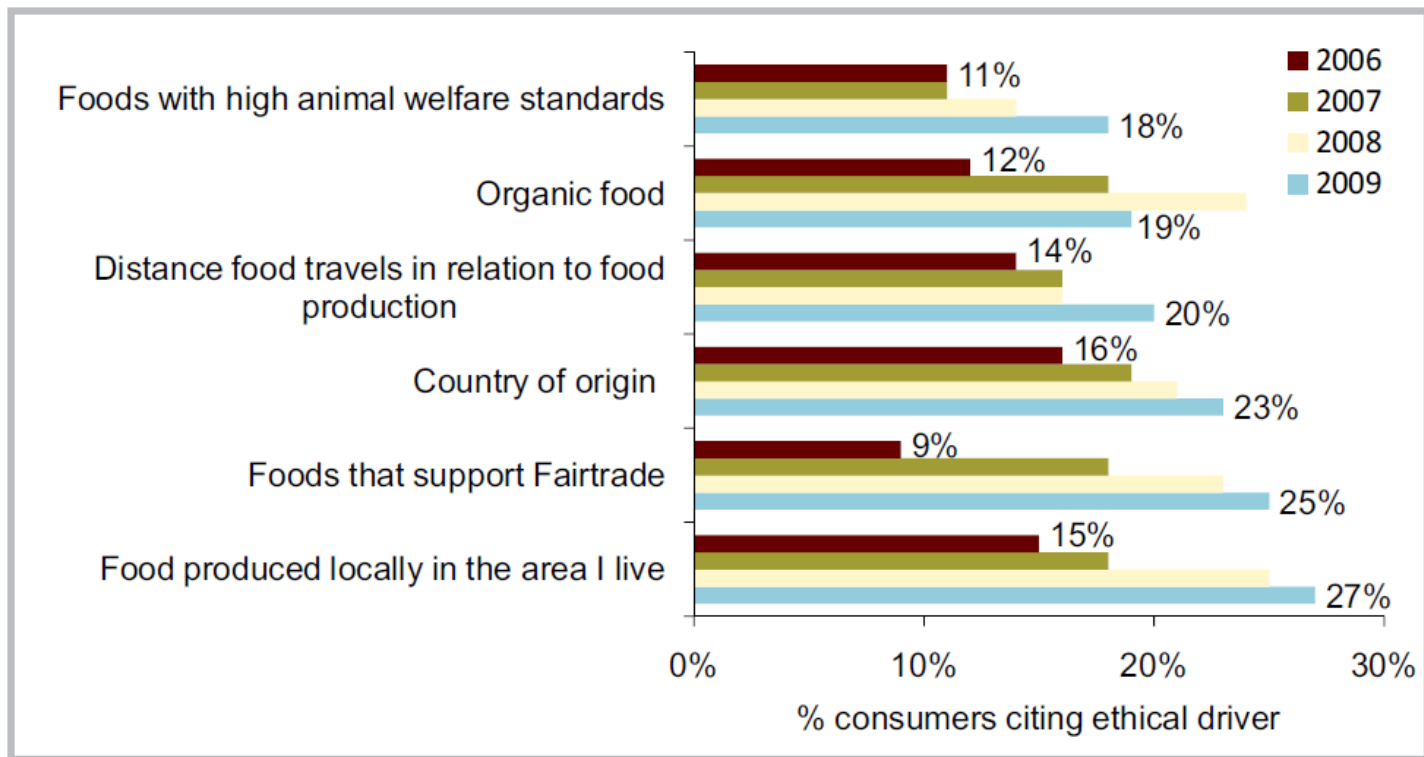
- Stockmanship
- Husbandry
- Environment

- **5 Freedoms** - Freedom from:

1. Hunger & Thirst
2. Discomfort
3. Pain, Injury & Disease
4. Fear & Distress
5. Freedom to express normal behaviour

Farmers have a duty of care
to **Prevent Cruelty**.....
But also to go beyond this to
Promote Positive Welfare.

Trend in ethical drivers of food choice



Source: Shopper Trends, 2009 (IGD)

The Consumers Role in Animal Health and Welfare

“Assume that animal welfare has been addressed by the farmer, processor and retailer”



The Consumers Role in Animal Health and Welfare



M&S 'fair price' plan rewards dairy farmers for healthy herds

Retailer's Milk Pledge Plus to boost beleaguered industry with bonuses for high standards of animal welfare

Rebecca Smithers

The Guardian, Saturday 24 April 2010



Company	Apr-11 Price	Annual Average
Dairy Crest Tesco - Core	29.72	29.72
Dairy Crest Tesco - Seasonal	29.72	29.72
Arla Tesco	29.55	29.65
Wiseman Tesco	27.72	29.64
First Milk Tesco - Profile	29.52	29.5
Dairy Crest M&S - Profile	28.82	29.16
Dairy Crest M&S - Variable	26.57	29.07
Dairy Crest Sainsbury - Profile	28.32	28.74
Wiseman Sainsbury	26.82	28.74
Dairy Crest Sainsbury - Variable	26.07	28.65
Arla Sainsbury	28.39	28.49

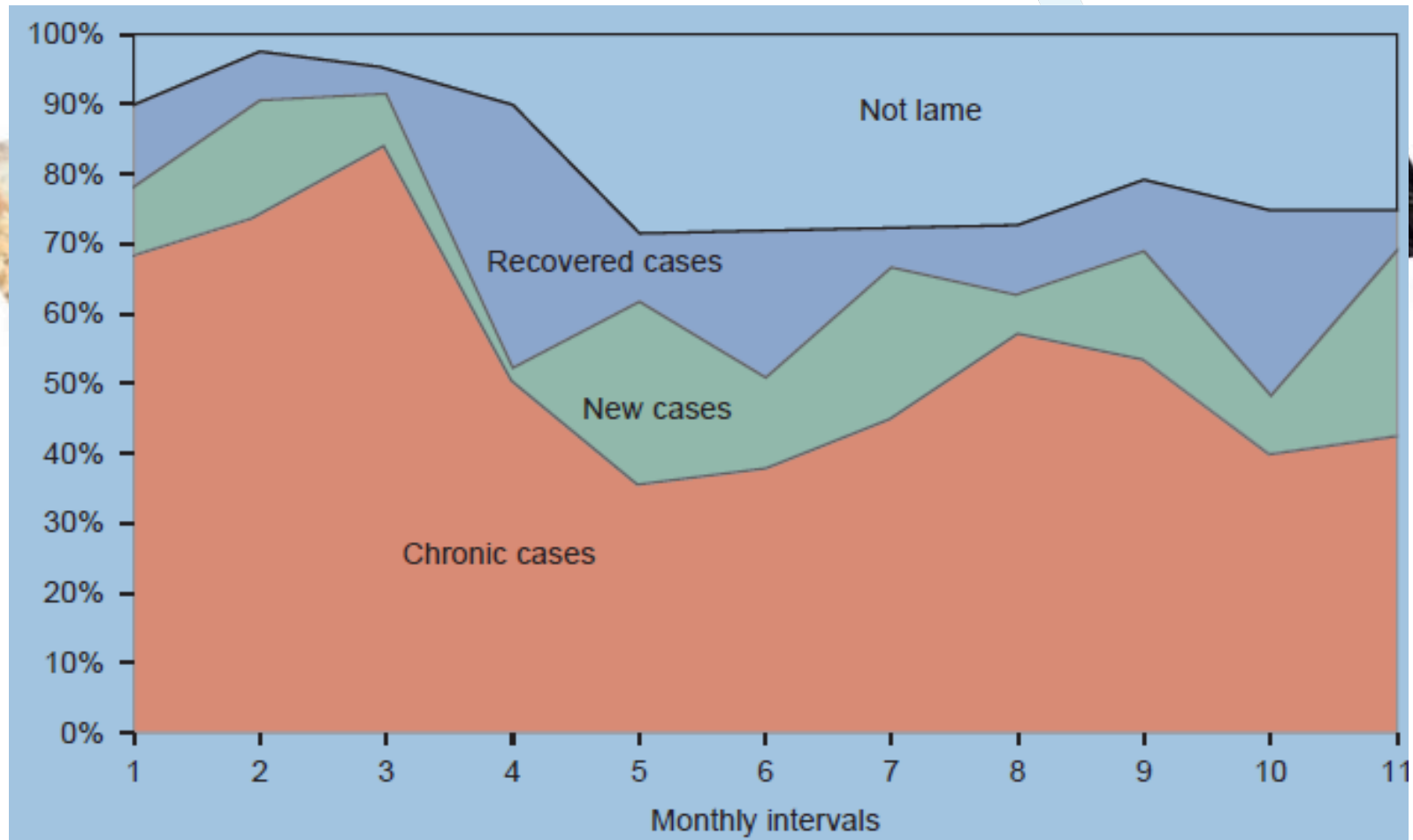
6pppl difference!!!

First Milk Balancing Liquid - Dual Pricing	23.2	24.86
First Milk Balancing Compositional - Profile	24.81	24.79
Milk Link Llandyrnog Direct Seasonal	20.74	24.78
Dairy Crest milk&more - Profile	24.33	24.75
First Milk Balancing Compositional - Dual Pricing	23.09	24.74
Dairy Crest milk&more - Variable	22.08	24.66
Milk Link Llandyrnog Direct A&B	23.69	24.63
First Milk Cheese - Profile	24.6	24.58
First Milk Cheese - Dual Pricing	22.89	24.53
North Milk Co-Operative	22.24	23.93

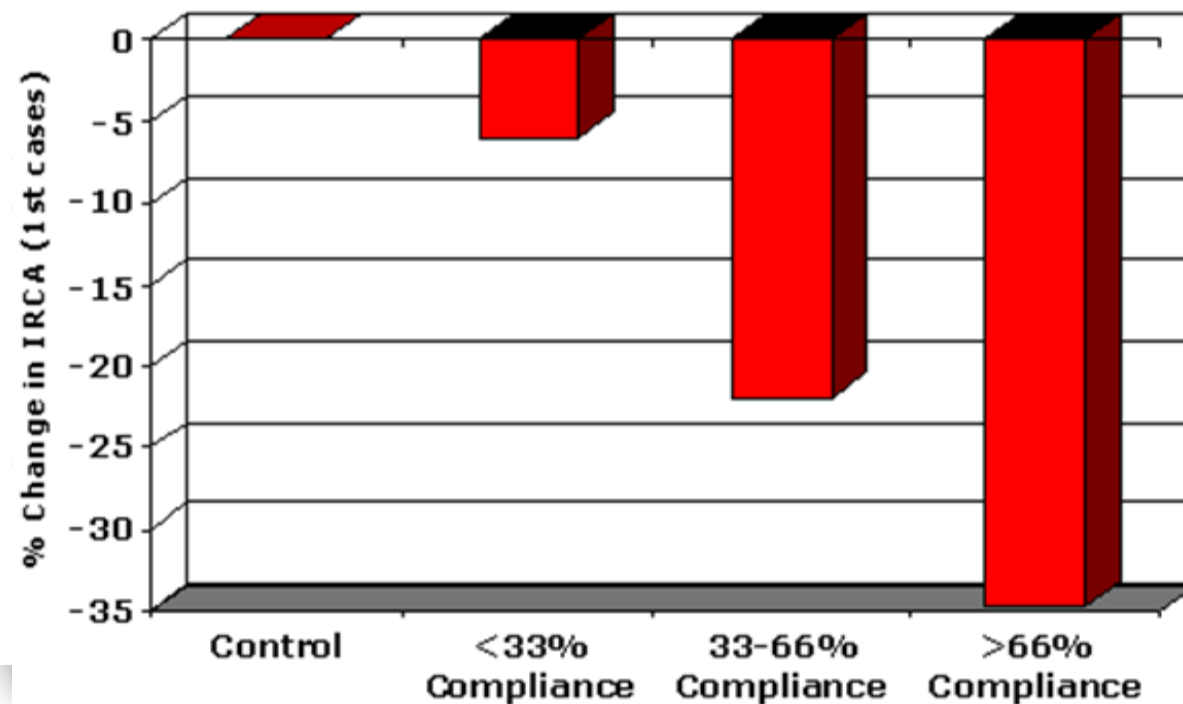
Industry & Animal Welfare

1. To raise the standard of welfare for all dairy cows and reduce the welfare impacts of endemic diseases.
2. To establish an industry agreed set of welfare priorities to guide future policy development, research and on-farm improvement initiatives.
3. To set welfare goals and identify industry responsibility for improving dairy cow welfare.
4. To bring about a recognition and acceptance that welfare is dependent on the quality and standard of husbandry and stockmanship in any system.
5. To generate greater consumer awareness and understanding of welfare standards to ensure a continued positive public perception of dairy cow welfare in Britain.

Industry & Animal Welfare: Mobility



Industry & Animal Welfare: Mastitis



Industry & Animal Welfare: Infectious Disease

LASER
Livestock Assurance South East Region

About LASER Diseases Our standards Help News Links Contact us

Farm status:

BVD
Bronze

IBR
Bronze

Leptospirosis
Gold

Johne's
Gold

TB
Silver

Welcome vet 'Matt Dobbs' from the 'Westpoint Farm Vets'.

Client: (Laser guest farm) Search for farm All farms Admin

Farm and vet details: Edit farm details

Farmer: Farm name: Laser guest farm Farm type: Dairy

Telephone: 01306000000 Street: Bognor Road NMR herd: 12/12345/01

Mobile: 07748765654 Town: Warnham Herd size: From 81 to 200

Email: no@email.com County: West Sussex Vets: Laser Staff

CPH: 12/123/1234 Post code: RH12 3SH Vets phone: +44 123 8234567

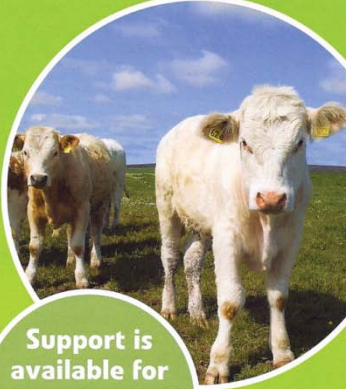
Vaccinations history: Add vaccination details

Disease	Date	Notes	Edit
IBR	02/11/2009	Bovilis IBR (25 doses)	Edit
BVD	14/05/2009		Edit
Bluetongue	01/03/2009		Edit
Bluetongue	01/03/2009		Edit
Bluetongue	01/03/2009		Edit
Bluetongue	01/03/2009		Edit

Laboratory results: Add laboratory results

Disease	Date	Notes	View	Delete
Johne's	04/08/2009	From VLA	View	Delete

Scotland is eradicating BVD



Support is available for screening until 31st March 2011

animalhealth

The Scottish Government

Industry & Animal Welfare: Youngstock



COMPASSION
in world farming

RSPCA

Home Members Information Reports & Papers

The Remit & Goals of The Forum

In June 2006 CIWF and the RSPCA convened the Beyond Calf Exports Stakeholders forum with leading stakeholders to find realistic and economically viable solutions that would result in a greater number of male dairy calves being reared in the UK to meet the demand for beef on domestic and international markets.

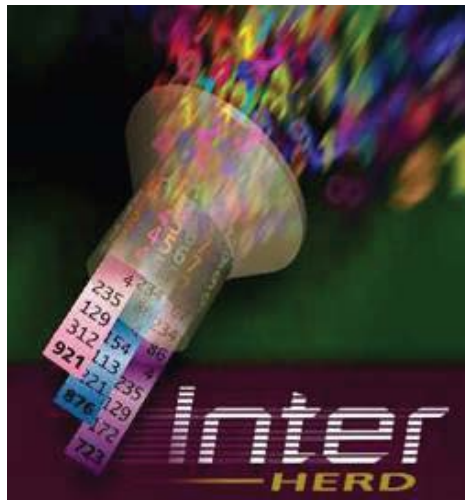
Beyond Calf Exports Stakeholders Forum



Industry & Animal Welfare: Milk Recording Companies



HERD COMPANION



A screenshot of the Centre for Dairy Information (CDI) website. The header includes the CDI logo, the text 'Centre for Dairy INFORMATION', and navigation links: Home | About | Site Map | Contact. The date 'Sunday 3 July 2011' is displayed on the right. A sidebar on the left lists categories: Data & Statistics, Health and Welfare, Cow Health, Breeding for H&W, NADIS, Management, and Breed Societies. Below this is a 'Latest News' section with several headlines. The main content area features a banner with logos for various dairy organizations (UK Jersey, British Friesian, Kingshay, CIS, ECLIPSE, AVESHURES, CDI). Below the banner are two featured articles: 'Welcome TO THE CENTRE FOR DAIRY INFORMATION' and 'Features Data Information'. At the bottom, there are four buttons: Data & Statistics, Health & Welfare, Management, and Societies.

Farm Recording & Animal Welfare



- PLAN FOR HEALTH,
- NOT TREATING DISEASE

Farm Recording & Animal Welfare



Farm Recording & Animal Welfare

- **Computerised herd records are preferable.**
 - Improve herd management skill
 - Computerised records are economically sound

When performance is **recorded**, performance **increases**.

When performance is **reported**, performance is **accelerated**.

- **Computerised recording systems do not save herd managers time they shift time toward strategic management decisions!**

Data Collection Options

Bureau

Web Data Entry

Traditional

Software & Parlour Links

group

Farm Recording & Animal Welfare

KPIs at a glance for last milk recording date: 06/11/2008

KPI details

Explain

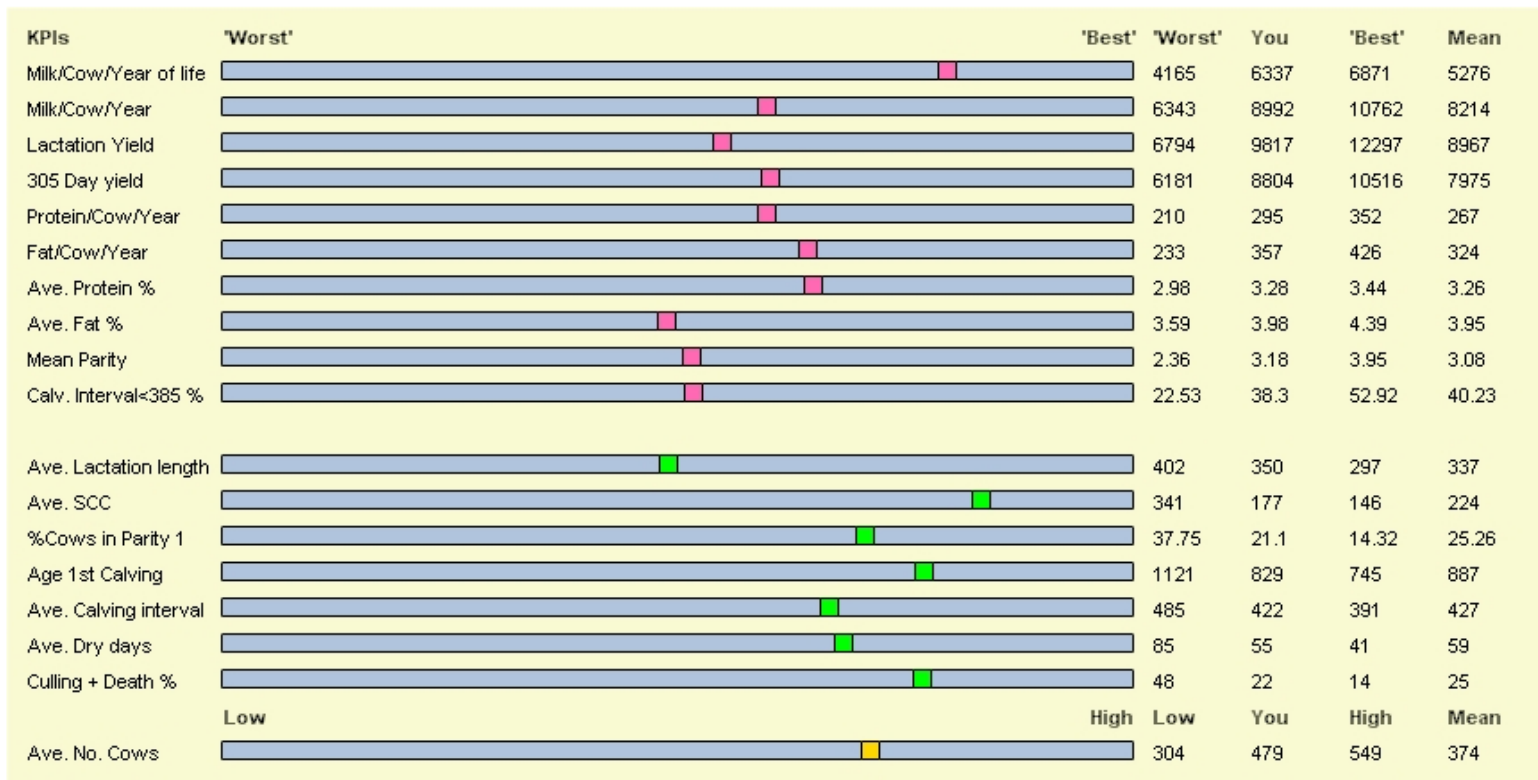
Print Graph

Benchmark group:

NMR04: Holstein herds > 300 cows

View KPI Graph:

---Select Graph---



Farm Recording & Animal Welfare

Your Herd - View Treatment History

Reproduction System/Calving Conditions



Between:

25 Sep 2008



And:

25 Oct 2009



Select

Animal ID.	Treated	Medicine (Batch No)	For	Symptoms	Results of Treatment	Follow Up Notes
306	12 Nov 2008	PRID	No visible Oestrus		Animal Clear	
325	25 Feb 2009	CYCLIX (A121A01)	No visible Oestrus		Animal Clear	
325	15 Jan 2009	ESTRUMATE	Metritis		Animal Clear	
386	25 Feb 2009	CYCLIX (A121A01)	No visible Oestrus		Animal Clear	
386	12 Nov 2008	PRID	No visible Oestrus		Animal Clear	
386	09 Oct 2008	EXCENEL (OAAWW)	Metritis		Animal Clear	
386	08 Oct 2008	EXCENEL (OAAWW)	Metritis			
391	25 Feb 2009	CYCLIX (A121A01)	No visible Oestrus		Animal Clear	
414	28 May 2009	ESTRUMATE (8638101)	No visible Oestrus		Animal Clear	
414	25 Mar 2009	METRICURE (A010A02)	Metritis		Animal Clear	
414	25 Feb 2009	CYCLIX (A121A01)	No visible Oestrus		Animal Clear	
414	15 Jan 2009	ESTRUMATE	Metritis		Animal Clear	ments
414	18 Dec 2008	EXCENEL (OAJDA)	Metritis		Animal Clear	ind
414	17 Dec 2008	EXCENEL (OAJDA)	Metritis			
414	16 Dec 2008	EXCENEL (OAJDA)	Metritis			for

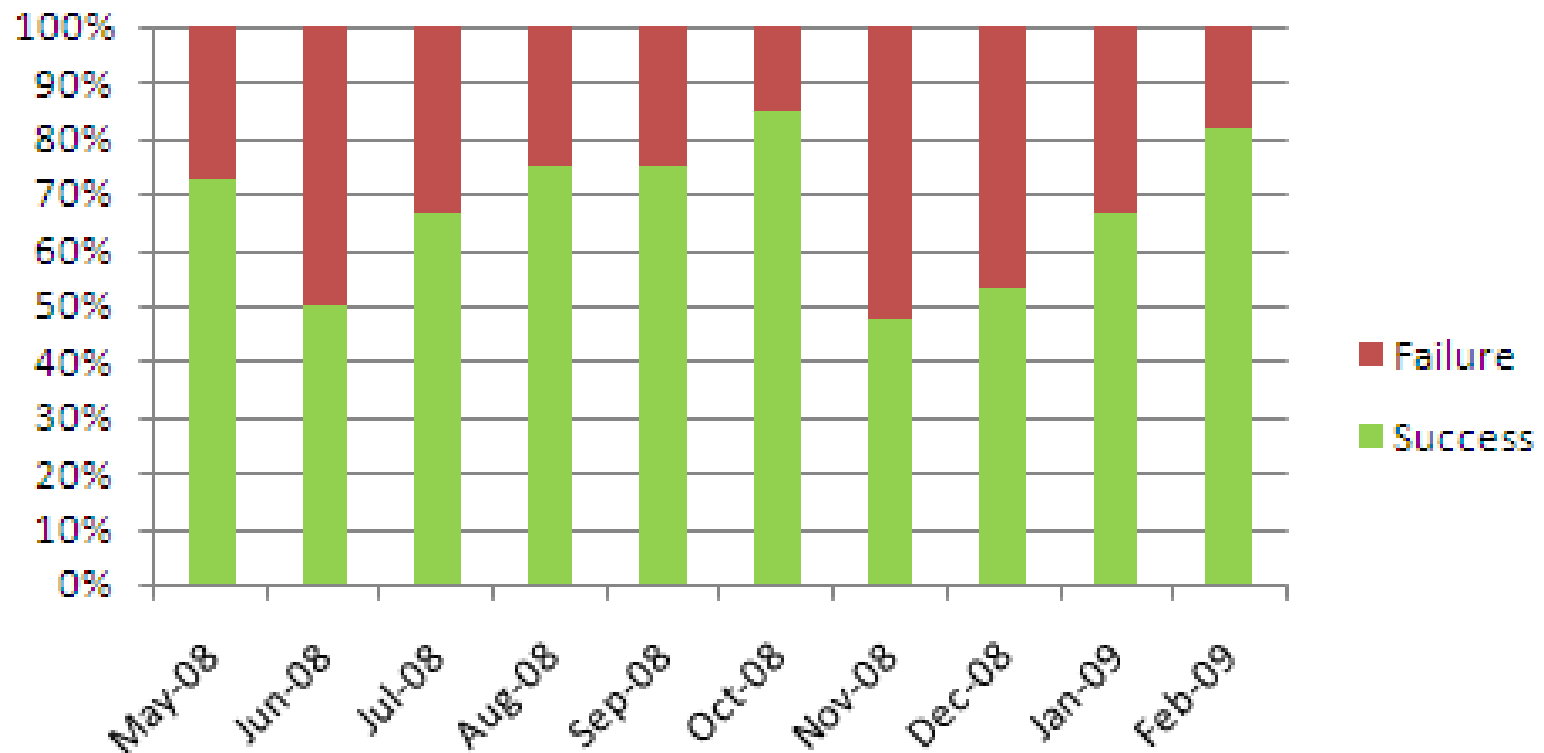
For further information on control & testing and details of how to work towards accreditation, please contact us.



westpoint veterinary group

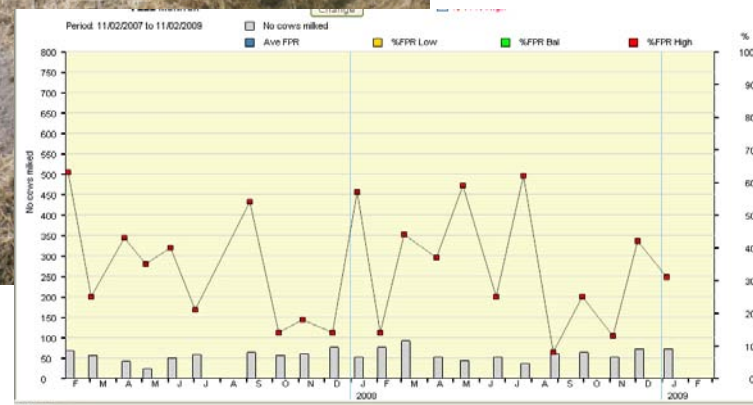
Farm Recording & Animal Welfare

30 day Fresh Cow Health



Discussion, Monitoring, Evaluation & Interpretation

- Weekly
 - Routine Health Visit
Assess ration, stocking rates, BCS, BHB. PD+R, CR, Preg Inventory, FCH.
- Monthly
 - Milk recording records, paper records, Interherd records
- Quarterly
 - Mobility scoring
 - Full farm review



Measure, Manage, Monitor, Review



Farm Recording & Animal Welfare

- Currently, statistics available include
 - RT Dairy inspection records
 - Milk recording data,
 - Breed society data,
 - Dairy farm consultancy data
 - Veterinary data.
- This could be enhanced by
 - **Better on farm recording of data,**
 - **Co-ordination of industry data**
 - **Access to the data generated by retailers**



Farm Recording & Animal Welfare

Information Sharing on Health and Welfare Trends

- Requirement for statistical evidence upon which levels and trends in dairy cow welfare can be fully understood.
- This knowledge base must be developed to:
 - **Improve industry understanding** of the incidence of welfare issues
 - **Provide the evidence base** to challenge negative welfare propaganda and proactively communicate positive efforts to improve dairy cow welfare.

Farm Recording & Animal Welfare

Action	Outcome	Organisations	Current situation	Target	Measure
Priority 1: Better on-farm recording and use of aggregate data					
Increase in the number of farmers recording production, health and welfare data.	<p>The benefit of understanding and recording production, health and welfare trends on-farm cannot be underestimated</p> <p>Farmers should know the baseline situation on-farm to understand if, and how improvements can be made</p>	<p>NMR</p> <p>CIS</p> <p>NFU</p> <p>DairyCo</p> <p>RT Dairy</p> <p>Retailers</p> <p>CDI</p> <p>Breed Societies</p>	No accurate information on number of farmers recording on-farm data	All dairy farmers recording the incidence of mastitis and lameness, and the reasons for culling as a minimum and aggregate data shared with industry	<p>NMR data</p> <p>CIS data</p> <p>RT Dairy data</p> <p>BCMS data</p> <p>NFSCo data</p>
Development of a national system to collate dairy cow production, health and welfare trends and measures	A centralised recording system for cattle health and welfare trends to allow industry to identify how the actions within the strategy are improving welfare	<p>DairyCo</p> <p>RT Dairy</p> <p>BCVA</p> <p>VLA</p> <p>NMR</p> <p>Retailers</p> <p>CDI</p> <p>HUK</p>	No central body for information collation	Data set analysed in 2011	Industry wide data set available

Farm Recording & Animal Welfare

Mastitis

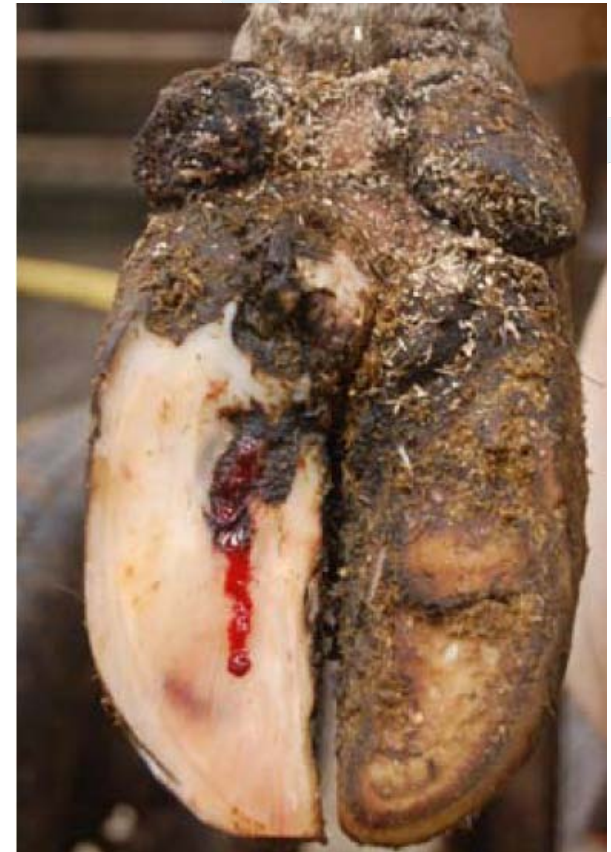
- Clinical mastitis incidence was estimated at between **41 and 70 cases/100 cows/year** in 2007 ([Bradley and others 2007](#)).
- A central estimate for the cost of a moderate clinical case of mastitis is **£521** ([Green 2009](#)).
- Total cost of an average case of mastitis estimated to be **£177.17**. ([Esselmont and Kossaibati, 2002](#))



Farm Recording & Animal Welfare

Mobility

- The incidence of lameness in the UK dairy industry is estimated to be around **25%** ([Whitaker et al 2000](#)).
- Recent research found lameness prevalence to be **36.8%** (range 0 to 79.2 per cent) on 227 study farms.
- Milk loss attributable to sole ulcers in this study was estimated to be **570 kg/case** ([Amory et al 2006](#)).
- Total cost of an average case of digital lameness estimated to be **£187.29** ([Esselmont and Kossaibati, 2002](#))



Farm Recording & Animal Welfare

Youngstock

- 8% of calves die/born dead in first 24 hours
- 6% calves born alive fail to reach weaning.
- 3% fail to reach 6 months of age.
- 14% of heifers born live fail to reach first calving.
- 15% of heifers that calve down are culled.
- Costs to produce replacements:
 - Top 10% average 1.35ppl
 - Bottom 10% average 1.95ppl

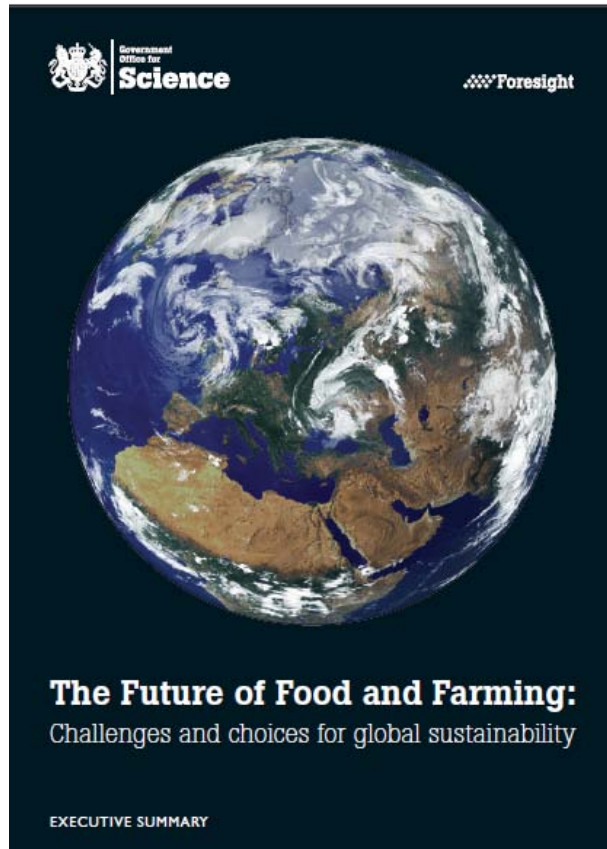


Summary: UK Dairy Cow Welfare

- Poor Milk Price
- Economic storms
- Infectious disease
- Growing herd size
- Decreasing number of producers
- Critical consumer
- Commercial focus
- Industry led
- Improvements in health & welfare



The Perfect Storm

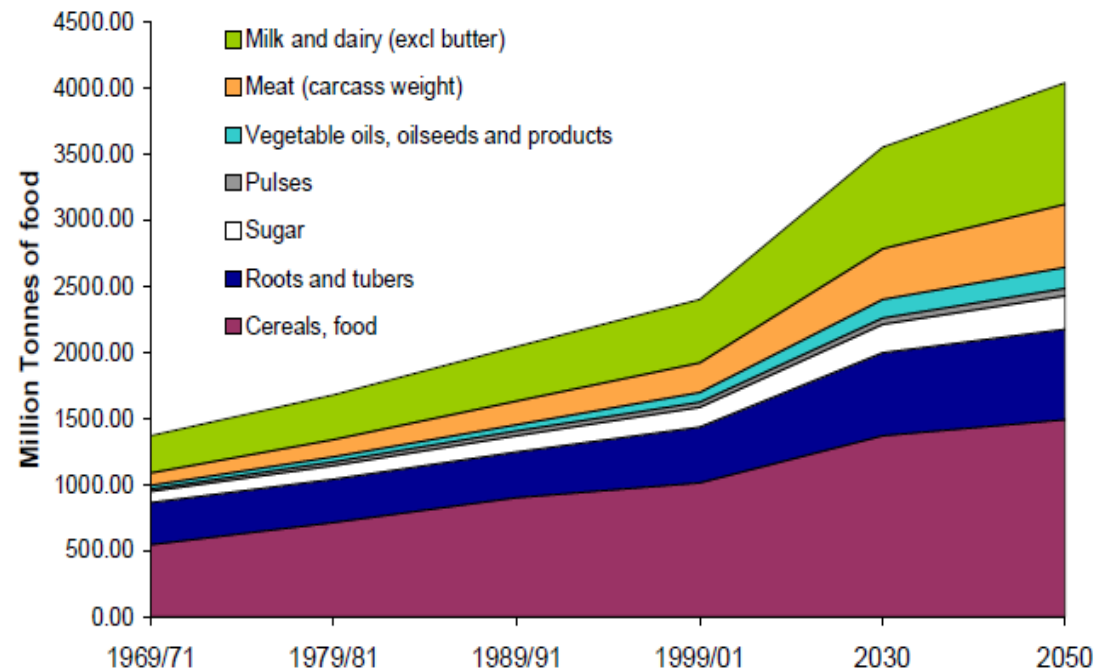


- By **2030** the world will need to produce:
 - **50% more food and energy**
 - **30% more available fresh water**
- Whilst mitigating and adapting to climate change.

Predicted world food requirements up until 2050

- The FAO projects total crop and **livestock demand and production will rise by around 40% between 2008 and 2030.**
- The predicted increases in food demand are **predominantly through meat and dairy products.**

(UNPD2006 and FAO 2006)



Dairy Cow Health and Welfare: Maintaining Focus

- Past welfare concerns pointed to welfare problems of intensive farming rather searching for widely acceptable solutions.
- Call to increase food production with minimal environmental impact.
- Risk that other issues may be seen to have higher priority than animal welfare
- **Link between productivity and health & welfare is intrinsic.**

Conclusion



The Message is Simple!

Thanks for listening!



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Westpoint Veterinary Group

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