

Table 2
Average Estimated Return on Investment for Four Levels of a Comprehensive Dairy Herd Health Management Program

Health Management Level	Potential milk production				
	10000	12000	14000	16000	18000
	Percent return on investment				
B	32.9	40.5	102.9	140.4	112.3
C	150.4	180.4	252.5	321.2	370.9
D	195.6	220.0	300.0	400.8	501.1
E	200.3	224.2	302.6	408.9	502.2

Table 3
Average Income per Cow After Veterinary and Drug Expenses

Health Management Level	Potential Milk Production (lbs.)				
	10,000	12,000	14,000	16,000	18,000
	\$1 Cow				
A	371.35	462.21	533.11	611.07	680.62
B	374.09	465.37	543.39	626.36	691.75
C	393.60	488.47	571.00	660.67	737.53
D	409.06	505.17	594.09	692.66	784.24
E	419.05	516.35	608.20	713.87	808.30

Figure 5. Milk Production Levels Per Cow for the Control Group and Four Response Levels to the Preventative Medicine Program.

Table 4
Probability of Improving Income

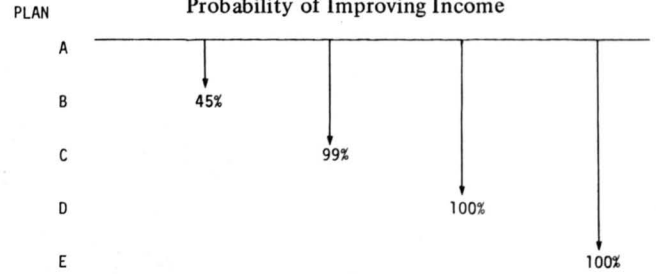


Table 5
The possibility of increasing income per cow by increasing veterinary expenses per cow is illustrated in Table V.

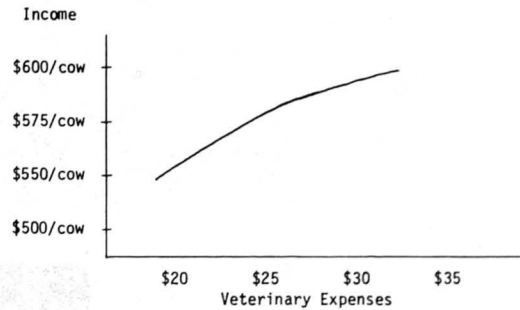


Table 6
Additional Unmeasurable Benefits

1. Improved Reliability in the Breeding Program.
2. Extension of Established Cow Families.
3. Improved Possibility for Upgrading the Herd

The Evaluation

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Dr. Allenstein, friends of the dairy cow, it is true I am a dairy farmer. I am in the sale business, a cow jockey and a few other things but far from a speaker!

I have had to get my knowledge about the dairy cow from others and from personal experience and observation. If I have had any success in my day in the dairy cattle business, I must give a great amount of credit to the knowledge I gained from the men in your profession. It has been my good fortune over the years in working across the country in the sale business and before that as a test milker, as a herdsman, to meet probably some of the greatest men in your profession. It has been a terrific help

to me and I wish that all herdsmen and farmers could have the same experience. It has been a great help to me, especially in herd management, in the sale management business and in the cattle trading business too. Times have changed since my day. I do think that the veterinary profession has improved itself. It improved the dairy picture more than any other profession in the agricultural field. I personally feel this way. My interest lies in the purebred dairy industry. I started as a 4-H boy and had a 4-H calf and stayed with it. I do want to just take a little bit of credit and give credit to you people and the registered dairy people.

Stockmen from Europe, South America and all over the world are coming to the United States

to buy dairy cattle. The improvement that has been made in our dairy cattle from the time of the first importation must be terrific. Judging from the movement of cattle today, we have not seen the end to it yet. I understand from the Department of Agriculture that there is going to be more and more exportation of cattle and semen. When I think of the beef industry and how good a job of cattle breeding they have done and think of the movement of cattle today, bringing all of the exotic breeds from Europe and semen coming from Australia, I think the dairy industry and you people who have supported it can take a lot of credit.

Now, the subject today is "Herd Health Programs." The best way for me to relate to you my evaluation is to give you some of my experiences and make comments as we go along. You can have all of the health programs that you want but if they are not properly evaluated, and properly evaluating the customer, I do not think that your program is much good. It is a matter of evaluating your entire set-up and I have heard a speaker saying something similar to that today and I can agree with it wholeheartedly. In order to make any herd health program work, you must have cooperation and communication between the veterinarian and the herd owner.

Definitely the customer has to have a true desire and the practitioner willing to do some teaching. My early introduction into the herd health programs started when I was a young man back in the East and took a herdsman's job on a farm. At this farm they were producing certified milk. They bottled their milk on the farm and then it was delivered. Naturally, they had to produce a uniform amount of milk throughout the year with certain fluctuating times when the population went South, we did not need quite so much production but this could be figured out quite easily and we knew about how much milk we had to produce. At the time I went there, they were in trouble and I was a young man and had been working on dairy farms. I had a terrific interest in the dairy cow and had had a lot of experience but not to the degree that I needed at that time. There was a veterinarian employed there for years; the only answer to the serious problem was, "If she were my cow I would send her to the butcher!" I heard that so often. Finally, after some research around the state and talking with a lot of other herdsman, we found a veterinarian who had come back into practice at the start of the Second World War and we employed him. His son had gone into service, so he came back into the profession again. Although he

lived 35 miles away and was an elderly man (maybe this was a good thing for me), we set up a herd health program back in those days and it was not too long before we had a herd book bull page for each animal. As each calf was born, we put in a new page. The calf was permanently identified, etc., and we started monthly visits and went over all the breeding problems, pregnancy examinations, etc. We went into a calf vaccination program and any time any calf was vaccinated, we looked to see if there were any extra teats, etc. With this herd book and a case history on each of the animals, many things were done. Seldom was the veterinarian ever on the farm after dark and, as we went along, every problem was discussed. With a herd book up to date, many things were taken care of without too much expense or too much work for the veterinarian. I knew a few things; he was the man who encouraged me to go to school.

I went to brain school and this is what the Doc told me: "Norm, when you get out of there, you will not have all the answers or all the questions but you will have the terminology and will be able to understand me better!" That is about as far as I went with it! It was really helpful to me and we went on from there.

We stopped buying cows up in New Hampshire and we turned to breeding a herd of cattle. They always had registered cattle and we kept on breeding and the only cattle that we were purchasing were animals to improve the breeding program. It was not long before we were selling bulls, etc., and as I look back at it, this is one of the greatest periods in my life. We looked forward to the herd visits. We looked forward to our entire program.

We went on to a testing program. We set up a quarantine station where we kept the doubtful reactors, the good old brood cows, etc. We wiped out the expense of buying surplus cattle. We were able to determine which was a good brood cow, which cows to breed from and so on. It was a great improvement and I was there for nine years and I left for what I thought was a much greater proposition. I went out to Michigan to manage seven farms for a firm and I stayed eight months. I was not there more than two months when I knew I was done and it was mainly because I had had such a wonderful association with a veterinarian in the working of a herd operation back in the East.

Thoroughly disgusted, I went to Wisconsin and got into the farming business and I will have to say that here in Wisconsin we have a great bunch of veterinarians. I think they are knowledgeable; they are here to help us and it has been a wonderful

experience in developing our own herd of cattle. I am a believer in herd health programs. I want to get into another field. We are in the sale management business in a minority breed. We do not have a large amount of Brown Swiss anywhere but I specialized in it. I started as a 4-H boy in a Brown Swiss business with a calf.

Maybe I could have made more money, but I do not believe I could have had more satisfaction that I have had working with the Swiss. There are some advantages to all the breeds and I am not going to try to compare them but in this sales management business, it takes you over a wide area. We happened to have auctions in 31 states and in Canada and we have had the opportunity to meet a lot of veterinarians that have to help us in selling some of these cattle. Really, the veterinary profession has caused us more problems for a sales manager. You can solve more problems than any other people or any other factor in the sales management business. When we manage these sales, there are all kinds. We get the man that is in trouble; we get the man who has died; we get the estate and so on. We get the opportunist—we get them all. In many cases in selling a herd of cattle, you have to think that we may be selling his entire life's savings and we have to get every dollar we can for him but yet, you have to think that you have to protect the buyer. You cannot be unfair to him either. It is a matter of putting buyer and seller together as honestly as you possibly can. Now, there are all kinds of sale terms and conditions that are encataloged but beyond any terms and conditions, you still have to be fair with the people.

With pregnancy examinations you have to be honest and if you do not know and you have not had the experience, put it as it is—say she is open or, if you do not know, tell him you do not know and we will sell them that way. This is a big problem. I have talked to sales managers all over, especially in this registered cattle business because when you are selling this cow, she may have 800 lbs. and 18,000 lbs. of milk and she might have the best breeding there is in the country and she could

be very valuable if she is safe in calf and she is not worth too much if she is not. If you give us the wrong information, the problem you can give a sales manager and the unfairness to the man who lays down the money is a very serious thing. I have had quite a bit of experience just this summer. We sold a herd of cattle where the man was in terrible financial shape and we went to the production credit company and had to get release of the cattle, etc. and one of the things we do when we sell these herds of cattle is make sure that we have a veterinarian to tell us if the cows are pregnant or what are their problems. The man who owned the cattle said that his veterinarian knew more than the rest of them. He examines at the sale barn every Tuesday, up to 175 head a day, so we went along and sold the herd of cattle. I had a brand-new customer, a man who did not know too much about the business, who bought 3/4 of the herd of cattle that day and within one week, he was on the phone saying that the cows were in heat. I do not know what happened! Maybe they never were pregnant but they were cows that were bred from 90 to 120 days. Someone should have known and I stood there on a box and really ranted and raved, "She is safe in calf." The man had paid \$100 a vial for the semen. Think of the problems it puts back on the sales manager. I lost a customer and just think of the harm it did to the Swiss breed. The veterinarian runs free. I have no hold on him, and I do not think any of you should allow this thing to happen to anybody. I think that this man had an obligation to the buyer and to me. I could explain a lot of problems that had the same situations but we have herds of cattle which you fellows really saved. Where we are dealing with registered cattle and men are paying a lot of money for semen, it means a lot of dollars to the farmer and it may be his life's savings if you can say she is pregnant or not. I believe you people as veterinarians are like a bank, a business place. When you hang your plate and say you are in business, you should have a feeling and an obligation and you should accept the challenge of a better living for your customer in improved society in your chosen community by your services.