**Marketing answers**

**Antibiotics:** antibiotics in the milk will interfere in the manufacture of dairy products that rely on the action of beneficial bacteria to convert the raw milk into another consumer product eg cheese, yoghurt, sour cream. Antibiotic residues may also be harmful to humans who drink the milk, particulaly to those who have allergies to them.

**High bacterial levels:** these will cause spoilage of the milk and reduce its storage time.

**Faecal coliforms:** these are dangerous to human health and may cause serious illness, particularly to the very young, the aged and to those already affected by another disease.

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| **Specification** | **Farmer Actions** |
| High butterfat | * increase the fibre content of the diet
* include some higher butterfat breeds (eg Jersey or Guernsey) in their herd
* selectively breed for high butterfat production
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| High protein | * increase the energy content of the diet
* increase non-degradable (rumen bypass) protein in the diet
* selectively breed for high protein content
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| Low bacterial levels | * ensure milking machines are cleaned thoroughly after each milking
* keep dairy building and surrounding areas clean
* ensure refrigeration is working efficiently
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| Low somatic cell count | * treat all cases of clinical mastitis promptly
* treat cow with a long acting antibiotic at the end of lactation (known as dry cow therapy)
* spray or dip teats with iodine after milking
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| Low sediment & chemical residues | * wash dirty udders prior to milking
* reduce dust around the dairy buildings
* observe withholding periods when using chemical treatments on cows
* follow correct procedures when cleaning milking machines
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