

New Antibiotic Stewardship Scheme supported by Morrisons

First Milk and Ornuu are proud to supply Morrisons with high quality cheese from both our Haverfordwest and Aspatria creameries. This supply includes extra mature cheddar for their ‘Milk For Farmers’ cheese range. Morrisons launched the ‘Milk For Farmers’ cheese range in 2015, allowing their customers to choose to pay 34p/pack extra to benefit those farms producing the cheese sold. This money can then enable investments to be made in animal health and welfare improvements which might not otherwise be done.

During the summer we discussed how we can work more closely with the Morrisons agricultural team, to both promote what our members do and to protect the reputation of our businesses.

One important area of common interest is the responsible use of antibiotics. At First Milk we believe a proactive



approach is crucial, coupled with supply chain transparency to demonstrate the high standards present on our farms. New technology enables us to collate and analyse medicine data from veterinary practices electronically (with members’ permission). This allows every farm to fully understand their medicine use compared to UK targets and other farms.

As agreed at the Member Council meeting in October, First Milk will use the premium secured from the Morrisons ‘Milk For Farmers’ cheese range to introduce a new antimicrobial monitoring service to benefit participating members.

The benefits of this scheme include:

- Easy access to a full and concise list of the antibiotics you buy, meeting the antimicrobial recording requirements of Red Tractor
- Ability to see a clear and instant breakdown of your antibiotic use split into the six RUMA industry targets
- Robust benchmarking of your results against RUMA targets, other First Milk and national herds
- All your information and current antibiotic data sheets available at the touch of a button to discuss with your vet

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“We recognise the huge efforts made in lowering antibiotic use on farm over the last few years, which is such an important part of the global ‘One Health’ strategy to lower antimicrobial resistance, whether in human medicine, animal medicine or the environment. However, the issue remains a current and key interest for our customers and so also for us. This is what has led us to ask farmers only to use ‘critical’ antibiotics as a treatment of last resort, not to use colistin at all, and to support any move to manage and monitor antibiotic use as part of a responsible use strategy on farm. We look forward to working with First Milk on this.”

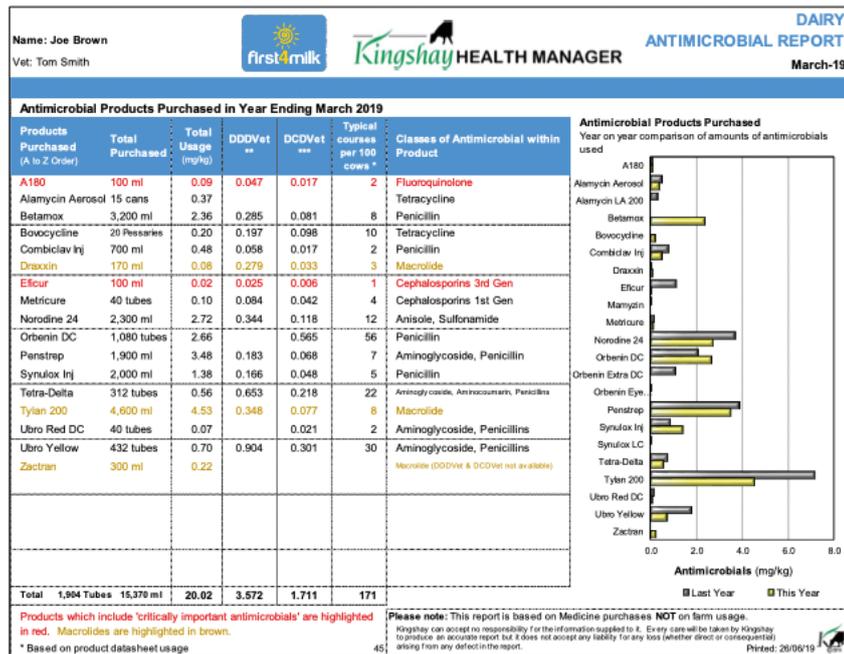
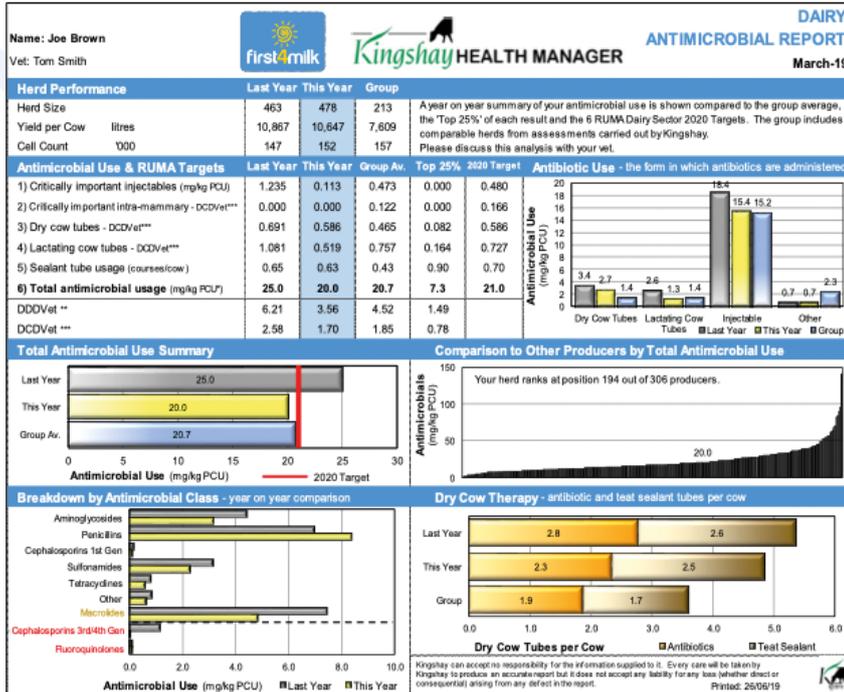
Sophie Throup, Head of Agriculture, Wm Morrison plc



Join the new
Antibiotic
Stewardship
Scheme

Complete and return
the enclosed form
using the pre-paid
envelope

Example Antibiotic Summary Report



Data Collection

Antibiotic use is based on the sales of products to your farm so most of the data can be sourced directly from your vet. A few further details are needed from you, e.g. stock numbers, via a one-page questionnaire. To facilitate the process for this service specifically, please provide authorisation for us to share your contact details and milk records with Kingshay and to allow either Kingshay or First Milk to obtain information about antibiotic product sales from your vet.

Please complete and return the enclosed form to Kingshay, FREEPOST (BS9062), Glastonbury, Somerset, BA6 8ZZ or email to First4Milk@kingshay.co.uk

Using antibiotics responsibly

First Milk advocates the responsible use of antibiotics based on the principle of 'as little as possible and as much as necessary'. Antibiotics should be used as a vital tool to aid animal welfare when they are needed, in the amount they are needed and under vet supervision.

Every farmer has a role to play in helping protect the continued use of this valuable veterinary resource. Dairy farms should not rely on antibiotics to manage on-farm issues which could otherwise be prevented. The need for antibiotics can be mitigated by other disease control measures, such as good hygiene, herd health plans, optimum nutrition and the use of vaccination.

First4Milk website

Following the success of the First4Milk app, we have launched the First4Milk website, www.first4milk.co.uk. Use your app login details to access even more data about your farm and herd along with First Milk publications and other useful documents.

The website is organised into four clear sections:

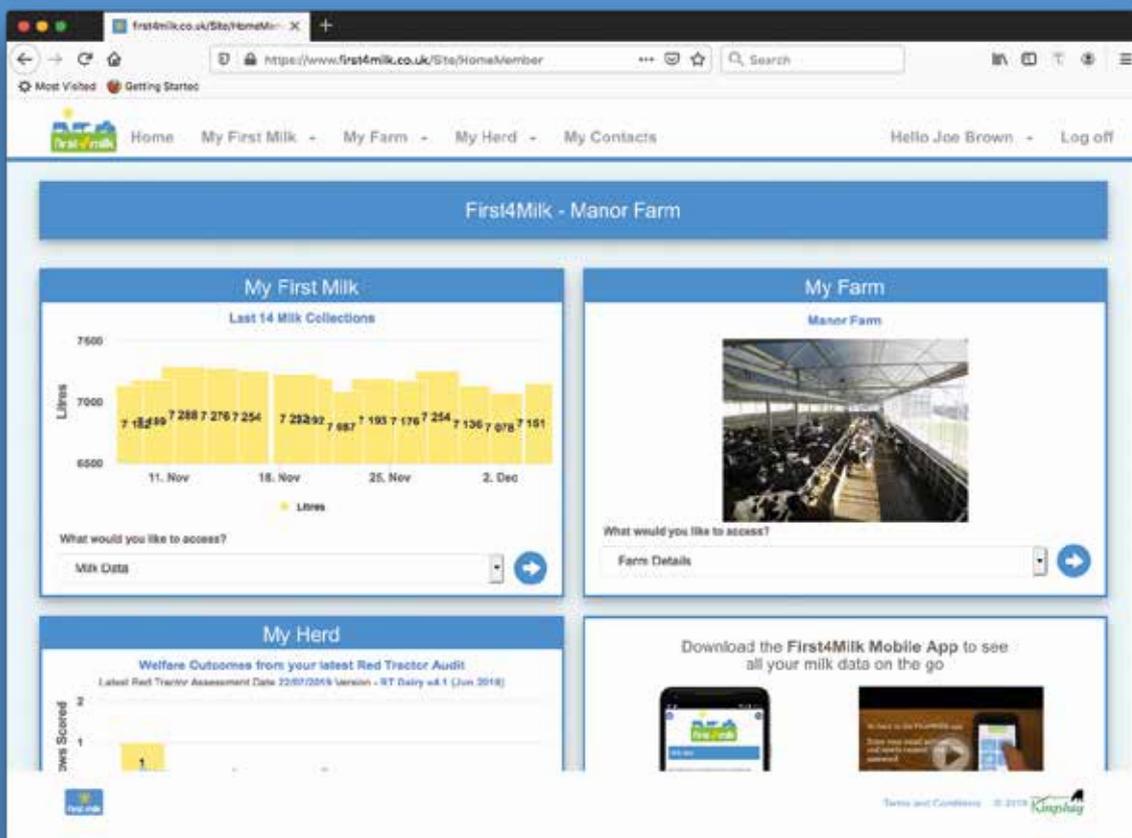
1. **My First Milk** detailing milk data and statements, a 12-month production summary and production benchmarking, farm business reviews and First Milk documents
2. **My Farm** giving your member code and business address, plus the opportunity to upload photographs of your farm and herd to populate your home screen
3. **My Herd** concentrates on data – BCMS, feed and Kingshay Dairy Manager figures plus a record of your Red Tractor audits

4. **My Contacts** offers a handy compendium of the names and contact details you need to hand, e.g. First Milk membership team, your area manager and Council representative and your haulier, with opportunity to add more as necessary



It's comprehensive yet simple. Login today and start to make it your own.

Please note the new First4Milk website replaces the member login section of the present First Milk website from **31st December 2019**.



**Council
Elections
use your
vote!**

Don't forget to vote in the Council elections. Use the voting papers sent to you if you receive First Milk communications by post or via the voting link sent in an email from CES on 2nd December. This contains the login and password you need in order to vote. First Milk is your co-operative so use this chance to choose the members you would like to represent you in the year ahead. **Closing date 10th January 2020.**

Cow Housing - Are you on top of it?



Kate Cross, Dairy Technical Manager for Red Tractor Assurance, gives a timely reminder on cow comfort during winter and the importance of proactive housing maintenance

First Milk are working more closely with Red Tractor to improve our joint approach to helping members be fully compliant with the Red Tractor scheme 365 days a year. At this time of year nearly all stock are housed indoors and daily tasks have taken on their winter routine. The Red Tractor scheme has a number of standards to ensure the health and welfare of livestock is at the forefront of how housing is assured, as this is a priority area for consumers.

Therefore we felt it would be appropriate to share a reminder of the points to consider at this time of year:

- Are there elements of your housing and handling set-up showing signs of wear and tear? Could any of these create an injury risk to stock?
- Commonly broken cubicles, gates with the bottom bar broken and sheeting on doors can deteriorate, almost unnoticed, creating injury risks for your stock. Try to take a fresh look at these and other areas and be honest with yourself, arranging for repairs to be done quickly to prevent cuts, abrasions or swellings becoming a consequence of the housed period.

Using welfare outcome scoring

Welfare outcome scoring can be helpful when considering cow comfort. For example, are you seeing more hock lesions which



may indicate a lack of lying comfort or a higher percentage of animals with a cleanliness score of 2 pointing to absorbency issues with the bedding material? Providing adequate ventilation can also influence cow comfort levels, so now is the time to give it consideration. A useful welfare outcome scoring tool can be found on the AHDB website dairy.ahdb.org.uk.

We wish all our members
a very happy Christmas and
best wishes for 2020

Office opening hours - Christmas 2019

During the Christmas and New Year period the First Milk Head Office will be closed on Christmas Day, Boxing Day, New Years Day and 2nd January 2020.

If you need assistance during these times, please call your haulier or the emergency out of hours helpline on 07852 535 823.



Telephone: 0141 847 6800

Email: membershipteam@firstmilk.co.uk

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