Bringing BTM To The Dairy

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The need to meet consumer and regulatory expectations regarding On-Farm Food Safety and Public Health will require new approaches to managing our animal production units. Each day our dairies produce raw milk, dairy beef and waste products. We must learn how to manage the dairy on a daily basis for: 1) animal health and well-being, 2) public health, and 3) environmental health.

To produce this program, we have drawn upon 3 basic elements. The concept of Hazard Analysis and Critical Control Points (HACCP – pronounced ‘hassip’) has been implemented in processing plants, the space program, etc. for a number of decades. HACCP is used to identify and prevent problems before they occur. Breakthrough Management is a method of putting in place a series of critical control point processes and is focused upon accomplishing specific tasks. Of course, we also draw upon decades of animal agriculture research and experience. We have combined the three areas, and molded them into ‘Dairy-BTM’.

What Is Dairy-BTM?
It is a system designed to prevent identifiable problems before they occur through implementation of standardized, daily management processes which impact animal health, environmental health, on-farm food safety and the economic well-being of the dairy.

Is Dairy-BTM For You?
There are a few general questions that one may consider before looking at this program:
- Are you ready for change?
- Will you commit the few hours necessary to bring this program on line at your dairy?
- Are you willing to invest in building and growing your employees?
- Do you perceive a benefit in standardizing or changing your operational processes?
- Are you willing to make a financial investment to make the program work for you?

Benefits Of BTM For The Producer
- Improves communication between management and employees.
- Enhanced utilization of employee’s time and improved operational efficiency.
- Initiates regular, ongoing evaluation of progress.
- Reduces wasted resources.
- Ensures the production of a consistent, high quality product.

How Do You Know It Works?
We have been beta testing the Dairy-BTM on dairies in California and Idaho. We will present data we feel documents the success and economic benefit of the program.

What Does It Cost?
The program will be implemented in ‘modules’ (e.g. milking parlor, sick pen, transition cow, calf raising, feeding, etc.). It is our estimation that each module will cost between $500 and $2,500 to put in place. This will include farm visits, planning, management and employee training and setting up the monitoring procedures.

How Is Dairy-BTM Different From Other TQM Programs?
Dairy-BTM is an implementation tool – it provides a process to get things done. The streamlining of the process the essentials are: a) bringing together the team; b) do the 5 BTM documents; and c) have a willingness to learn and put into practice what you learn.

The use of a Facilitator. The team knows that the facilitator is not a ‘player’ on the dairy. This person provides knowledge of the BTM process, maximizes the time investment of everyone involved, sends a strong message that all views of the team are important, and helps obtain consensus among the group.

Growing the program using ‘modules’ in a time scheme that the dairy personnel are ready to meet (i.e. Modules: milking parlor, hospital pen, drug...
inventory, transition cow [dry-fresh-breeding],
heifer raising, calf raising, waste management, etc.)

Summary
Enhancing the dairy’s efficiency is paramount to improving the economic bottom line and achieving longevity in the dairy business. Yes, dairy business. The days of ‘working harder’ or simply milking more cows to make more money are almost, if not already over. Dairy-BTM is a team building and problem-solving program that helps everyone on the dairy understand that dairying is a food manufacturing business and a good way of life.

Dairy-BTM Documents Required
For Program Implementation
• Mission Statement (i.e. milking parlor, treatment pen, calf raising, etc.)
• Standard Operating Procedure (SOPs)
• Training Forms
• Evaluation Forms
• Monitoring Forms

Dairy-BTM Team Members Basic Configuration
• The Owner
• The Veterinarian
• The Facilitator

Example: 5-C Dairy Milking Parlor Mission Statement –
“The mission of the Milking Parlor BTM is to prevent the occurrence and spread of mastitis, in turn producing quality milk that meets or exceeds all safety standards, with a secondary goal of achieving optimum price and bonus payments for our food product (milk).”
• Animal health
• Public health
• Environmental health
• Financial Well-being

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