The results speak for themselves

“The pure milk team promised lower cell counts and less mastitis and they certainly delivered. It’s great to work with experts that understand all aspects of mastitis control. Through changes to the shed and staff training we have halved our mastitis and cell count”

“The farm is more profitable and my staff are proud of their results”

Bruce Collinson-Smith
Glenbervie and Thiroa farm Otorohanga

The Pure Milk Guarantee
We guarantee that if you follow the personalised Pure Milk mastitis plan developed for your farm we will reduce your BMSCC and improve your farm profitability—or your money back!

Pure Milk = Increased Profit
Contact us if you want low rates of mastitis and lower somatic cell counts

Contact Us:
North Island
49 Benson Rd
P.O. Box 83
Te Awamutu
Adrian Joe
0275 734831
Steve Cranefield
0274 368216

South Island
1 Smallbone Drive
P.O.Box 211
Ashburton
Ian Hodge
0274 339566

Over 200 NZ farms have discovered success through the Pure Milk Programme

www.puremilk.co.nz
Mastitis control requires a structured approach

Mastitis is the end result of complex interactions between the cow, bacteria, environment, milking machines and the farmer.

60% of the risk is associated with the milking process and that’s where the Pure Milk Team excel.

Milking Management Visits

Our Mastitis Risk Assessment at milking time is the key to success. We will assess:

- Milking machine function
- Cow factors
- Milking technique

The cow tells us everything!
Dynamic testing is critical to success. It involves assessment of the milking machine function during milking so we can measure the mastitis risk to your cows.

A personalised Pure Milk plan

At the end of the milking visit we will identify the key risk areas and set out a structured plan for you to manage the mastitis on your farm.

We will work with your milking machine company to ensure you achieve success.

Finally you can get sound advice from experts that understand cows and milking machines

Farm Staff Training

Farm staff training and buy-in is important to reduce mastitis. Our interactive teaching programme will ensure your staff understand the risk factors that cause mastitis and the important role that they play.

On-going Support

Infovet is used to analyse herd health records to identify other risk areas such as dry cow and calving management that may impact on mastitis in your herd. We also use Infovet to keep track of your progress.

The Pure Milk Team;

Adrian Joe BVSc, MACVSc
Recognised as a leading mastitis expert in New Zealand, Adrian has been involved in mastitis management for over 30 years.

Ian Hodge BVSc, MACVSc
Veterinarian of 16 years experience, Countdown mastitis advisor, mastitis consultant with extensive mastitis problem experience and successes in reducing BMSCCs in large herds.

Steve Cranefield BVSc
Veterinarian of 20 years experience, Countdown mastitis advisor, full time mastitis consultant, enjoys the satisfaction of seeing milking staff training programmes translating into sustainable results on farm.