Vets Important To Milk Quality

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STATE COLLEGE (Centre Co.) — Included in the changes in the Pasteurized Milk Ordinance (PMO) that occurred this last summer were several that affect bovine practitioners in Pennsylvania.

The most significant of these changes is the new role for veterinarians in the recertification of producers discovered with a violative antibiotic residue in their bulk tank milk.

In this role, veterinarians will certify that these producers have participated in the 10-point quality assurance program.

Although this program will be required for producers with an antibiotic residue violation, the original intent of the program was to be voluntary throughout the dairy industry.

There are many compelling reasons why the veterinary profession should actively promote this program as a voluntary program. A Milk and Dairy Beef Quality

Assurance Program (DQA) that is actively recruiting participants can directly address some of the criticisms from consumer advocacy groups against the dairy industry.

These criticisms have centered on pharmaceutical residues in foods of animal origin and the belief that antibiotics are used irrationally in the dairy industry. These criticisms have already prompted the Center for Veterinary Medicine to tighten up rules for use of extra-label drugs in veterinary medicine.

The possibility is quite real that dairy practitioners could lose the right to prescribe drugs in an extralabel manner.

Because of the above criticisms and their potential impact on the dairy industry, the American Veterinary Medical Association and the National Milk Producers Federation designed the 10-point DQA program.

It was intended as a cooperative, educational program involving veterinarians, milk receivers, and

producers, and principally consisted of a booklet that was received by Veterinary Extension this past summer.

Although presented with materials, there were no guidelines on how the program would be implemented in Pennsylvania, and what roles in the implementation the three principals would have.

As a consequence, a pilot project was designed to investigate producer, veterinarian and sanitarian attitudes regarding implementation of the DOA.

The project included a total of 40 producers, 7 sanitarians/milk receiver field representatives, and 5 veterinarians in one Ohio and three Pennsylvania counties.

The project was begun in July and ended in October. The 10-point plan was initially introduced to the participating veterinarians and field representatives at small county meetings.

At these meetings, field representatives and veterinarians were asked to select mutual clients

who would cooperate in the study. Field representatives were asked to recruit the producers and introduce the program and booklet to these "volunteers."

The veterinarians were asked to subsequently contact the cooperators and arrange a visit to review the booklet with the producer. At the completion of the visits, all participants in a county were asked to attend meetings where attitudes about the DQA were discussed.

Field representatives took different approaches for introducing the program to producers. In some cases, the booklet was delivered to the producer with little or no explanation, and in other cases the entire booklet was reviewed with the producer but filled out in large part by the field representative.

Visits lasted from 20 minutes to 3 hours, with most visits lasting more than 1 hour.

The participating veterinarians made special visits to the farms to review the booklet with the producers. Visits lasted from 30

minutes to several hours, with most visits lasting approximately 30 minutes.

Veterinary visits were expedited if the producer had completed the booklet (either by themselves or with the help of the field representative) before the visit.

There were many important concerns and opinions about the program that emerged from the discussion groups with producers. Some of these were:

- DQA was an important and needed program that could help mold consumer opinion, avert negative publicity, and provide educational benefits for all producers.
- DQA would not work as a voluntary program, especially if there were no incentives for volunteering. These producers felt that the program might best be targeted at new producers or violators, but paradoxically, if they were forced or provided incentives, most of these producers would "volunteer."
- The DQA booklet was difficult. Many producers felt that they did not have the education or background to understand the many types of drugs and residue detection kits that were included in the booklet.
- Many of the producers felt that veterinarians needed to have an expanded role in monitoring antibiotic use on farms and take more responsibility for the prevention of residues. These producers felt that veterinary participation in the program was essential and looked forward to the opportunity for increased contact with their veterinarian.
- It was generally perceived that the milk receivers would be the best choice for introducing the program on farms.

The veterinary profession has two choices in dealing with the DQA program.

The first is to be reactive and let veterinary participation in the program be dictated by regulatory action.

The second is to be active by promoting the program to clients, providing educational opportunities to producers, and contacting receivers and working with them on programs.

This is an opportunity for veterinarians to provide an important service to their clients and to themselves by promoting the rational use of antibiotics on dairy farms.

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