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**Free Vi-COR® Dairy Education Program
Boosts Milk Quality & Production**

MASON CITY, Iowa—Milk to the Max® is a free program for Vi-COR® customers to educate dairy employees on cow physiology, cow comfort and proper milking procedures. “Our goal is to help dairy producers improve milk quality and quantity,” says Jodi Ames, Vi-COR vice president and director of marketing. “When implemented, this program improves efficiencies, saving the dairy owners time and money.”

While the Milk to the Max program was launched in 2003, it is more timely today than ever in helping dairy owners maximize production efficiencies. Milk to the Max customer support specialists are bilingual in English and Spanish. They evaluate the dairy environment and milking procedures and provide feedback to the nutritionists and owners, including a presentation to the workers specific to each dairy. The report summarizes findings and provides recommendations for improving milk production and herd health. In order for a dairy to participate, Milk to the Max must be prescribed by a nutritionist, veterinarian or feed company. The dairy can also contact Vi-COR directly to see if it qualifies for this beneficial free program.

According to Ames, the program shows dairy producers and their employees that many times it is the non-nutritional areas that are causing bottlenecks and limiting production. “They learn that a cow’s place of rest is a contributing factor in milk production,” explains Ames. “They also learn that a calm, consistent milking routine will improve the amount and quality of milk.” Insights like these, provided by Milk to the Max support specialists, have led to increased productivity for many Vi-COR dairy producers, says Ames.

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