

Cool Cows newsletter grab

7 December 2010 (230 words)



HEAD: Will it pay?

Will it pay to invest in shade, sprinklers and fans to keep dairy cows cool in the hot weather?

The answer is now at your fingertips, in the form of a new cost benefit calculator that can be accessed on the Cool Cows website.

Dr Steve Little who manages the Cool Cows program for Dairy Australia said dairy farmers were increasingly aware of the impact of heat stress on their herds.

Most Australian dairy farmers know that cows eat less and produce less milk when they are hot. But more detail would be helpful when considering investing in dairy farm cooling systems.

The new tool estimates the likely return on investment and payback period for farm cooling equipment such as sprinklers, fans and shade.

“It allows dairy managers to calculate how much heat stress is currently costing the business and how soon they will get their money back from extra investment in farm cooling systems. You can run different options through the tool to plan progressive improvement and identify the best place to start,” Dr Little said.

Development of the tool was funded by the Department of Agriculture, Fisheries and Forestry (DAFF) and Dairy Australia.

To play with this new tool, visit www.coolcows.com.au . For more information contact Dr Steve Little ph 0400 004 841 email slittle@dairyaustralia.com.au.

Cool Cows is an example of your levy at work. For more information on this and other examples of your levy at work visit www.dairyaustralia.com.au.

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Photo: 4 P1000750.JPG

Caption: A new web-tool makes it easy to calculate the pay back period for cooling options on dairy farms.

About Grains2Milk (background information for media)

The Grains2milk program provides dairy farmers with the training, resources and support they need to make better decisions about using grains and concentrates in their businesses. The program is funded by dairy farmers through Dairy Australia.