



Case Study # 4
Murph Ko Farms

9/24/14

Background:

Murph Ko Farms is a family owned and operated dairy farm that was started in 1975. The current owner is Scott Murphy with his brother Brian Murphy as the Farm Manager, together they are the 5th generation of Murphy owners.

It all started when their great grandfather decided every generation of Murphy would own a dairy. There are now multiple sites owned by the Murphy family all in the Eden Wisconsin area, Murph Ko being the largest. After the great grandfather retired, Tom Murphy took over the family farm. In 1994, he built a double 16 parallel parlor and had a herd of 200.

In 1999, Scott started taking over ownership of MurphKo Farms from his father. That same year he added 500 more cows to the family facility, and has slowly grown the farm to the 1140 cows they currently have. Scott still has the same double 16 parallel parlor his father built in 1994. In May of 2011, Scott decided to install the FutureCow Teatscrubber.

Before The Teatscrubber:

Before the install of The FutureCow Teatscrubber their labor force consisted of 3 shifts with each shift having 3 milkers and a pusher. They were milking 700 cows in a double 16 parallel and using a conventional pre milk prep with washcloths and pre-dip. In Jan 2011, before the install of the teatscrubber the SCC was at 270,000.

Scott started doing research on the FutureCow Teatscrubber in the beginning of that year. His interest had been peaked when he was told he could save on multiple labor units at his site. Once he installed the scrubbers his ROI was almost instantaneous. He not only saved on labor, he had no more washcloths, and more consistent workers, faster milk let-out, and improved

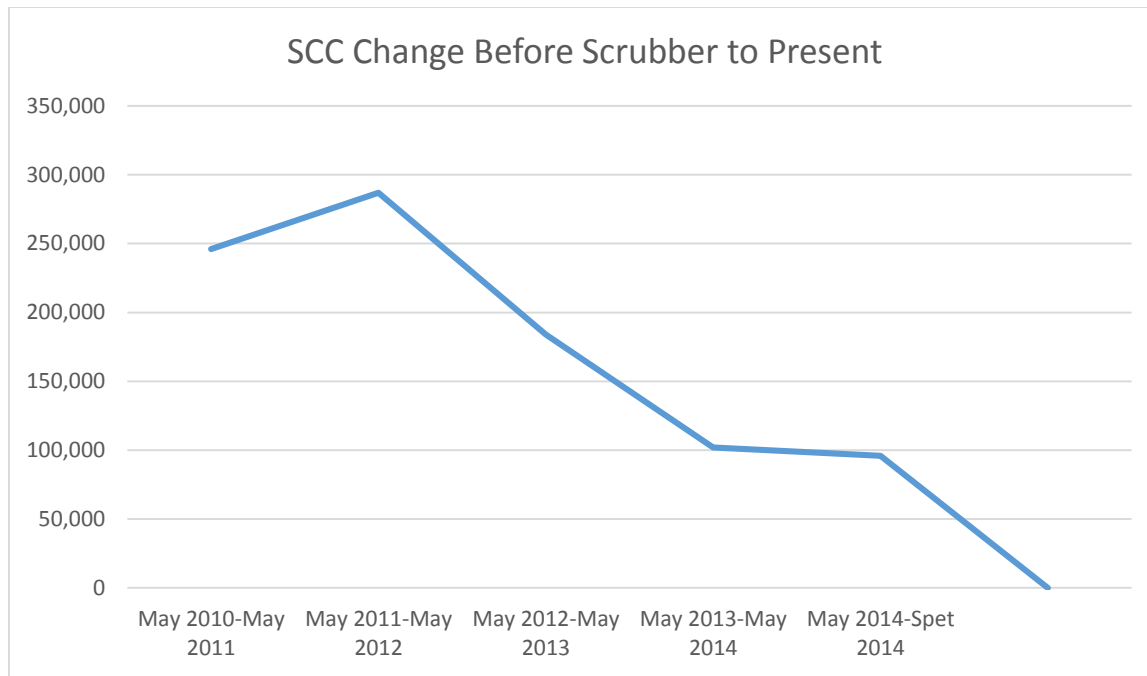
teat-ends. His bonus with the system was that his SCC slowly started decreasing and his mastitis cases eventually reached 0.

With The FutureCow Teatscrubber:

As of September 2014, Murph Ko Farms now milks 1140 cows 3 times a day in the same double 16 parallel parlor Scott and Brian’s father built in 1994. They currently still have 3 shifts but now only have 2 milkers and one pusher. Their somatic cell count gradually dropped every year, despite the fact that they continuously add cows, until this year where it took a significant downward slope. The SCC is now averaging 96,000 in Sept 2014. The standard plate count is an 8. The mastitis cases are few and far between with only 5 high cell count cows and 0 new mastitis cases. The chart below shows their change in SCC from before install to the following years after install.

Average SCC Before Teatscrubber to Present

May 2010 – May 2011	246,000
May 2011 – May 2012	287,000
May 2012 – May 2013	184,000
May 2013 – May 2014	102,000
May 2014 – Sept 2014	96,000



As you can see in the past four years there has been a significant reduction in their somatic cell counts.

Other Changes:

Since the install of the teatscrubber the only other significant change that has been made on the dairy happened this year. Scott and Brian changed their preventative maintenance program with their fresh cows. Any fresh cow that has been milked over 10 days gets a q-scout cell count test. The test requires a sample of the milk to be tested, if it is over a certain SCC or reads infected they pull the cows and start treatment right way. Since Murph Ko has put this procedure in place their cell count yet again took a dive and went from the mid 100,000 to below 99,000.

MurphKo's Overview:

Overall Scott and Brian are very happy with their results from the FutureCow Teatscrubber. They no longer have to use towels, have improved consistency from worker to worker, saw gradual reduction in SCC and mastitis, and saved on labor. They recommend the scrubber for anyone that asks about it, even allowing outside people to come and check it out.