INTERNATIONAL CONFERENCE ON

UDDER HEALTH AND COMMUNICATION

25-27 October 2011
Utrecht - the Netherlands

SECOND ANNOUNCEMENT & PRELIMINARY PROGRAM
The International Conference on Udder Health and Communication is organized by the Faculty of Veterinary Medicine, the Dutch Udder Health Centre, GD Animal Health Service and Wageningen University. The International Conference on Udder Health and Communication is to be held in Utrecht, The Netherlands from 25 to 27 October 2011.

**IT’S TIME TO REGISTER**

It is with pleasure that I present you the preliminary program of the International Conference on Udder Health and Communication. The Conference will be held from 25 October to 27 October in Utrecht, the Netherlands.

Mastitis control is a key issue in the modern dairy industry, because of the quality of milk, the health and welfare of the cow and the economics and image of milk production. Research is highly important to increase our knowledge on mastitis. To actually improve udder health and milk quality, however, the ability to transfer that knowledge to dairy farmers and their advisors is at least as important. Technical knowledge on mastitis is crucial but knowledge on communication is indispensable. The aim of this conference is to combine both.

To make an interesting, challenging and balanced program the Scientific Committee selected 39 abstracts for oral presentation from the 89 abstracts that were submitted. Besides an excellent scientific program, the International Conference on Udder Health and Communication offers you the possibility to make new professional contacts and renew old ones.

On behalf of the Organizing Committee I invite you to examine the program and to register. Registration before 31 July offers you an early bird fee.

We look forward to welcoming you to the vibrant and lively city of Utrecht.

Theo Lam
Chairman of the Organizing Committee
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E-mail: info@mastitisconference2011.com
Conference website: www.mastitisconference2011.com

CONFERENCE VENUE
The conference will be held in the Jaarbeurs Conference Centre.
Address:
Jaarbeursplein
3521 AL Utrecht
The Netherlands
T: +31(0)30 295 5770
F: +31(0)30 295 5822
Website: www.jaarbeursutrecht.nl
SCIENTIFIC PROGRAM

For an optimal udder health, quality of milk, and welfare of dairy cows, an optimal herd management is of eminent importance. In order to realize that, efficacious management measures should be available to be implemented. The available techniques can be brought to the herd management through personal contact between advisor and herd manager, through mastitis control programs or through campaigns. The message has to be brought in such a way that the herd manager is motivated to change the management. Only then udder health can actually improve, which is important for both, the herd manager and the advisor!

This conference tackles topics on communication and motivation considering udder health. In all topics we try to find the link between the theoretical background and the practical implementation of the available knowledge. Some topics are more oriented on the theoretical background of communication science, while others are very applied with examples on presentation of specific technical subjects. Accordingly, during the Conference, these themes are the foundation of the scientific program:

- The effective advisor
- Udder Health programs and campaigns
- Training to improve udder health
- New approaches in mastitis control
- Motivation and Communication strategies
- Economics
- Treatment
- Treatment evaluation
- Milking machine and milking technique
- Infectious pressure
- Host resistance
- Mastitis diagnostics

THE PROGRAM AT A GLANCE

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
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<tbody>
<tr>
<td>Tuesday 25 October</td>
<td></td>
<td><strong>Registration</strong> 07.30 - 18.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Opening Session</strong> 08.30 - 08.50</td>
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<td><strong>Scientific Sessions and poster presentations</strong> 08.50 - 17.50</td>
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<td></td>
<td><strong>Welcome reception</strong> 18.30 - 20.30</td>
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<tr>
<td>Wednesday 26 October</td>
<td></td>
<td><strong>Registration</strong> 08.00 - 18.00</td>
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<td><strong>Conference Dinner</strong> 19.30 - 23.30</td>
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<tr>
<td>Thursday 27 October</td>
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<td><strong>Registration</strong> 08.00 - 17.00</td>
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<tr>
<td></td>
<td></td>
<td><strong>Scientific Sessions and poster presentations</strong> 08.30 - 17.50</td>
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<tr>
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<td><strong>Closing session</strong> 16.30 - 16.45</td>
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Posters will be available throughout the conference. We kindly ask poster presenters to be available as much as possible during coffee/tea breaks but specifically on Wednesday and Thursday afternoon.
08.30 - 08.50  Opening and Welcome

08.50 - 09.50  Keynote presentation

09.50 - 10.30  The effective advisor
- Potentials and limitations of systematic clinical examinations in farmer-veterinarian collaboration for improved udder health in the new Danish herd health program
  Klaas, I.C., Vaarst, M., Trinderup, M., Martin, H.L. and Paulrud, C.O.
- Veterinary on-farm counseling on dairy farms: the veterinarians' vision
  Derks, M., Van Werven, T., Kremer, W.D.J. and Hogeveen, H.

10.30 - 10.50  Coffee/tea break

10.50 - 12.30  Udder Health programs and campaigns
- Effects of health and welfare planning on the use of antibiotics and udder health in European dairy farms
- The Danish Udder Health campaign - Our milk a pure pleasure
  Katholm, J. and Bennedsgaard, T.W.
- DEMO Project Udder Health: a first step towards a better udder health and milk quality in Flanders (Belgium)
  Piepers, S., Lommelen, K., De Meulemeester, L. and De Vliegher, S.
- Results from a pilot study on the implementation of herd health plans in organic dairy farming in Germany
  March, S., Brinkmann, J. and Winckler, C.
- The effect of a national control program on mastitis occurrence in the Netherlands
  Van Den Borne, B.H.P., Lam, T.J.G.M., Sampimon, O.C., Jansen, J. and Van Schaik, G.

12.30 - 13.30  Lunch

13.30 - 14.10  Keynote presentation

14.10 - 15.10  Treatment
- Promoting judicious antibiotic use: On-farm culture-based treatment strategies
  Macdonald, K., Keefe, G., Dohoo, I., Leslie, K. and Roy, J.P.
- Efficacy of the Selective Treatment of Clinical Mastitis Based on On-Farm Culture Results
  Lago, A., Godden, S., Bey, R., Ruegg, P. and Leslie, K.
- Field study on acute mastitis with sirs and different treatment regimes
  Podstatzky, L. and Winter, P.

15.10 - 15.30  Coffee/tea break

15.30 - 16.30  Infectious pressure
- Description of the somatic cell count and subclinical mastitis in Dutch dairy heifers in the first 100 days in lactation and associated risk factors
- Non-inferiority testing of iodine premilking teat disinfectants based on somatic cell count and naturally occurring new intramammary infections
  Ceballos-Marquez, A., Rauch, B.J., Lopez-Benavides, M.G., Hemling, T. and Schukken, Y.H.
- Risk factors associated with bacteriological quality of bulk tank milk in the Netherlands
  Olde Riekerink, R.G.M., Jansen Veneboer, S., Miltenburg, J.D. and Lam, T.J.G.M.

16.30 - 16.50  Coffee/tea break

16.50 - 17.50  Session organized by Pfizer Animal Health

18.30 - 20.30  Welcome reception
08.30 - 09.10  Keynote presentation

09.10 - 10.30  Host resistance

- Immunological response to an experimental intramammary inoculation with a killed Staphylococcus aureus strain in vaccinated and non-vaccinated lactating dairy cows
  Deberdt, K., Piepers, S., Prenafeta, A., March, R., Guix, R., De Visscher, A., Verbeke, J. and De Vliegher, S.

- Feasibility of High Immune Response (HIR) Technology as a Health Management Tool to Characterize Immune Response Profiles of Dairy Cattle
  Wagter-Lesperance, L., Cartwright, S., Funk, T., Kelton, D., Miglior, F. and Mallard, B.

- Polymorphism screening and association study of CXCR1 with udder health in dairy heifers
  Verbeke, J., Piepers, S., Peelman, L., Van Poucke, M. and De Vliegher, S.

- Genomic regions associated with somatic cell score in dairy cattle
  Wijga, S., Bastiaansen, J.W.M., Wall, E., Strandberg, E., De Haas, Y., Giblin, L. and Bovenhuis, H.

10.30 - 10.50  Coffee/tea break

10.50 - 11.30  New approaches in mastitis control

- Bulk Milk Quality: can it be improved by Dairy Farm Audits?
  Veithuis, A.G.J., Flores Miyamoto, A. and Reij, M.W.

- Internet data services from Maritime Quality Milk: Tools for tracking milk quality
  Keefe, G.P.

11.30 - 12.30  Session organized by Intervet
 Schering-Plough Animal Health

12.30 - 13.30  Lunch

13.30 - 14.10  Keynote presentation

14.10 - 15.10  Economics

- Ex-ante assessment of profitability of a new control plan for mastitis as a motivation tool for dairy farmers
  Bareille, N., Roussel, P., Serieys, F., Frappat, B. and Seegers, H.

- Costs and benefits of mastitis management measures on individual dairy farms
  Van Soest, F., Huijps, K., Dohmen, W., Olde Riekerink, R., Santman-Berends, I., Sampimon, O.C., Lam, T.J.G.M. and Hogeveen, H.

- Estimating the impact of mastitis and high somatic cell count on the profitability of Irish dairy farms
  Geary, U., Lopez-Villalobos, N., Begley, N., Mccoy, F., O'brien, B., O'grady, L. and Shalloo, L.

15.10 - 15.30  Coffee/tea break & poster presentations

15.30 - 16.30  Treatment evaluation

- Monitoring treatment outcomes: Understanding and managing expectations
  Bradley, A., Breen, J., Hudson, C. and Green, M.

- Use of in-line measurements of somatic cell count to evaluate treatment efficacy of subclinical bovine Staphylococcus aureus mastitis
  Albrechtsen, M., Duse, A.T., Bennedsgaard, T.W. and Klaas, I.C.

- “Therapy-evaluation”: A useful tool for practitioners
  Huijps, K., De Hoog, J. and Van Hoorne, J.

16.30 - 16.50  Coffee/tea break & poster presentations

16.50 - 17.50  Session organized by Ecolab

19.30 - 23.30  Conference dinner at the Geertekerk
08.30 - 09.10  Keynote presentation

09.10 - 10.30  Motivation and communication strategies

- A Bayesian approach demonstrating that incorporation of practitioners’ clinical beliefs into research design is crucial for effective knowledge transfer
  Higgins, H.M., Dryden, I.L. and Green, M.J.

- Enhancing udder health with clinical communication skills: evidence based frameworks for the 22nd century
  Adams, C.L. and Coe, J.B.

- Udder health management improvement: Insights from agent-based modeling
  Valeeva, N.I. and Verwaart, T.

- Usage of milking gloves and teat sealer on German dairy farms. A comparison of two communication strategies
  Fischer-Tenhagen, C., Berthulat, S., Grau, M. and Heuwieser, W.

10.30 - 10.50  Coffee/tea break

10.50 - 11.30  Training to improve udder health

- Bilingual trainings for milkers in New York State: A success for quality milk
  Gutierrez-Solano, C., Ceballos-Marquez, A. and Schukken, Y.H.

- A coordinated udder health training strategy in Quebec, Canada
  Poirier, H., Durocher, J., Carrier, J. and Scholl, D.T.

11.30 - 12.30  Session organized by Boehringer Ingelheim

12.30 - 13.30  Lunch

13.30 - 14.50  Milking machine and milking technique

- Udder health in automatic milking systems
  Landin, H., Pettersson, G. and Mork, M.

- Alert preferences of dairy farmers working with automatic milking systems
  Rijkaart, L.J., Mollenhorst, H. and Hogeveen, H.

- The role of sensor measurements in treating mastitis on farms with an automatic milking system
  Steeneveld, W., Kamphuis, C., Mollenhorst, H., Van Werven, T. and Hogeveen, H.

- Influence of milk yield and take-off settings on milking parlor performance and udder health
  Ginsberg, R.

14.50 - 15.10  Coffee/tea break & poster presentations

15.10 - 16.30  Mastitis diagnostics

- Characterization of MRSA from Bulk Tank Milk of Dairy Herds using a commercial microarray
  Kreusukon, K., Fetsch, A., Kraushaar, B., Müller, K., Krömker, V. and Tenhagen, B.-A.

- Mastitis Diagnostics: qPCR for Staphylococcus aureus Genotype B in Bulk Tank Milk
  Graber, H.U. and Boss, R.

- Identification of coagulase-negative Staphylococcus species by gas chromatography
  Paradis, M.-È., Haine, D., Messier, S., Middleton, J., Perry, J., Ramirez, A.I. and Scholl, D.T.

- Real time PCR values for mastitis pathogens – relations to milk quality and herd characteristics in Danish dairy herds
  Bennedsgaard, T.W. and Katholm, J.

16.30 - 16.45  Closing session
Welcome Reception
All participants are invited to join the Welcome Reception, an informal gathering with drinks and the possibility to join a tour through the Department of Farm Animal Health (DFAD) of the Faculty of Veterinary Medicine Utrecht.

Date: Tuesday 25 October 2011
Time: 18.30 - 19.30
Venue: Faculty of Veterinary Medicine Utrecht
Price: € 35.00 (including transport, drinks, warm meal and tour Department of Farm Animal Health of the Faculty of Veterinary Medicine Utrecht)

Conference Dinner
The Geertekerk, a beautiful and impressive church with an eventful history, will serve as the venue for the Conference dinner. The church is easily accessible and located in the old city centre of Utrecht. The Conference dinner will provide you an excellent opportunity to socialize with your colleagues, while enjoying culinary specialties. An event you should not miss!
For more information about the Geertekerk: http://www.remonstranten.org/utrecht/?page=verhuur

Date: Wednesday 26 October 2011
Time: 19.30 - 23.30
Venue: Geertekerk
Price: € 85.00 per person

Reservation
All participants are encouraged to take part in the social events. To join, you must reserve your spot by registering for each event you wish to attend. Without proper reservation, we cannot guarantee your attendance.
Registration

Cancellation and Refund Policy

The Conference Management must be notified in writing of cancellations on or before 31 August 2011. Payment will be refunded after the Conference, minus an administration fee of €50.00. For cancellations made after 31 August 2011, no refunds can be made. Registrations are not transferable to other participants. No refunds will be made for non-attendance. Registration implies acceptance of all terms and conditions.

Procedures

The preferred method to make a reservation is on-line. Please visit the Conference website in order to complete your registration form on-line at www.mastitisconference2011.com.

Information

All registrations will be acknowledged in writing upon receipt. The Early-bird fees are applicable only when registration form and payment are received on or before 31 July 2011. All prices are quoted in Euros and excluding 19% VAT.

Registration Fees

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<thead>
<tr>
<th>Registration Fees</th>
<th>Early-bird Payment on/before 31 July 2011</th>
<th>Standard Payment after 31 July 2011</th>
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<tr>
<td>Full Registration</td>
<td>€ 470.00</td>
<td>€ 560.00</td>
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<tr>
<td>(Under)graduate Student Registration*</td>
<td>€ 335.00</td>
<td>€ 400.00</td>
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Full Registration and full (under)graduate Student Registration entitles delegates to the following:
- Admission to all conference sessions
- Coffee/tea breaks daily
- Lunch daily
- Delegate bag
- A copy of the proceedings

Dayrate

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<tr>
<th>Dayrate</th>
<th>1 day</th>
<th>2 days</th>
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<tr>
<td>Registration</td>
<td>€ 200.00</td>
<td>€ 400.00</td>
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<tr>
<td>(Under)graduate Student Registration*</td>
<td>€ 140.00</td>
<td>€ 280.00</td>
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* (Under)graduate students must provide valid proof of full-time status, issued by their educational institution.
**Accommodation**

Special Conference rates have been secured with the Court Hotel City Centre Utrecht, the NH Hotel Utrecht, the NH Hotel Utrecht Centre and the Park Plaza Utrecht. The NH Hotel Utrecht and the Park Plaza Utrecht are within walking distance of the Conference Venue. The Court Hotel City Centre Utrecht and the NH Hotel Utrecht Centre are in the beautiful city centre of Utrecht. It takes a 30 minute walk to get to the conference centre or a bus can be taken.

The preferred method to make a hotel reservation is via the web at www.mastitisconference2011.com. Click on venue and accommodation and click on the logo of the hotel.

Please note: Hotel reservations and registration for the Conference are handled separately. The special Conference rates are valid until 24 August 2011 for the NH Hotels, 1 September 2011 for the Park Plaza Utrecht and 12 September 2011 for the Court Hotel.

**Final Program**

A final program will be available on the Conference website. The printed version of the program will be distributed upon registration as a part of the Conference kit.

**Climate**

The weather in October is usually mild but unpredictable. Temperatures of around 15º C can be expected. We recommend bringing a warm coat and an umbrella.

**Electricality**

Electricity in The Netherlands is supplied at 220V-50Hz AC.

**Money, ATM’s**

Like most western European countries the unit of currency in The Netherlands is the Euro. Foreign currency and (travellers) cheques can be exchanged throughout the country at banks. Major credit cards are accepted in most stores and restaurants. ATMs (automated teller machines) can be found at many places over the city and at all airports and major train stations.

**Disclaimer**

The International Conference on Udder Health and Communication 2011 and/or its agents reserve the right for any reason beyond their control to alter or cancel, without prior notice, the Conference or any of the arrangements, timetables, plans or other items relating directly or indirectly to the Conference. The Organizing Committee of the Conference and/or its agents shall not be liable for any loss, damage, expenditure or inconvenience caused as a result of such alteration or cancellation.

**Liability**

The International Mastitis Conference and/or its agents shall not be liable for any personal injuries or loss/damage of property. Kindly check your personal travel/health insurance.

**Proceedings**

A copy of the Proceedings is included in the full registration fee. These proceedings contain abstracts of all poster presentations and papers of all oral and keynote presentations.

**Breaks**

Lunch, coffee, tea and light refreshments are included in the Conference fee.

**Language**

The official language of the Conference is English. Translation will not be provided.

**Dress code**

Business casual.
HOW TO GET TO Utrecht

UtrechT

The city of Utrecht is located in the centre of the Netherlands and is the fourth largest city of the Netherlands, with a population of 300,000. Utrecht’s ancient city-centre features many buildings and structures from the early Middle Ages. It has been the religious centre of the Netherlands since the eighth century. Until the 15th century, Utrecht was the city of most importance in the northern Netherlands. Utrecht is host to Utrecht University, the largest university of the Netherlands, as well as several other institutes for higher education. The university includes the Faculty of Veterinary Medicine. Due to its central position within the country it is an important transportation hub (rail and road) in the Netherlands. It has the second highest number of cultural events in the Netherlands. For more information visit www.utrecht.nl.

HOW TO GET THERE

By Air

Utrecht can be reached by airplane via two airports.

- Amsterdam Schiphol Airport:
  Duration by car/taxi Schiphol - Utrecht: ± 35 minutes.
  Duration by train Schiphol - Utrecht Central Station: ± 30 min.

- Rotterdam Airport:
  Duration by car/taxi Rotterdam Airport - Utrecht: ± 45 minutes
  The RET Airport Shuttle nr. 33 leaves every 10 minutes to Rotterdam Central Station, journey time ± 25 minutes.
  Duration by train Rotterdam Central Station - Utrecht Central Station: ± 40 minutes.

By Train

There are direct train connections to Amsterdam, Amsterdam Schiphol Airport and Rotterdam. Other European cities (Brussels, Paris, Düsseldorf, Hannover) can also be reached rapidly by train. Public transport in Utrecht consists of a number bus routes.

By Car

Utrecht is located on different highways. The A12/E25, running to The Hague and Rotterdam, the A12 running to the German border, the A2/E35, running to Amsterdam, the A28/A27 to Amersfoort and the North of the Netherlands and the A27/E311, running to Breda and the Belgian border. Amsterdam (50 km), Brussels (175 km), Düsseldorf (190 km) and Paris (475 km) are all easy to reach.

Car parking: It is best to come to the conference by train since the railway station is straight opposite the Conference venue. If you travel by car you can use one of the 6 carparks of the Conference venue the Jaarbeurs. This will cost you € 3 per hour with a maximum of € 12 per day.
The Organizing Committee would like to acknowledge the following platinum sponsors for their support:

**Sponsors**

- Intervet Schering-Plough Animal Health
- Pfizer Animal Health
- Ecolab
- Boehringer Ingelheim

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Wageningen The Netherlands