

dairying

using science to meet consumers' needs

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Edited by E Kebreab, J Mills and D Beever

Dairying once again finds itself at a crossroads. Increasingly, producers and scientists need to harness their knowledge and expertise to meet consumers' demands for quality milk and milk products.

This volume discusses how the industry can meet the needs of today's consumer. Scientists, producers, processors and marketers together with those interested in the wider issues of biotechnology and the environment, present their views on six key areas of debate: cows for lifetime production; management for lifetime production; feeds and feeding; opportunities and impact; identifying the right model for accurate prediction of production; marketing – the myth against milk. The book concludes with a chapter looking at customers and consumers health.

Contents

Review of dairy heifer rearing and its effect on performance, longevity, costs and farm income • Physiological adaptations to milk production that affect fertility in high yielding dairy cows • Metabolic consequences of increasing milk yield – revisiting Lorna • Longevity • Optimising milk composition • Using biotechnology for the production and enhancement of livestock feed • Milk, blood lipids and coronary heart disease – 'the myth and the evidence' • Index

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