

# CowTime

## CASE STUDY

### *Pits and People 2005*



*Cameron Lumsden went to Pits and People – CowTime’s 2005 Shed Shake-up to pick up milking short cuts and safety tips. He went home with the key to a better night’s sleep!*

## The key to a good night’s sleep

**Cameron Lumsden’s shoulder injury was so painful he had trouble sleeping. Attending *Pits and People*, Cow Time’s latest Shed Shake-up, helped him find the key to a better night’s sleep; although it was the last thing he expected to get out of the day!**

Working in partnership with his parents Tom and Erica, Cameron single-handedly milks 230 cows year round, in a 10 a-side double-up dairy. Their property, Jesmond, is in Rosa Glen, south east of Western Australia’s Margaret River.

Milking takes six hours each day, which doesn’t leave a lot of time for farm maintenance. Cameron attended CowTime’s Shed Shake-up to pick up some milking shortcuts and safety tips.

He went home inspired to add extra lights to his dairy to improve cow flow. But he had no idea the session on exercise would have the greatest impact on him.

“A few years ago I injured my shoulder lifting test buckets. It left me in so much pain I couldn’t sleep so I went to a physiotherapist,” Cameron says.

From physiotherapy, Cameron learned that above all else stretching improved his injury. But it was the exercise session at the Shed Shake-up that highlighted the importance of stretching before milking.

“Milking by nature is a highly repetitive task that causes all sorts of strain. The session gave us some simple stretches by hanging off the rails. I can actually feel the improvement by doing this,” he says.

As a result of the physiotherapy at the time of his injury and the milking exercises shown at the session, Cameron is now sleeping much better at night. He’s also confident that almost any muscular injury can be prevented or improved by stretching.

“We all need to look after ourselves so we can do what we do for the years to come. I can’t over emphasise the importance of stretching exercises,” Cameron says.

Cameron now does the stretching exercises before milking and hangs from the rails if he starts to tighten up. Although he thinks he is still spending too long in the dairy each day, he’s getting a better sleep at night.

CowTime’s Shed Shake-up was brought to Western Australia by WesternDairy. Visit [www.cowtime.com.au](http://www.cowtime.com.au) for more information about stretching before milking.



# CowTime

## Pits and People 2005

CowTime is the dairy industry's national learning package to make milking easier and more productive. Each year, CowTime develops a new theme around which extension messages are delivered.

In 2005, the theme was *Pits and People*, which focused on reducing the impact of milking on the body and mind, as well as ways to improve the milking routine.

The main vehicle for delivering the messages was through CowTime's popular Shed Shake-up format, which is based on a field day with a difference. The format of *Pits and People* involved a seminar presented by one of CowTime's technical experts, a DVD and exercise session, ideas from equipment suppliers and an on-farm visit.

Across the nation, 33 *Pits and People* Shed Shake-ups were delivered, which were attended by 812 people. Evaluation data\* showed:

- 96% satisfaction rate;
- 60% of attendees made changes after attending and a further 10% are planning to;
- 97% of attendees found the information useful and relevant; and
- 88% approval rating for use of levy money.

### Spreading the impact

CowTime's impact on the industry goes well beyond those attending Shed Shake-ups. The show bags and information handed out on the day have been used by 62% of attendees and will support further improvements over time.

Farmers continue to use CowTime's web-based resources, particularly the Milking Monitor service, Quick Notes and Guidelines. The program also received good support from the milk harvesting service sector, with 15 dealership, technical and field officers participating in the delivery.

**More information contact CowTime on  
ph (03) 5624 2221 or visit [www.cowtime.com.au](http://www.cowtime.com.au).**



### Western Australia Regional Report

More than 53 people attended the two Western Australian *Pits and People* Shed Shake-ups held in Margaret River and Dardanup. They were presented by CowTime's Darold Klindworth and organised by WA Regional Co-ordinator, John Giumelli.

Feedback\* was very positive, with 93% of participants agreeing *Pits and People* was worth attending, and 97% saying the information presented was useful and practical. Like previous Shed Shake-ups, farmers attending *Pits and People* valued the new ideas and the opportunity for discussion and interaction.

Importantly, the effect of *Pits and People* goes beyond a discussion session. Almost three out of every four attendees (73%) from Western Australia planned to make changes as a result of attending *Pits and People*. Changes included easing stressful situations, streamlining work routine times, and improving safety and working conditions and cow comfort.

Sponsors will be pleased to see that 97% of WA participants approved of the use of their levy money to develop this Shed Shake-up.

**CowTime was delivered in Western Australia with support from:**



\* Data presented has been compiled from feedback attendance records, feedback questionnaires and follow-up interviews (conducted by independent researcher, Down to Earth Research).

