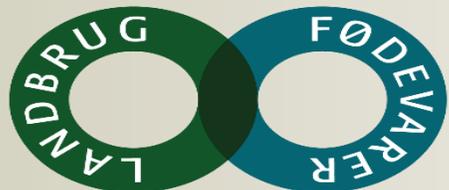




HOW TO KEEP AMS CUSTOMERS HAPPY?

Jonas Persson and Uffe Lauritsen, RYK Denmark

ICAR 2019
Prague



RYK provides milk recording for dairy cows. RYK are collecting annually about 5.5 million milk samples, serves 2,600 dairy farmers, and have a turnover of 15 million euro. We have 65 employees, and offices in Aarhus, Sorø, Holstebro, and Vojens.



OUR SERVICE

- Rent out sampling equipment
- Connection to milking box
- Disconnection
- Handling of vials
- Data handling
- Correction of animal ID in farm software
- Cleaning of sampler





RYK AMS HERDS AND SAMPLING EQUIPMENT

	DHI Herds	AMS
Total	2,500	620
Avg, cows	205	199
Avg. Boxes		3.0
Min-Max # boxes		1-14
Sampling units		285

OUR FIELD STAFF

- 40 Technicians
- 8 only on AMS
- 16 never on AMS
- 16 both AMS and conventional milking systems



THE TYPICAL SAMPLING

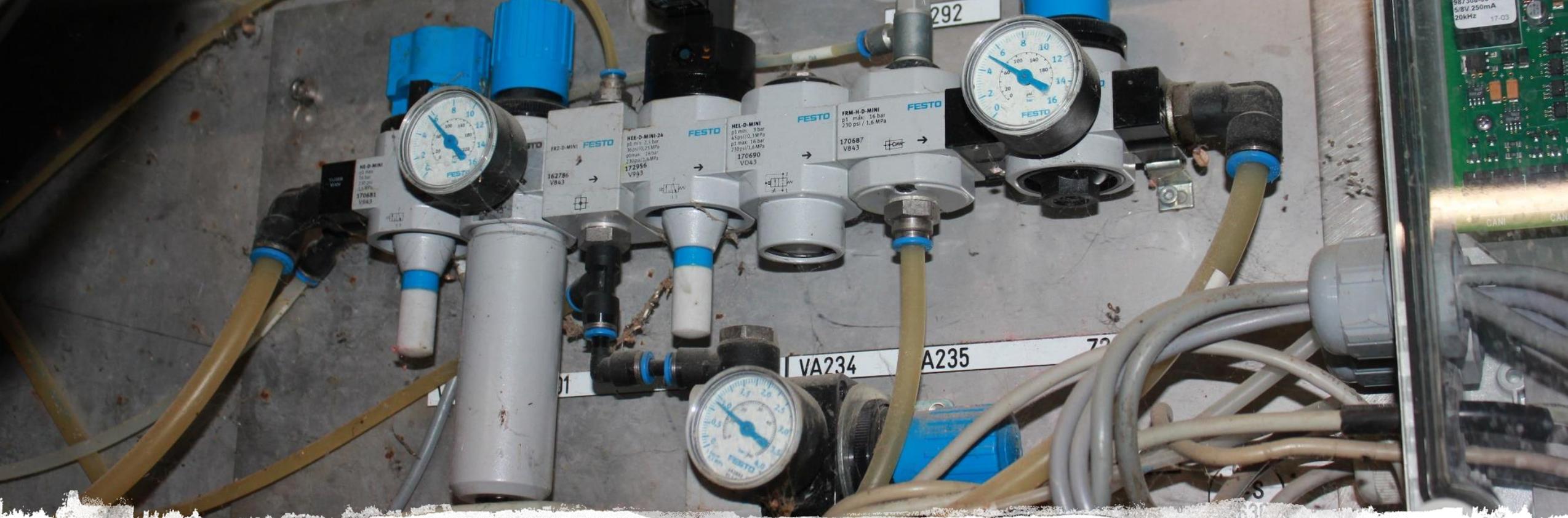
- Technician connects sampler
 - Start sampling
 - Checks sampling is working
 - Checks amount of milk in vials
 - Disconnect sampler
 - Handling of vials
 - Retrieve data
 - Merge AMS data with samples
 - Push data to database and lab
 - Check or/and clean sampler



FARMERS TYPICAL CHOICE

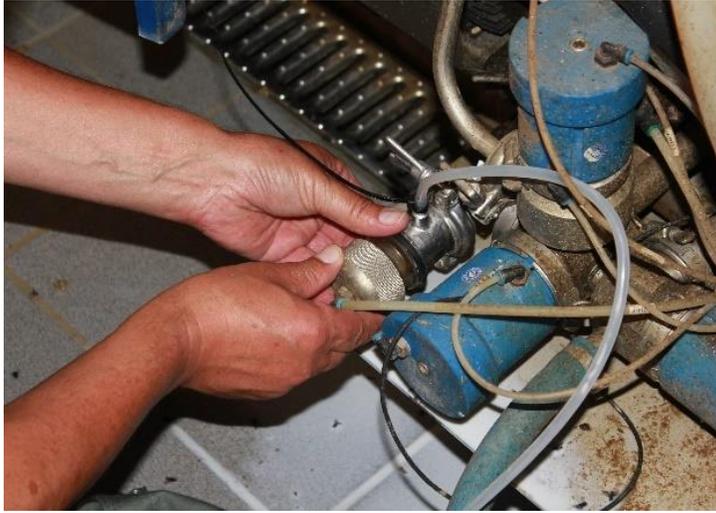
- Technician connect equipment
 - Stop milking
 - Connect sampler
 - Set up software (if needed)
 - Start sampling
 - Check first 1 or 2 cows sampled correct
- Farmer disconnect sampler



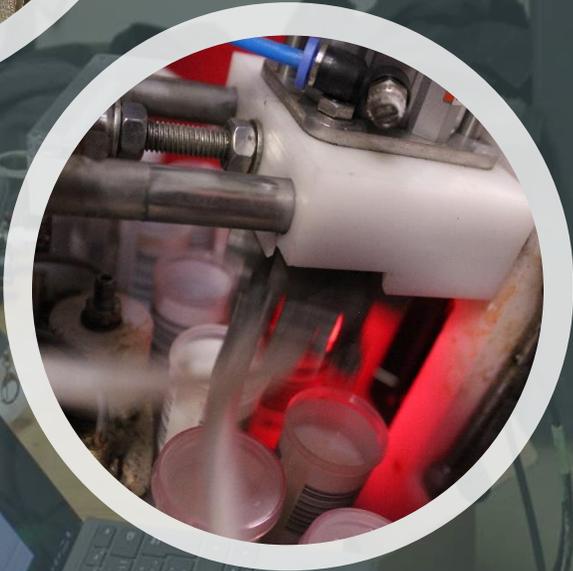


CHALLENGES

- Patience, patience, patience
- Pressure on valves
- Understand complexity
- Follow instructions



WHAT CAN GO WRONG



DATA AND NUMBERS

HOW DOES FARMERS RECEIVE OUR AMS SERVICE?

- 70 % leave it to us
 - 30 minutes per box including cleaning
- 20 % let us connect, and disconnect themselves
 - 10-15 minutes per box, all depending
- 10 % both connect and disconnect
 - 5-10 minutes per box, all depending
- Field staff make local agreements
- Any help from us, is invoiced in blocks of 10 minutes



AMS OVER TIME

Year	% herds	% cows	Size	# boxes
2009	19.4	23.0	160	2.5
2014	23.6	26.1	181	2.7
2019	24.8	23.6	199	3.0

THANKS FOR YOUR ATTENTION!

