

HERD PERFORMANCE BENCHMARKS:

Graphic Presentations of Dairy Farm
Performance Relative to Cohort
Herds

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AgSource Cooperative Services
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A Subsidiary of Cooperative Resources International

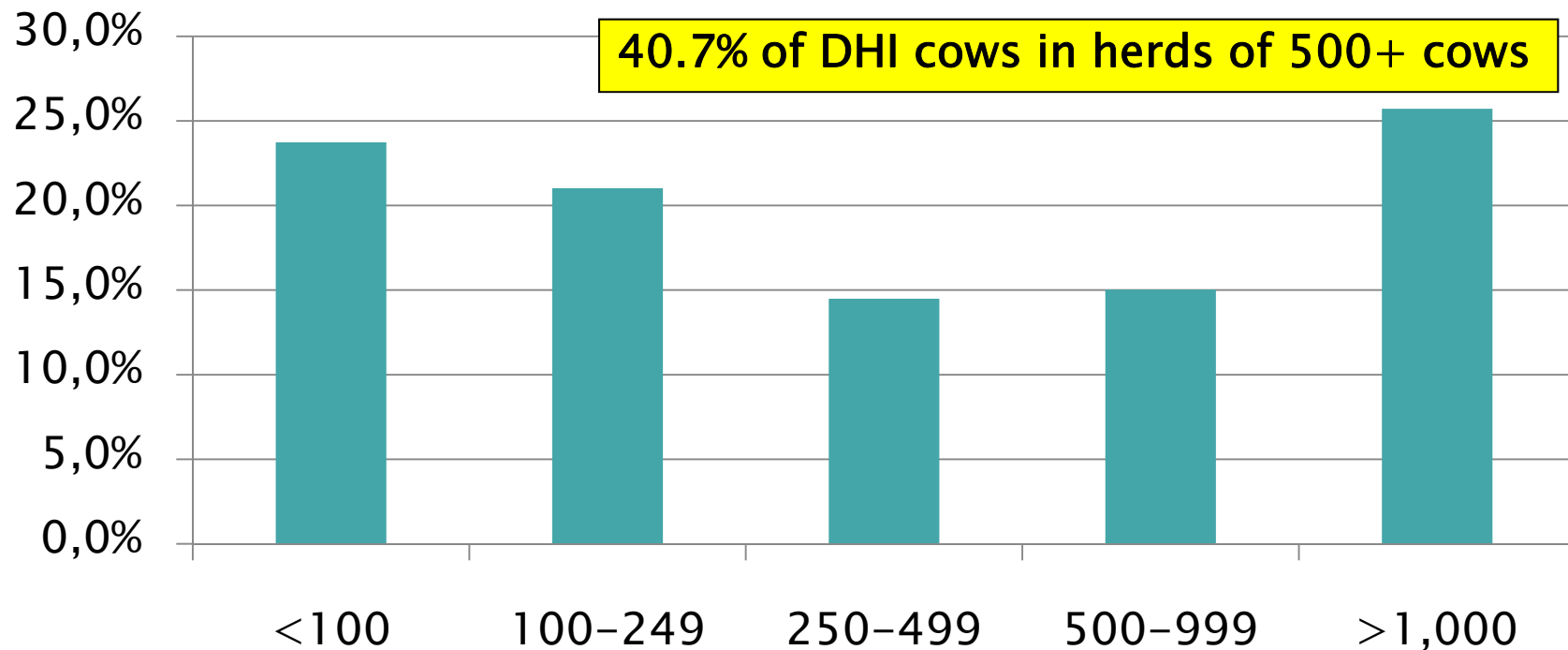
Challenges to Milk Recording Businesses

- ▶ Loss of external funding
 - Government and industry
- ▶ Increased Competition
 - Other service providers
 - On-farm recording and information technologies
- ▶ Value of the multi-herd database is too often indirect – e.g. genetic evaluations & research
- ▶ Perception that dairy herds with on-farm information systems, particularly large commercial operations, receive little value from traditional milk recording (DHI) services



Average Herd Size – 160 cows

Total AgSource DHI Holstein Cows By Herd Size – January 2011

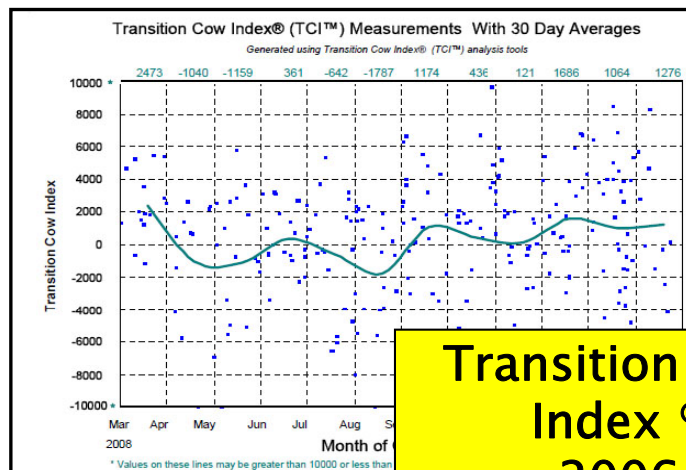


AgSource Strategy

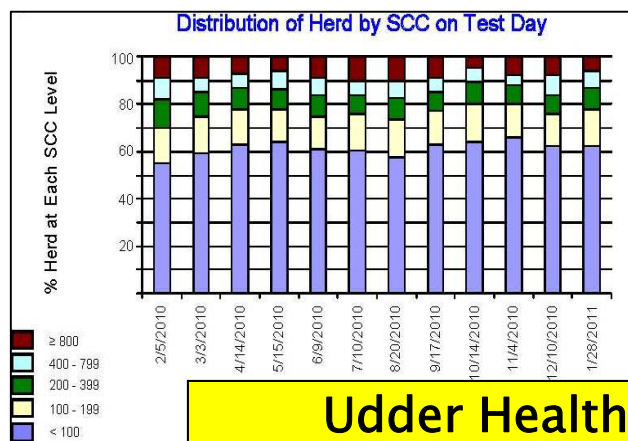
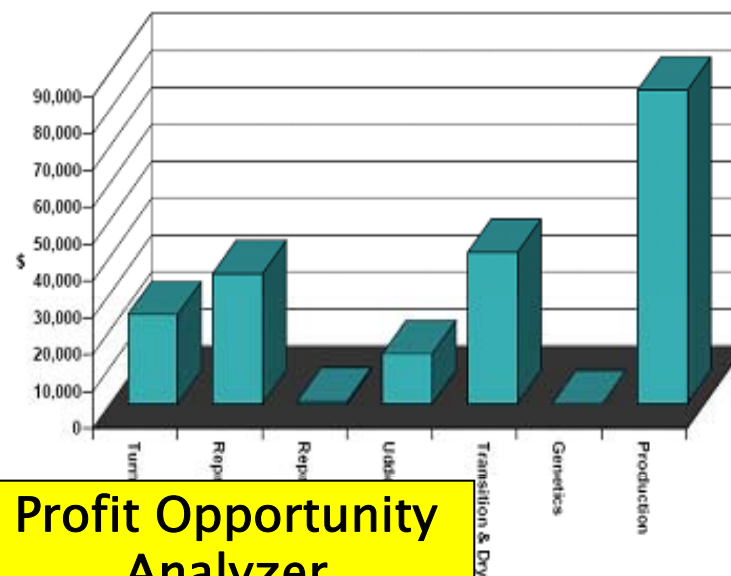
- ▶ Add Value to DHI Field and Laboratory Services
- ▶ Herd-based information not available from single farm information systems
- ▶ Graphic representations
 - Larger herds want the “big picture”
- ▶ Simplicity
 - – “*Information management*”
NOT “Management information”
- ▶ Driving decisions that improve herd profitability



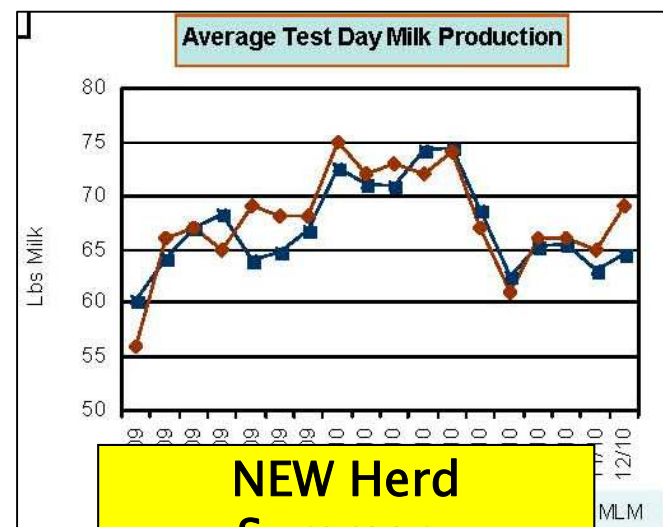
AgSource Strategy



Transition Cow Index® 2006



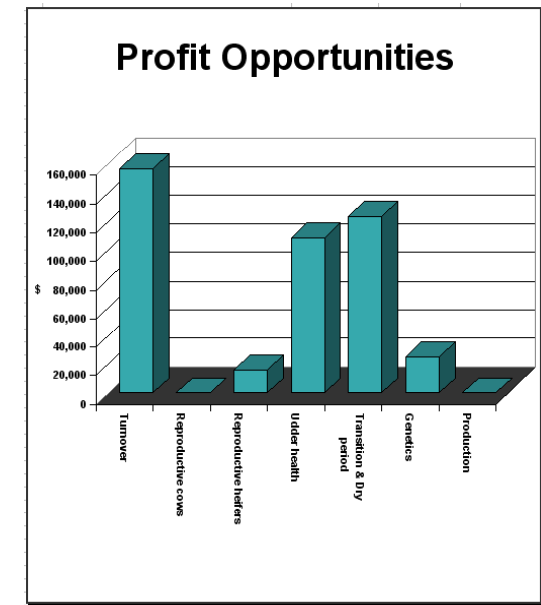
Udder Health Management Summary 2008



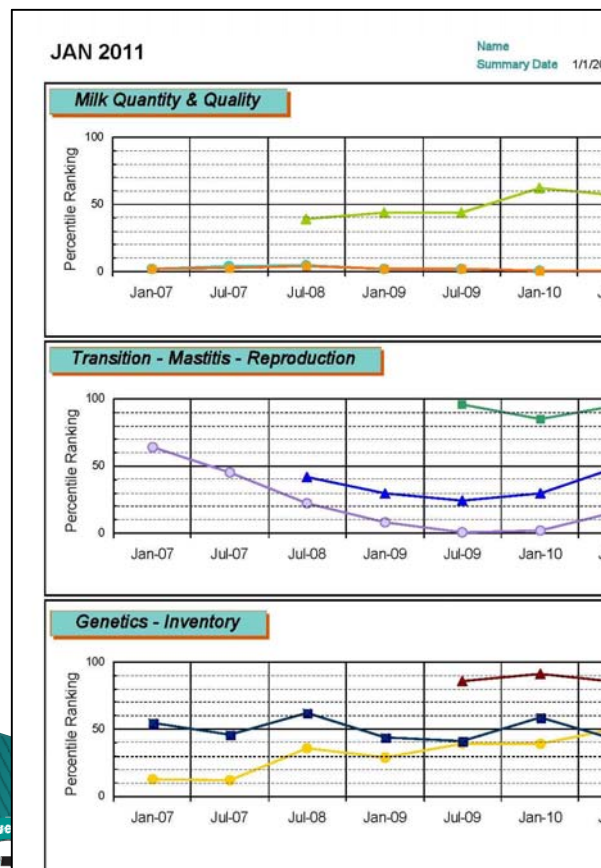
NEW Herd Summary 2009

Percentiles as Benchmarks

- ▶ Averages are misleading – proximity to the mean must be estimated
- ▶ Other than total production, producer may lack clear understanding of how performance compares to other herds
- ▶ Percentiles provide more precise ranking relative to cohort herds
- ▶ Clarifies what is possible with excellent management



AgSource *Herd Report Card*

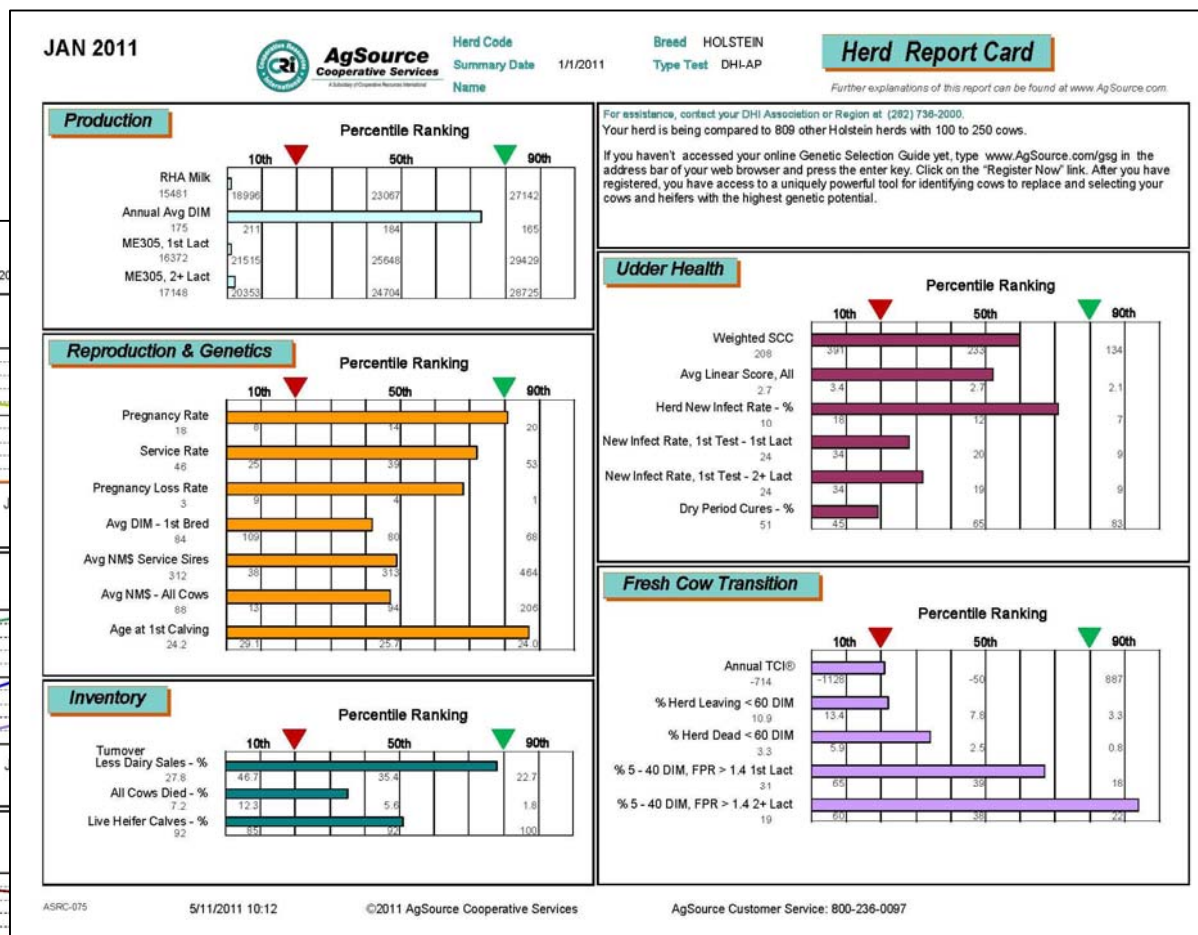


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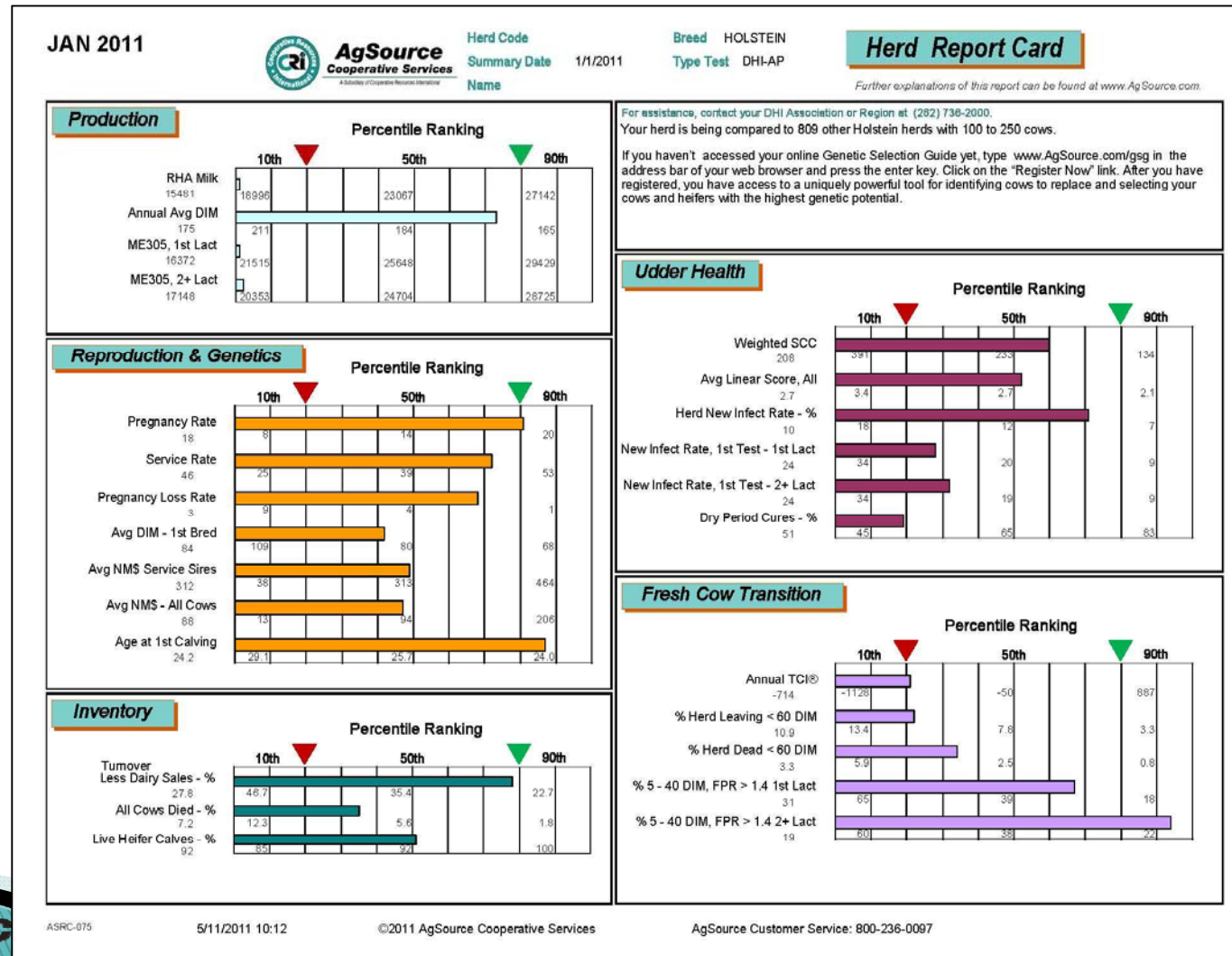
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Percentile ranking of 25 major herd management variables in five areas of herd management



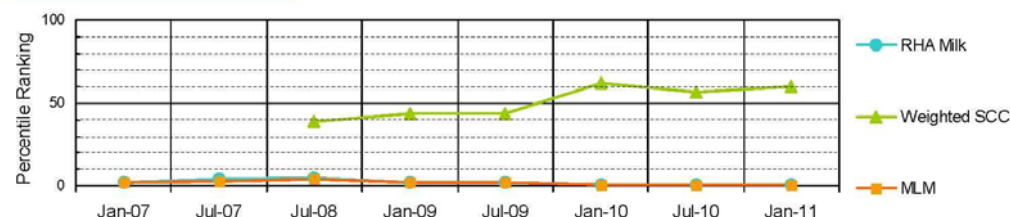
Historical trends in nine of those variables

JAN 2011

Name
Summary Date 1/1/2011 Herd Code

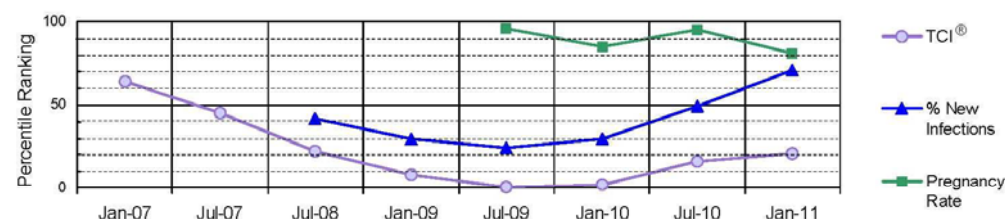
Herd Report Card

Milk Quantity & Quality



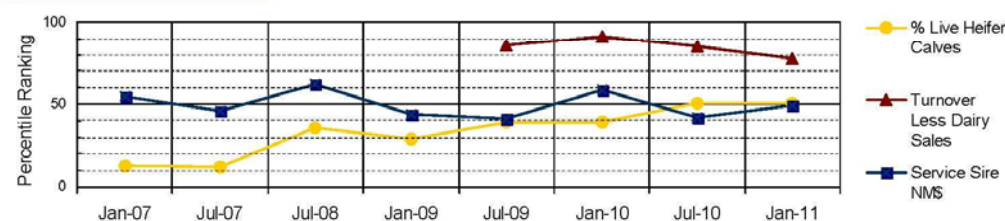
The Herd Report Card shows how your herd compares to other similar herds in several performance areas. There are six different comparison groups: Holstein herds with fewer than 100 cows, Holstein herds with 100 - 250 cows, Holstein herds with 251 - 500 cows, Holstein herds with 501 - 1000 cows, Holstein herds with more than 1000 cows, and all Jersey herds. For the other breeds, there are not enough herds to develop good benchmark values.

Transition - Mastitis - Reproduction



The Herd Report Card reports your herd's performance and shows graphically how it compares to the 10th, 50th, and 90th percentiles of your comparison group of herds. The percentiles are arranged with the 90th percentile representing what is generally considered the most desirable performance. In terms of absolute numbers, the 90th percentile could be a very high or a very low value. For example, the 90th percentile of herd average milk per cow per day is a high value, but the 90th percentile of herd somatic cell count is a low value. There are categories where intermediate values may be considered to be the most desirable.

Genetics - Inventory



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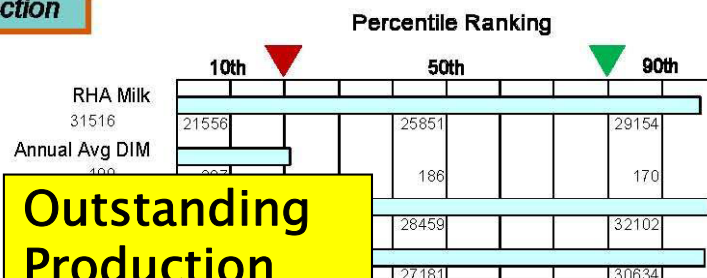
Herd Code
Summary Date 1/1/2011
Name

Breed HOLSTEIN
Type Test DHI-AP

Herd Report Card

Further explanations of this report can be found at www.AgSource.com.

Production

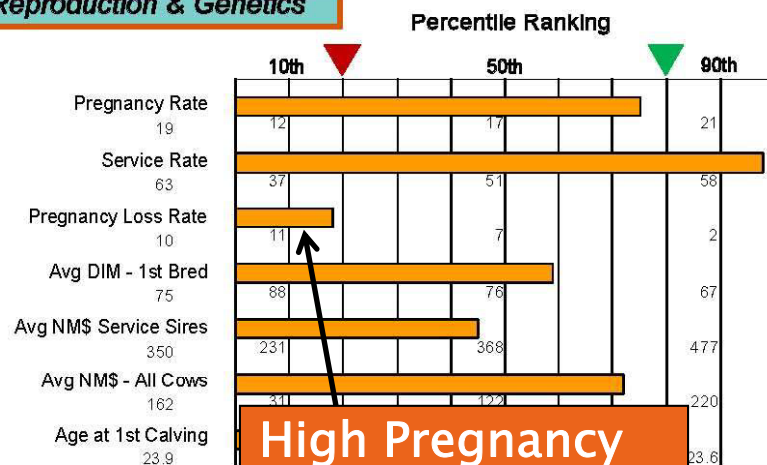


For assistance, contact your DHI Association or Region at (920) 419-5820.

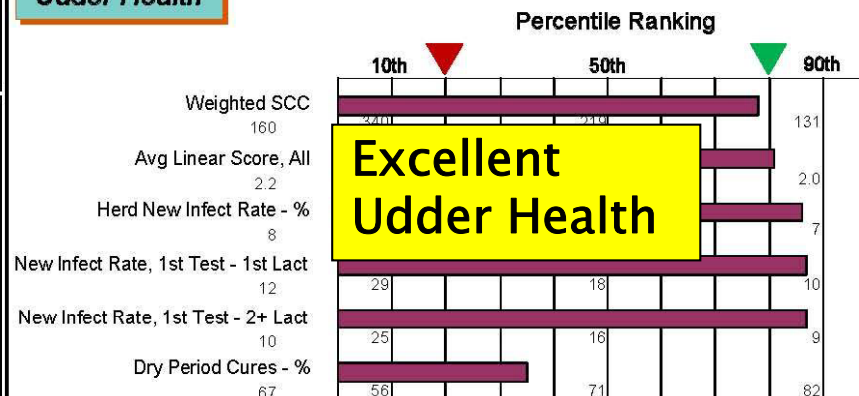
Your herd is being compared to 239 other Holstein herds with 251 to 500 cows.

If you haven't accessed your online Genetic Selection Guide yet, type www.AgSource.com/gsg in the address bar of your web browser and press the enter key. Click on the "Register Now" link. After you have registered, you have access to a uniquely powerful tool for identifying cows to replace and selecting your cows and heifers with the highest genetic potential.

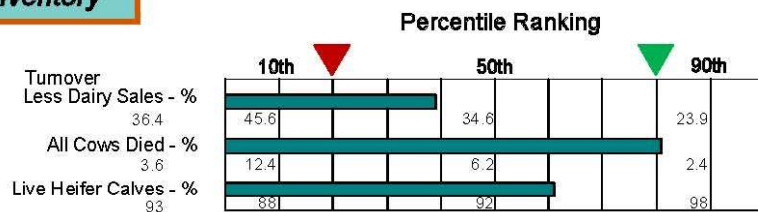
Reproduction & Genetics



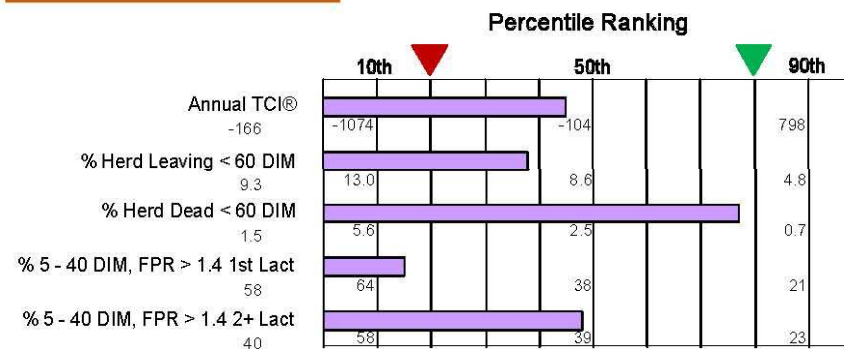
Udder Health



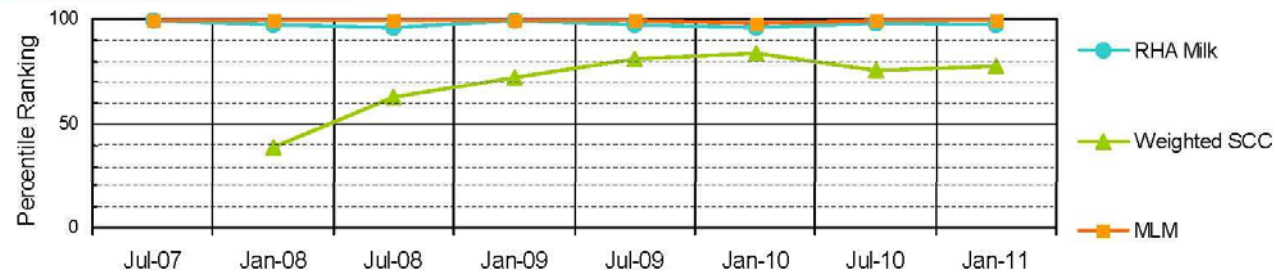
Inventory



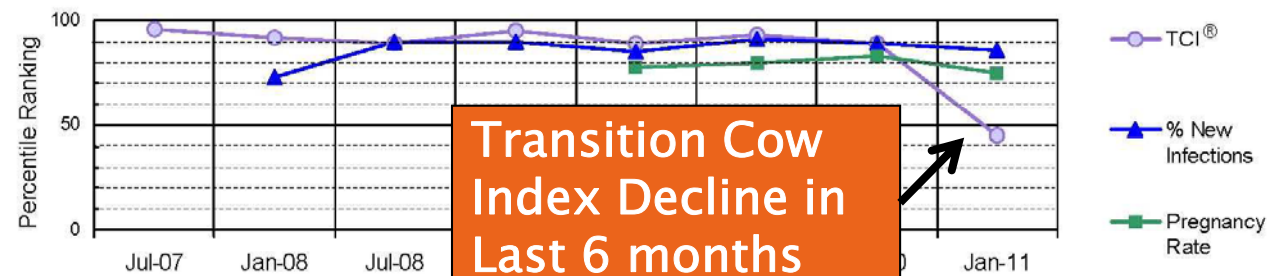
Fresh Cow Transition



"Average" Fresh Cow Program

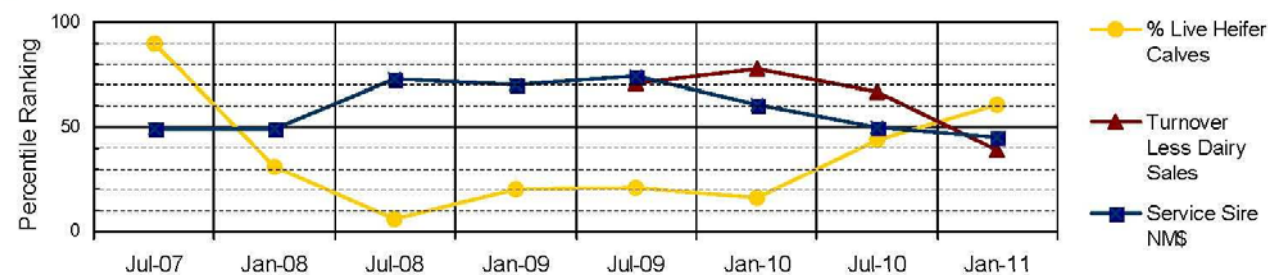
Milk Quantity & Quality

The Herd Report Card shows how your herd compares to other similar herds in several performance areas. There are six different comparison groups: Holstein herds with fewer than 100 cows, Holstein herds with 100 - 250 cows, Holstein herds with 251 - 500 cows, Holstein herds with 501 - 1000 cows, Holstein herds with more than 1000 cows, and all Jersey herds. For the other breeds, there are not enough herds to develop good benchmark values.

Transition - Mastitis - Reproduction

Transition Cow Index Decline in Last 6 months

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Genetics - Inventory

“Report Card” for this herd...



- ▶ Outstanding Production and Milk Quality, *BUT...*
 - Pregnancy Loss Rate was poorer than they realized
 - required comparison with other herds
 - Report revealed deterioration in fresh cow performance that was not previously identified
 - Research has shown that changes in TCI® are a leading indicator of changes in milk production variables

Value of Milk Recording Established!

- ▶ Herd identified problem areas they had not previously recognized
- ▶ Profit potential associated with improvements in those areas far exceed costs of herd recording services
- ▶ Recognizable benefit from the multi-herd database



Marketing and Distribution

- ▶ Product scheduled for 15 July 2011 release
- ▶ All herds will receive first report at no extra charge
- ▶ Will be made available 2x/year
- ▶ Charged within regular service fees
 - i.e. monthly vs. when report delivered
- ▶ Future Web version will allow individual selection of comparison herds, e.g.
 - Mixed breed herd may compare against Holsteins
 - A herd with fewer standard cohorts may select comparison with a larger population

Thank you

► For more information...

- info@agsource.com
- www.agsource.com

