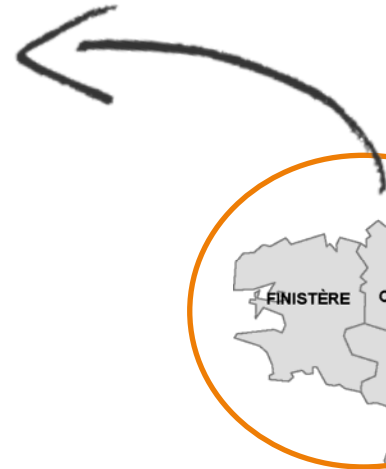




Organizing advice for dairy herds breeders

The example of a Milk Recording Organization in the west of France

A milk recording organization



- 6 000 dairy farms
- 63 cows per farm – 8 050 Kg / Cow / year
- 85 hectares average
- Market share:
 - 72 % → *Official data recording*
 - 65 % → *Herd management advice*

What do we do ?

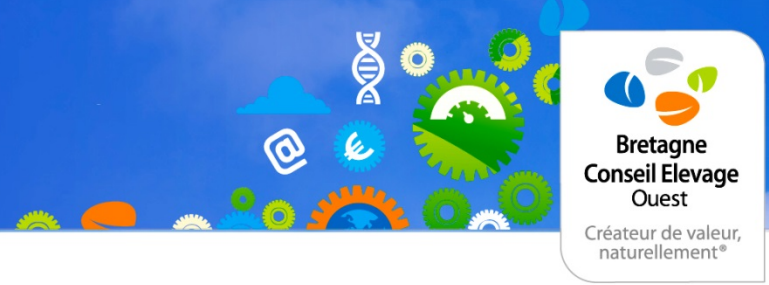


We offer services on various aspects of dairy farm management

- Milk recording
- Herd management advice
- Agronomy advice
- Services:
 - Cattle Housing Design
 - Trimming
 - Testing of milking machine



Milk recording



- **A dedicated team of 300 operators**
- **Data are digitally collected using a Smart Phone**
 - Sample traceability
 - Data with high availability for breeders
 - Cattle disease data recording (since 2013)



**115 000 mastitis
+
30 000 other health events collected**

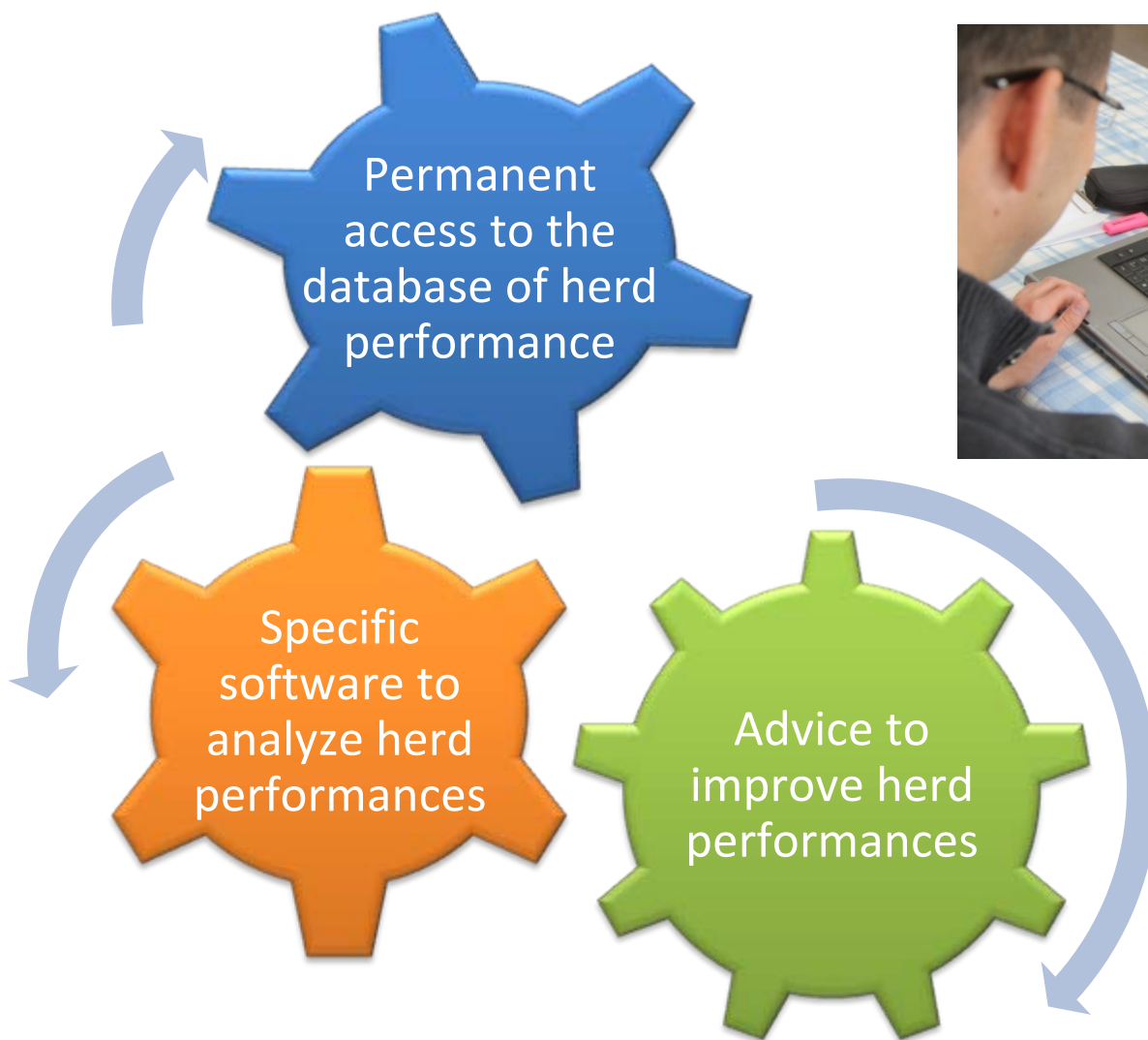
Herd management advice



160 advisors
A portfolio of 45
customers
6 to 11 working
sessions a year



OUR ADVISORY APPROACH



OUR ADVISORY APPROACH

- Herd performances analysis
- Forecasting of milk volumes



- Rationing livestock feeding
- Over cost on food margining



- Forage stock management
- Crop rotation



OBSERVE
LISTEN
ANALYZE
PROPOSE

- Cattle disease prevention : fertility
- Milk quality



- Genetic selection
- Heifer breeding



ANNUAL TECHNICAL REPORT

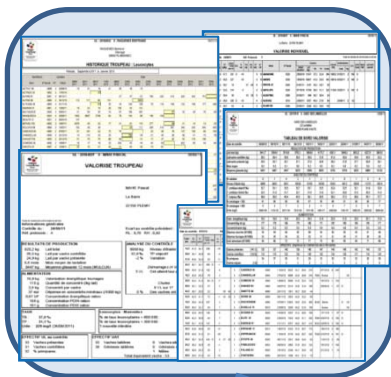
References from 6 000 farms according to :

- The breed of the herd
- The size of the herd
- The feed system
- The yield per cow
- The milking system



BREEDER'S EXTRANET

Mik recording data

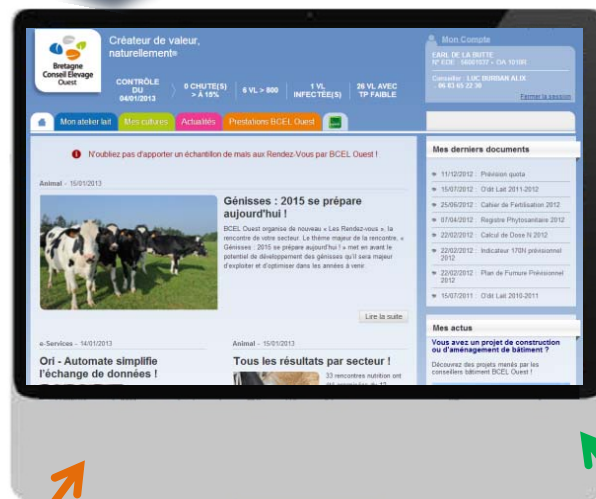


Availability
of data
immediately
after milking

Herd management advisor's reports



Other animal's data



Traceability

Crop advisor's reports



50 GROUPS OF FARMERS



Sharing experience

An annual study programm

4 meetings a year

15 breeders in each group





Herd management advice



Milk recording



45 000 working sessions a year
Added value for breeders
25 % of our business