Implementation of new milk recording practises in Finland

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Association of ProAgria Centres
Development project on milk recording
Project manager
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Development project on milk recording

ProAgria (15 + 1)

- Advisory organisation
- Milk recording services

Project goals

- More value to customer
- 90% of cows in MR
- Data delay < 5 days
- Unofficial farms < 10%

Recording intervals

- Tradition in Finland: B48 (~97%)
- Situation in June 2015

Weeks	Milk recording interval	Sampling interval
2	66	8
4	5583	388
6	23	26
8	325	5597

AMS Recording

AMS farms ~12% of all herds and >20% of all milk

AMS customers 2003 – 2014: Monthly milk sum method

- Milk recording results in the end of the month

AMS customers today: 24-hour milk yield

- Possible to utilise the new intervals
- Recording day can be chosen freely
- Milk recording data to database at once
- Results ready immediately after recording
- Pregnancy test can be utilised better

Reporting – Periodic report

Milk Recording Periodic Report - Herd Summary

Recording day	9.4.2015		
Cows in herd	140		
Cows dry	15	Feeding days since Jan 1st	99

13.4.2015
BT44

Test day yield		Milk, kg			F%	P%	Cells	Urea	F / P
Cows in milk	Pcs	Act.	Target						
Herd average	**125**	**36,1**	**32,1**	↑	**3,89**	**3,43**	**208**	**34**	**1,13**
Herd total		**4510,4**							
First-calvers	40	31,7	29,4	↑	4,11	3,51	216	37	1,17
2nd lactation	40	38,5	34,8	↑	3,72	3,31	200	34	1,12
Older cows	45	37,9	36,1	→	3,88	3,48	208	33	1,11
<60 days in milk	9	44,5	36,3	↑	4,05	3,32	186	30	1,22
60-120 DIM	23	41,9	38,6	↑	3,63	3,22	227	36	1,13
120-180 DIM	19	39,0	35,2	↑	3,82	3,40	170	33	1,12
>180 days in milk	74	32,5	28,0	↑	3,99	3,54	215	34	1,13

12-month rolling yield	Cows	Milk	Fkg	F%	Pkg	P%	ECM
Herd	**141,5**	**10048**	**400**	**3,98**	**339**	**3,37**	**9994**
- Dairy delivered milk kg		9370		4,01		3,31	
Ayrshire							
Holstein	141,5	10048	400	3,98	339	3,37	9994
Finnish cattle							
Other breeds							

Annual yield by last test							
Herd	140,8	3267	127	3,89	112	3,43	3229
ECM per day of life, cows in herd							12,9

Fertility			
Calving interval, d	386	Days open	79
Age at first calving, m	26,0	Service period, d	42
Average lactation	2,3	Dry period, d	73
Services/calving	1,78	56-day non-return rate, %	61

Milk recording average

Recording day	Cows	Milk	F%	P%	Cells	Quality p.	Delay
30.04.14	117	29,6	4,06	3,44	201	7	2
31.05.14	127	28,9	4,14	3,38	220	7	17
30.06.14	129	28,6				7	43
31.07.14	124	28,0	4,05	3,21	300	7	12
31.08.14	128	27,3	3,98	3,34	284	6	8
30.09.14	120	28,6				5	6
31.10.14	124	30,7	4,11	3,42	225	5	3
30.11.14	125	33,4	3,80	3,32	159	5	1
31.12.14	130	34,6	3,95	3,45	275	4	2
16.01.15	120	36,9	3,92	3,43	229	4	26
18.02.15	130	37,3	3,85	3,39	242	10	1
10.03.15	128	35,5	3,85	3,47	323	10	1
09.04.15	125	36,1	3,89	3,43	208	10	1

Data Quality Points	Points	Target 0-10 points
Year 2015 average	8,5	
12-month rolling average	6,7	
Last recording 9.4.2015	**10**	**Good**
Recorder	0	Value / Target
Recording interval, d	0	30 / <35
Recordings in 12 m	0	13 / >10
Sampling interval, d	0	30 / <35
Samples in 12 m	0	10 / >10
Meter testing, d	0	59 / <546
Farm use, l/cow/d	0	0,7 / 0,1-1,5
Milk deviation 4 m	0	103 / 96-104
Fat deviation 4 m	0	0,04 / -0,20-0,20

Reporting – Data quality points

Maximum points 10; annual average must be >= 0

Year	Average
2015	5,8
2014	-1,25
12-month rolling	0,83

Recording date	Data quality points
20.05.2015	6
17.04.2015	7
16.03.2015	7
16.02.2015	5
18.01.2015	4
20.12.2014	3
17.11.2014	1
17.10.2014	1
15.09.2014	2
13.08.2014	-12
15.07.2014	-7
16.06.2014	-7

Recording date	Data quality points
20.05.2015	6

Criteria	Points	Value	Target
Recorder	0	2	
Recording interval, d	0	33	<35
Recordings in 12 m	0	12	>10
Sampling interval, d	0	33	<65
Samples in 12 m	-1	5	>5
Meter testing, d	0	267	<546
Farm use, l/cow/d	-3	5,0	0,1-1,5
Milk deviation 4 m	0	98	96-104
Fat deviation 4 m	0	0,15	-0,20-0,20

Customer services

- Milk recording advisors
- Milk recording technicians

New services:

- Data capture via remote access
- Pre-coded vials (28%)
- More contacts with customer due to internal reporting of statistics
- Pregnancy test from milk sample (September 2015)

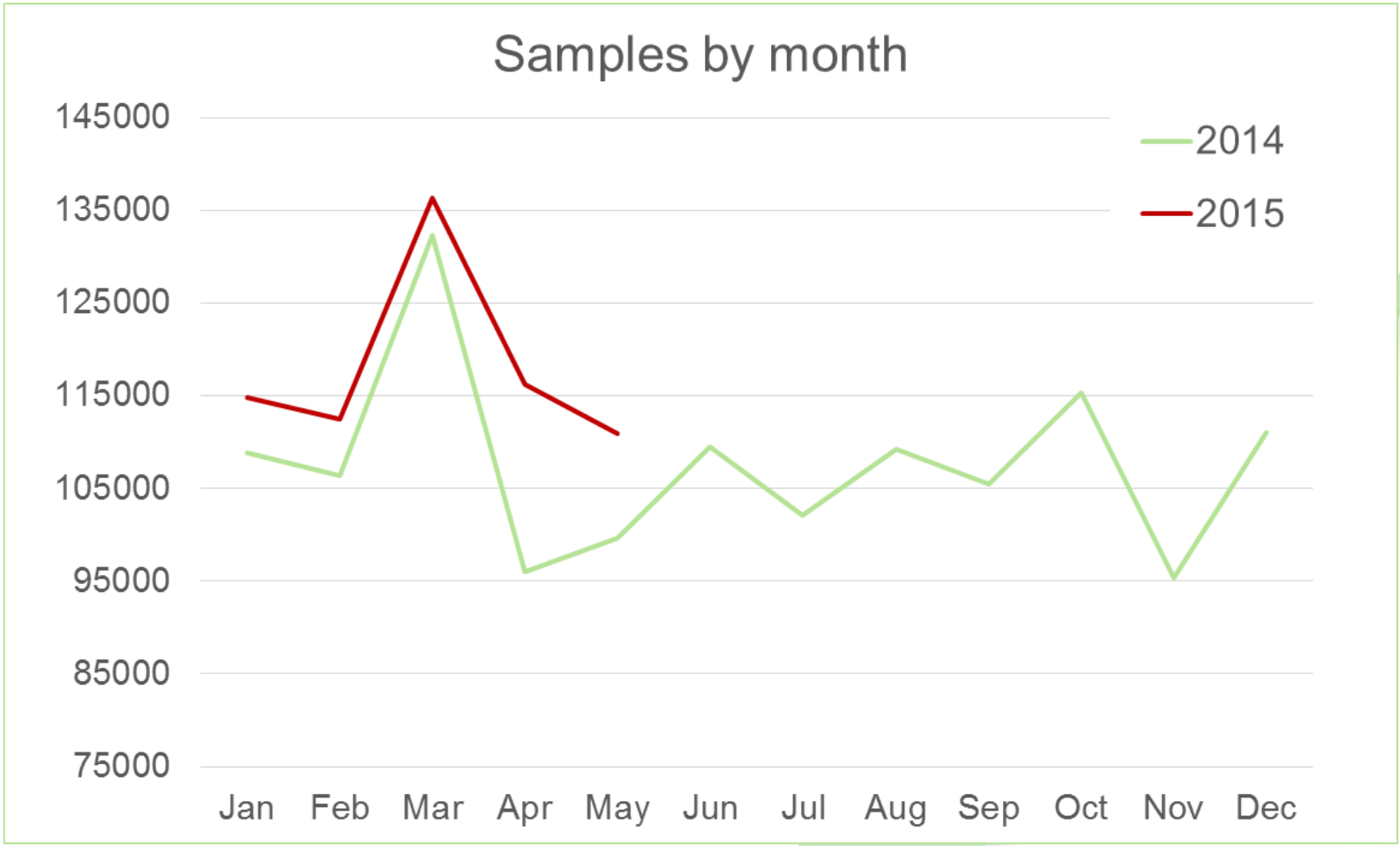
Communication during the project

Various ways to contact customers

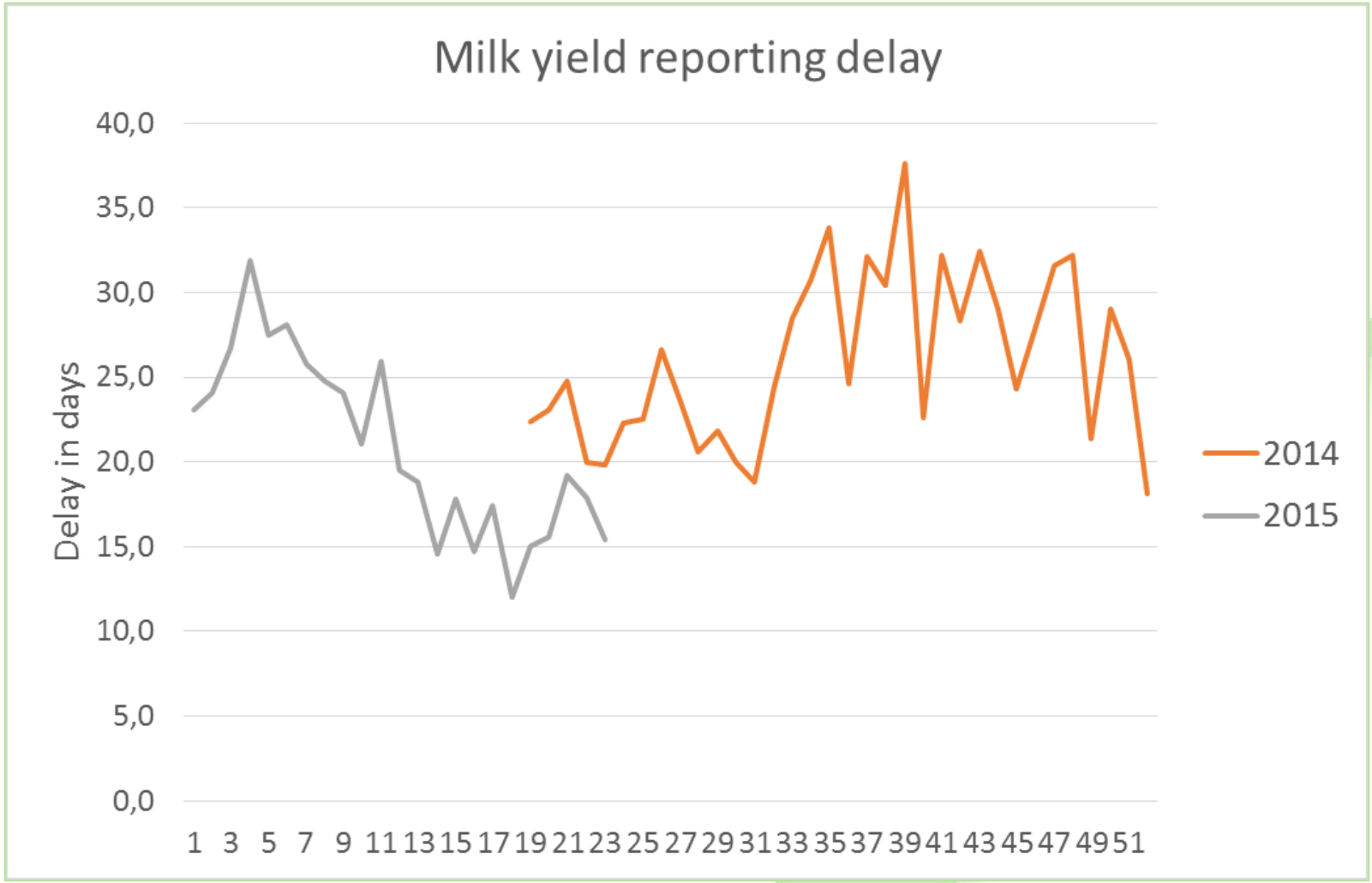
- Articles, telephone campaigns, social media, on-line meetings, electronic newsletters, SMS…
- Seminars, morning porridges, meetings…
- Milk recording reminders via SMS

	No of messages	
	SMS	Email
Recording date	4 946	58
Missing yields	969	7
Reports available	4 633	51

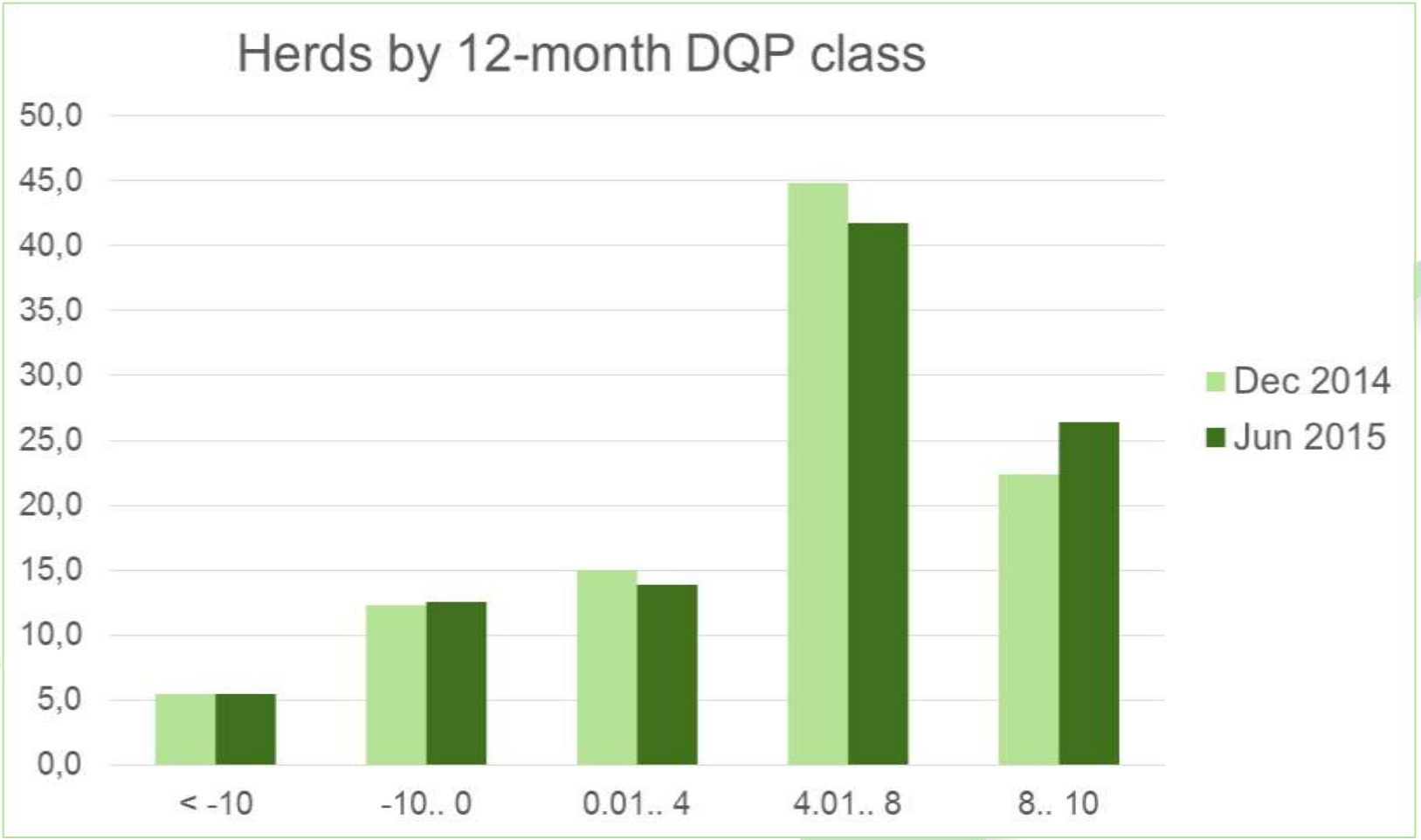
Results – Number of milk samples



Results – Reporting delay



Results – DQP, data quality points



Future developments

- Cost efficiency of services
  - Unification of services in Finland
  - Route optimisation
  - Investments on equipment
  - Testing of milk meters
- Improvement of milk recording reports
- More and better communication with
  - Customers
  - Advisors
  - Stakeholders

Thank you for attention!