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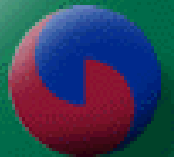# Milk Recording is seen as critical to third parties in the UK, as a revenue stream

Or,

Third parties are now interested in Milk Recording.

Background

- NMR – position in market place
- Relationships with third parties – how we view each other
  - Vets
  - Feed Companies
  - Management Consultants
  - AI Companies
  - Breed Societies
  - IT Companies

Pan Livestock

- Working together for 15 years.
- Based at Reading University
- Developed a range of software
- Interherd- the main one, used on 800 dairy farms in UK.
- Links with milking parlour systems
- Systems installed in Malta, Colombia, Poland.
- Runs some of NMR's databases.
- NMR provides training and telephone support to UK Interherd and milking parlour software users.

Interherd

- Good system 15 years ago.
- Now dated technology.
- Well respected analytical reports
- Milking parlour links very important
- Data links to other systems – slow.

File   Edit   Batch   Lists/Reports   Costs   System   Help

All - click to select

Exit   Number ▾   Y   ▾   Current animals only ▾

📁 Data entry and editing
  📝 Herd records
  📝 Animal records
  📝 Event pad
  📁 Animal distribution
  📁 Batch data
  📁 Reference lists
  📁 Supply records
📁 Lists and reports
  📁 Animal management lists
    ▤ Overview of cow health, fertility & production
    📁 **Action lists**
      ▤ Vet list
      ▤ Herdsman's list
      ▤ Quick list
      ▤ All scheduled events
      ▤ Scheduled breeding events
    📁 Fertility
    📁 Weight and condition
    📁 Milk production
  📁 Performance analysis and reports
  📁 Administrative reports
  📁 Financial analysis and reports
  📁 Animal list generator
📓 Diary

Service and oestrus analysis in Interherd

Specify

25102 M E S DART & PARTNERS - click to select

Close

Services given between 01/02/2011 and 31/01/2012

PD available for services before 21/12/2011

Analysis period interval (months) 3

Begin

Analysis by
- ○ Lactation no.
- ● Service period

Include:
- ☑ Heifers
- ☑ Cows

Statistic
- ● Mean
- ○ Median

Parameter	Standard value	Overall	Feb 2011	May 2011	Aug 2011	Nov 2011
No. oestrus observed		928	245	233	264	186
No. first oestrus		290	82	83	76	49
No. subsequent oestrus		638	163	150	188	137
Oestrus interval (days)	21	31	32	32	29	31
% oestrus intervals OK	75%	45%	46%	46%	49%	37%
No. services		841	227	210	236	168
All service conception rate %	50%	31%	33%	35%	30%	24%
No. first services		289	79	82	77	51
1st service conception rate %	50%	36%	46%	34%	36%	19%
No. subsequent services		552	148	128	159	117
Service interval (days)	21	32	33	33	30	32
Repeat service conception rate	50%	29%	27%	36%	26%	26%
No. pregnancy diagnoses		482	134	135	115	98
Mean days after service	42	46	43	53	43	44
% PD positive	90%	67%	72%	67%	57%	69%

Interherd+

- Launched three years ago, to the consultancy market.
- Key components:
  - Automatic data collection links to NMR
  - Comprehensive benchmarking data
  - Clear presentation of data – farmers can understand
  - Imports disease test data.
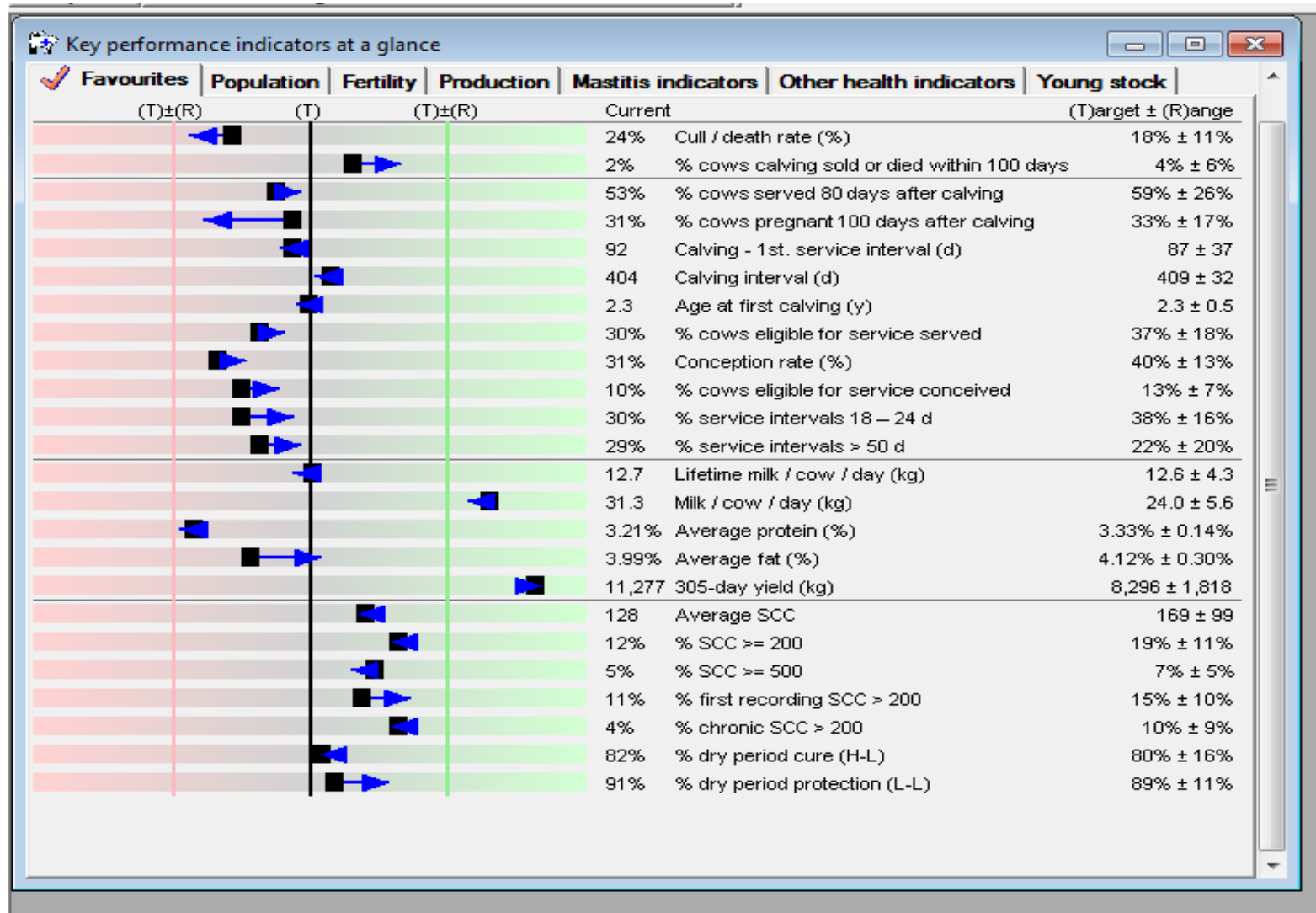 - Flexible, repeatable report writing

Interherd+ data links

- Automatic data links to NMR.
- Picks up all animal events.
- Compositional results.
- Disease testing data – Johnes, BVD, Lepto, IBR.
- Can manually import data from other MRO's.
- Allows back office staff to do to work previously done by vets.

Part of the KPI data set.

Parameter	Median (1)	1st – 3rd quartile (25% - 75%) (2)	Target (3)	Inter-quartile range (4)
A. Culling rate	26%	21% - 32%	**21%**	11%
B. Culling / death rate in first 100 days of lactation	5%	3% - 8%	**3%**	5%
C. Age at exit (years)	6.6	5.9 - 7.5	**7.5**	1.6
D. Age at exit by lactations	3.9	3.3 - 4.5	**4.5**	1.2
E. Percentage Served by day 80	47%	33% - 59%	**59%**	26%
F. Percentage conceived 100 days after calving	25%	16% - 33%	**33%**	17%
G. Calving to 1st service interval (days)	98	82 - 119	**82**	37
H. Calving interval (days)	421	408 - 436	**408**	28
I. Age at 1st calving (years)	2.4	2.2 - 2.7	**2.2**	0.5
J. Conception rate	31%	24% - 37%	**37%**	13%

Benchmarking against 500 NMR farms

Key performance indicators at a glance

| Favourites | Population | Fertility | Production | Mastitis indicators | Other health indicators | Young stock |

(T)±(R)	(T)	(T)±(R)	Current		(T)arget ± (R)ange
			24%	Cull / death rate (%)	18% ± 11%
			2%	% cows calving sold or died within 100 days	4% ± 6%
			53%	% cows served 80 days after calving	59% ± 26%
			31%	% cows pregnant 100 days after calving	33% ± 17%
			92	Calving - 1st. service interval (d)	87 ± 37
			404	Calving interval (d)	409 ± 32
			2.3	Age at first calving (y)	2.3 ± 0.5
			30%	% cows eligible for service served	37% ± 18%
			31%	Conception rate (%)	40% ± 13%
			10%	% cows eligible for service conceived	13% ± 7%
			30%	% service intervals 18 – 24 d	38% ± 16%
			29%	% service intervals > 50 d	22% ± 20%
			12.7	Lifetime milk / cow / day (kg)	12.6 ± 4.3
			31.3	Milk / cow / day (kg)	24.0 ± 5.6
			3.21%	Average protein (%)	3.33% ± 0.14%
			3.99%	Average fat (%)	4.12% ± 0.30%
			11,277	305-day yield (kg)	8,296 ± 1,818
			128	Average SCC	169 ± 99
			12%	% SCC >= 200	19% ± 11%
			5%	% SCC >= 500	7% ± 5%
			11%	% first recording SCC > 200	15% ± 10%
			4%	% chronic SCC > 200	10% ± 9%
			82%	% dry period cure (H-L)	80% ± 16%
			91%	% dry period protection (L-L)	89% ± 11%

Long and short term trends
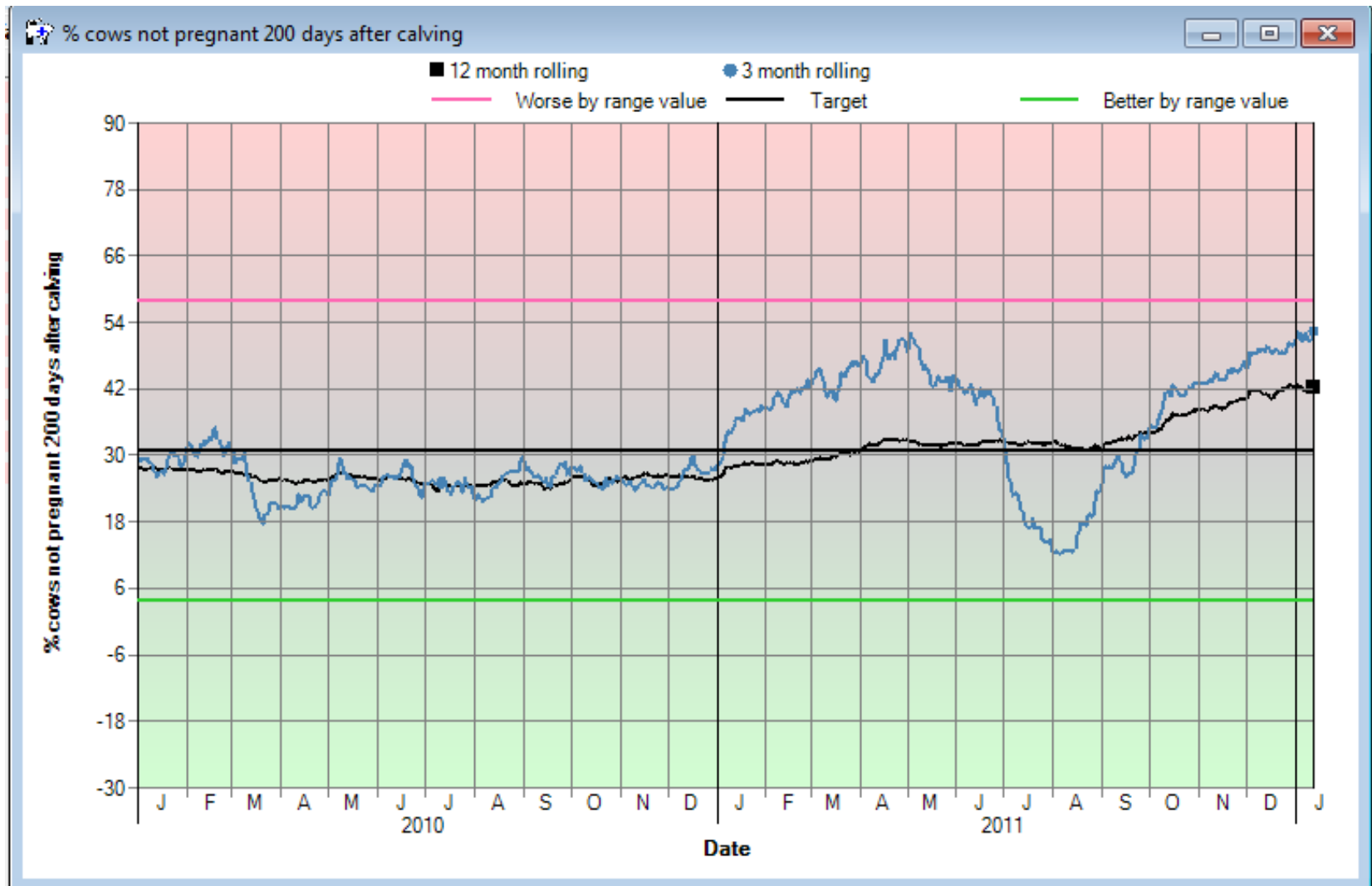
Reproduction Progress
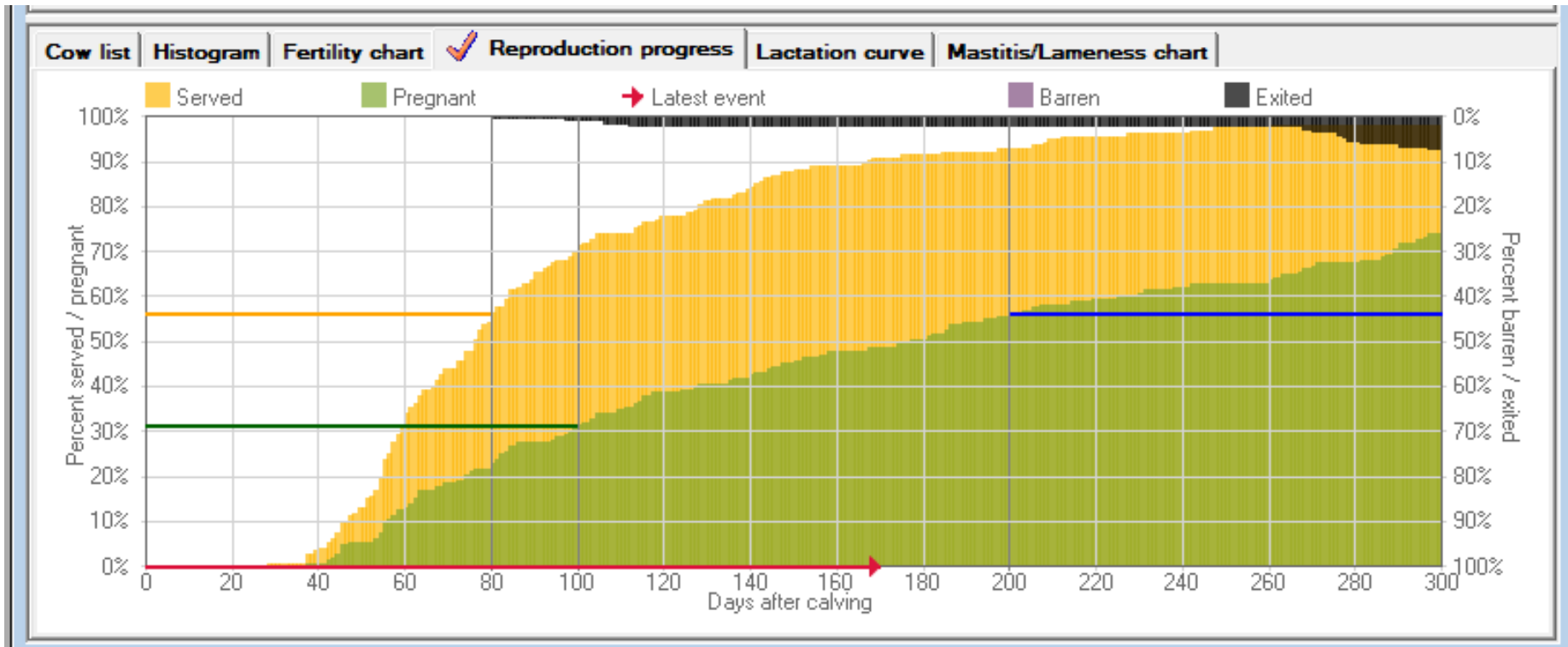
Reproduction Progress – different farm
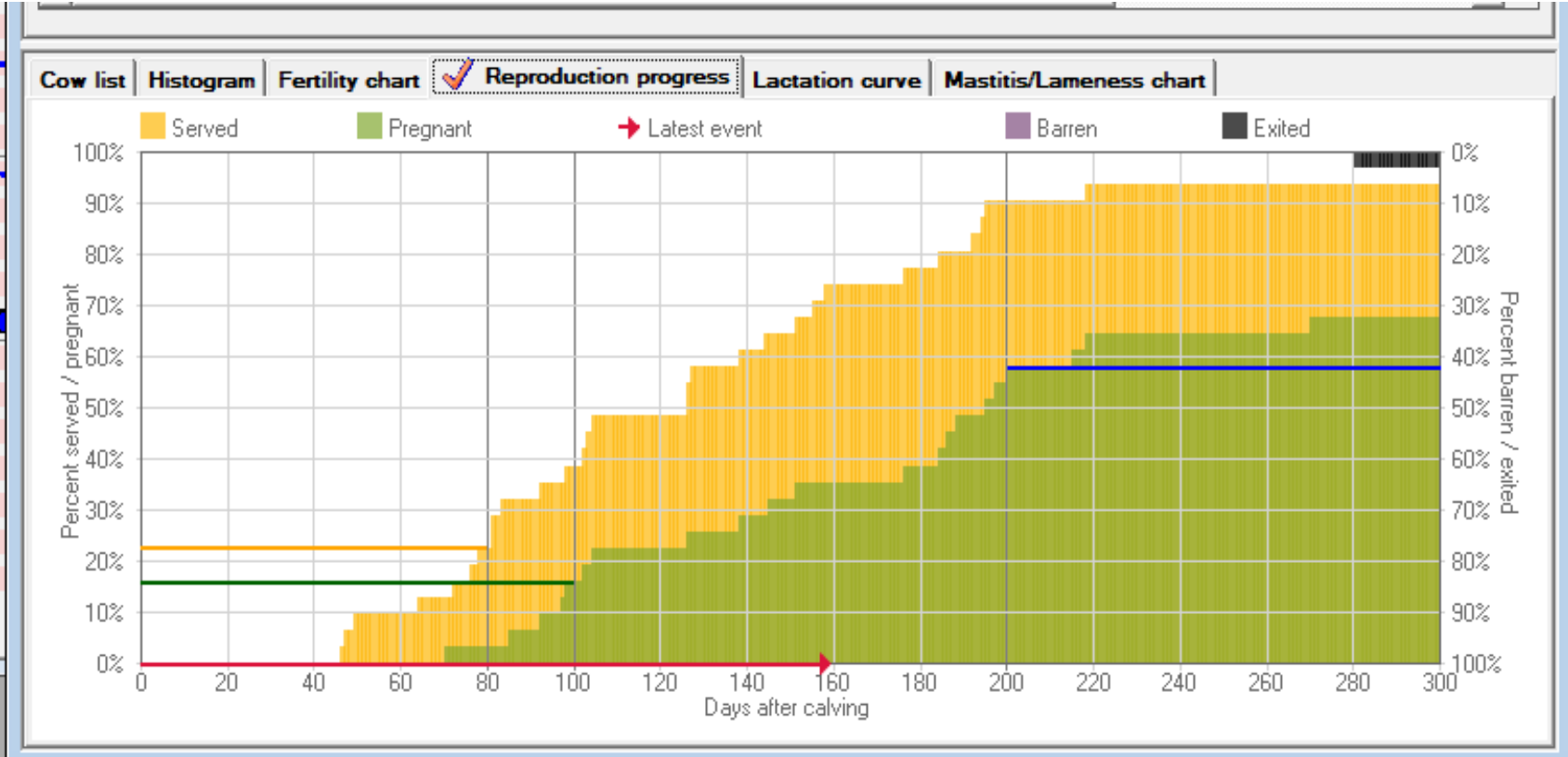
3.2% protein intercept Nov 2011
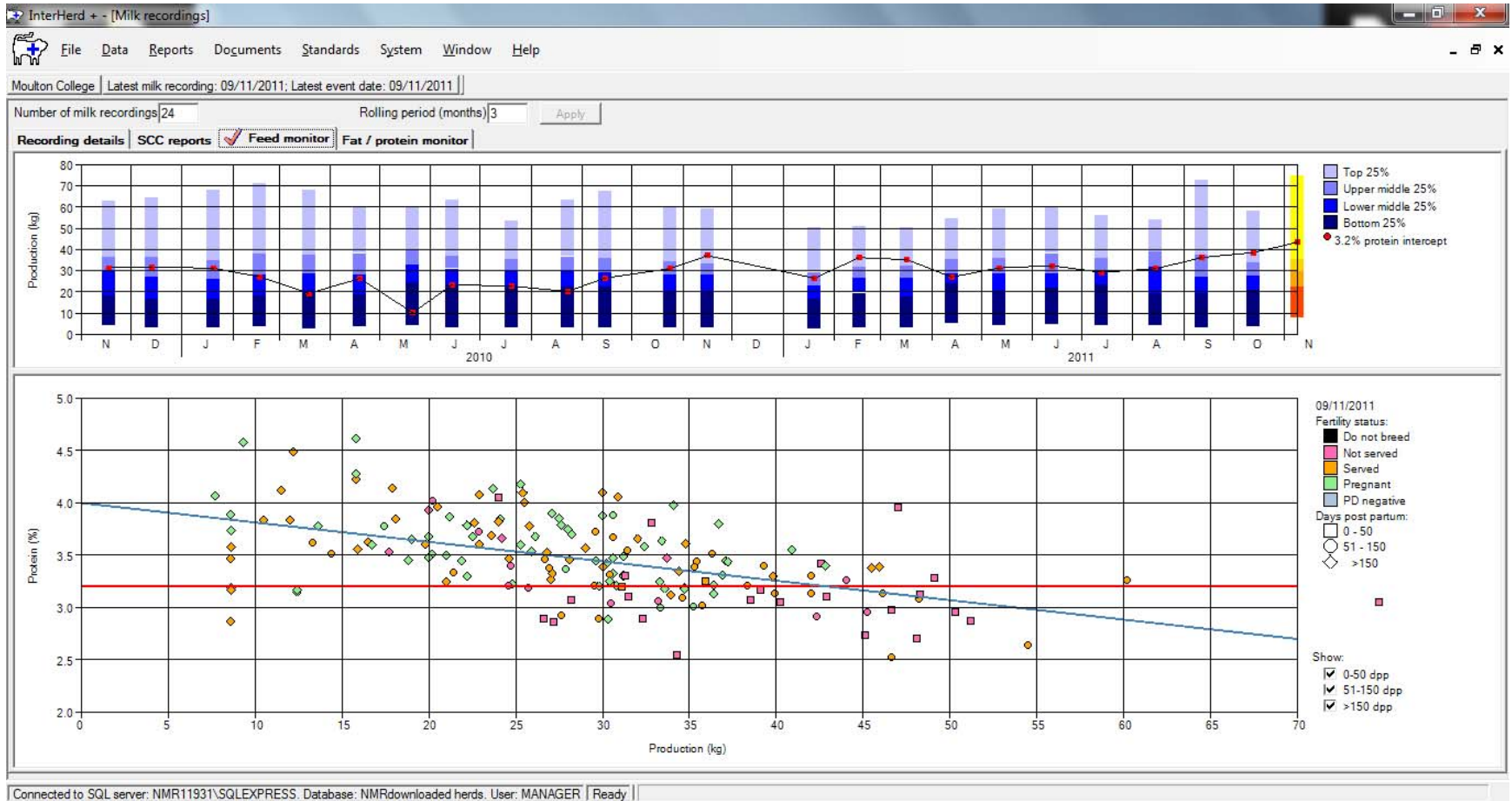
3.2% protein intercept May 2010
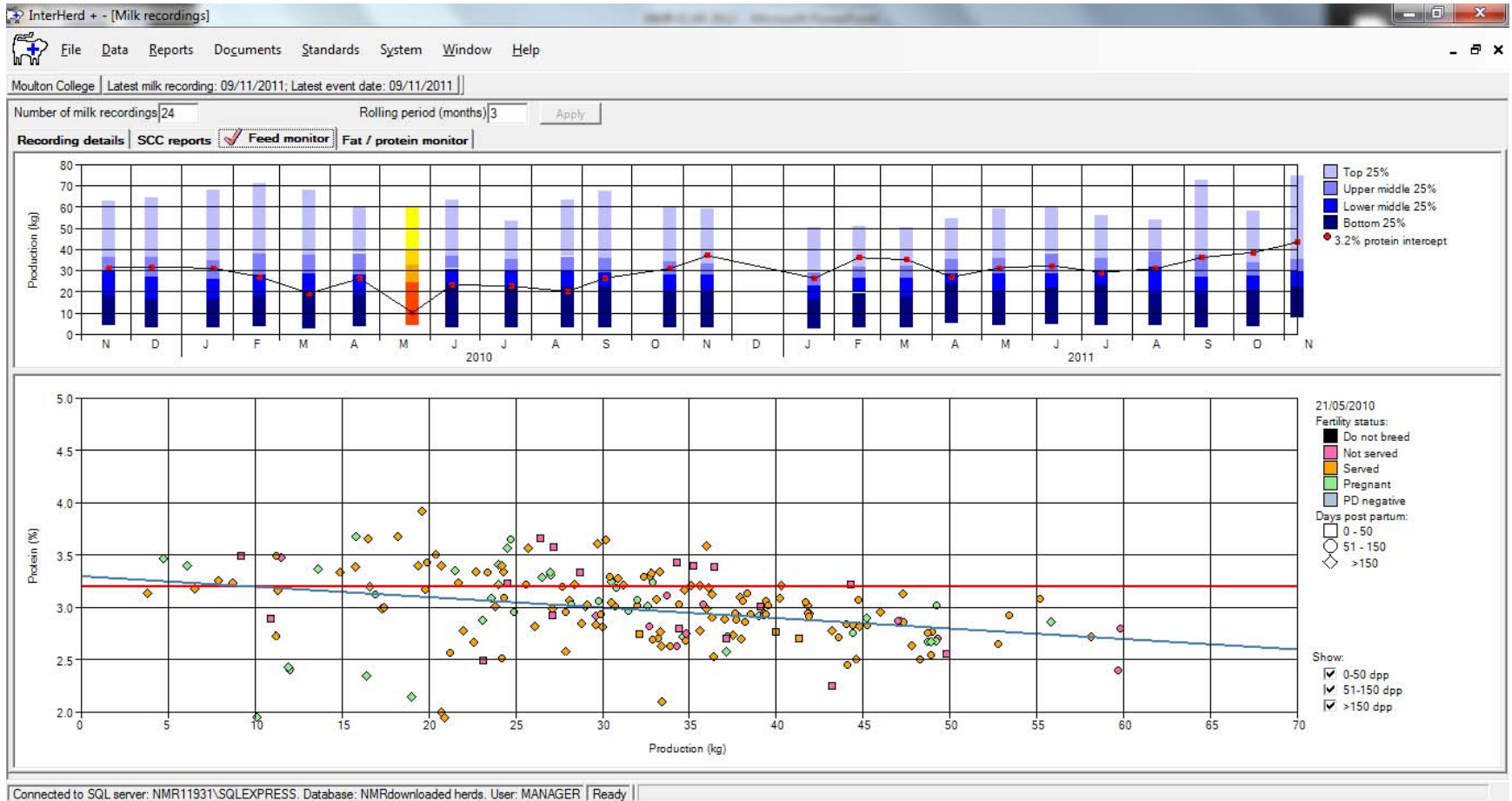
Interherd+ report writing

- Users get standard reports at start
- Training provided Free of Charge.
- Reports can be generated on the fly
- Reports can be reused on other farms
- Company logos can be inserted
- Generic text can be used to explain data
- Vets/consultants can spend time analysing data – not generating reports.

# Automatic, repeatable, report writing

Benefits to Third Parties

- Consultant time is used to interpret reports, not build reports.

- Income streams can be built around these; monthly and quarterly reports; additional veterinary spend by clients.

- Communication between everyone is much clearer.

Benefits to NMR

- Milk Recording is key to getting base data and making comparisons.

- Milk Recording is promoted by consultants as a basic requirement to improving herd performance.

- Additional services are sold via others – software, disease testing.
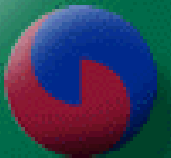
Final thoughts

- 40% of NMR's customers have consultants reviewing their data each month.
- 200+ vet practices and 15 feed companies use IH+ on a regular basis.
- Third parties now value Milk Recording, because they can see how to make some money as well.
- Milk Recording isn't boring anymore.

Thank you for listening