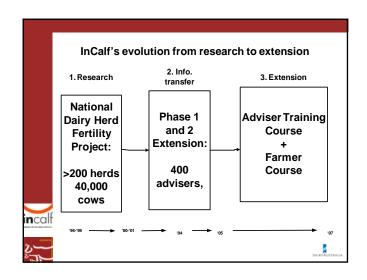


Problems in measuring herd reproductive performance:

- Lack of a common language
- Terms with more than one meaning
- Different terms used interchangeably (eg. conception rate and non-return rate).
- Limitations in the use of 'not-in-calf' rate as the only primary herd performance measure

ly primary herd performance measure



The InCalf "process"

- To focus on management change for incremental gains rather than "best management practice" and/or "problem solving"
- A process to support change through time
- Emphasis on <u>networking</u> between different advisers to support change

