

# **Animal Recording Information for the Herd Consultant**

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**AgSource**  
**Cooperative Services**

*A Subsidiary of Cooperative Resources International*

# Our Members

- Diverse family owned operations
- Demanding decision makers
- Information users not information creators
- Quality of life is important



# AgSource Value Added Business Plan

**Company**

Focused brand strategy



**Product**

Value must exist

**People**

Employees must believe  
in the value



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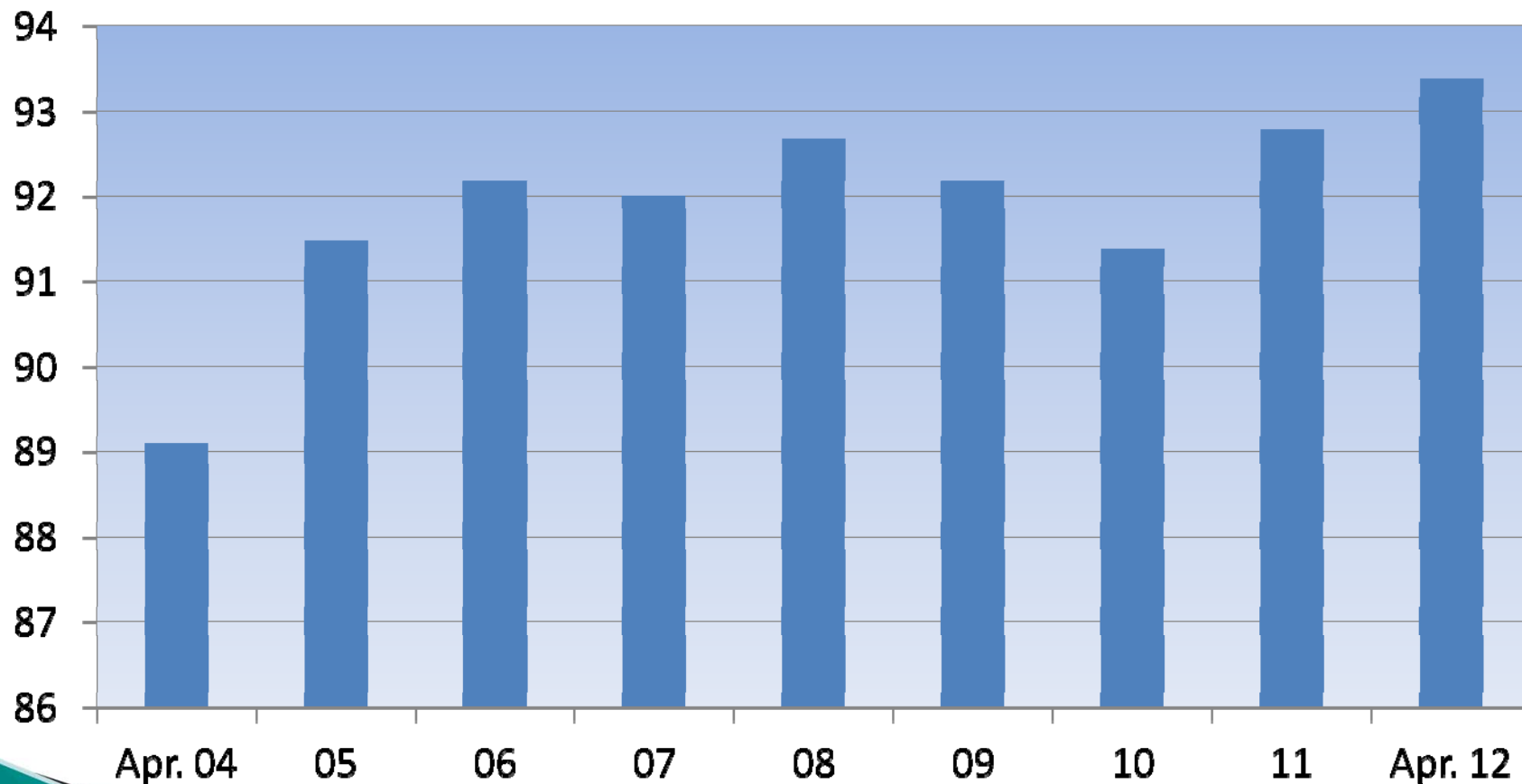
# Results of Value Added Model

- Improved Member Satisfaction/Utilization
- Improved Company Performance
- Improved Employee Morale
  - Understanding
  - Direction
  - Motivation



# 12 Month Ave Percent Cows Tested

12 Month Ave





# Target Audience

- Producers with their team of consultants:
  - Reproduction Manager
  - Feed Consultant
  - Hoof Trimmer
  - Veterinarian
  - Loan Officer- Banker
  - Dairy Cooperative Representative
  - AgSource Field Technician



# Consultant Goals

- Establish working relationship
- Prove expertise
- Differentiate from competitors
- Demonstrate how their products/services are working to improve the farm's productivity or efficiency



# Possible AgSource Results

- In desire to differentiate, consultants may move toward individualized reporting systems
- Decreased use of Milk Recording Reports – **Perception of value**
- Decreased efficiency of consultant
- Working with multiple consultants creates the possibility of increased member/customer confusion

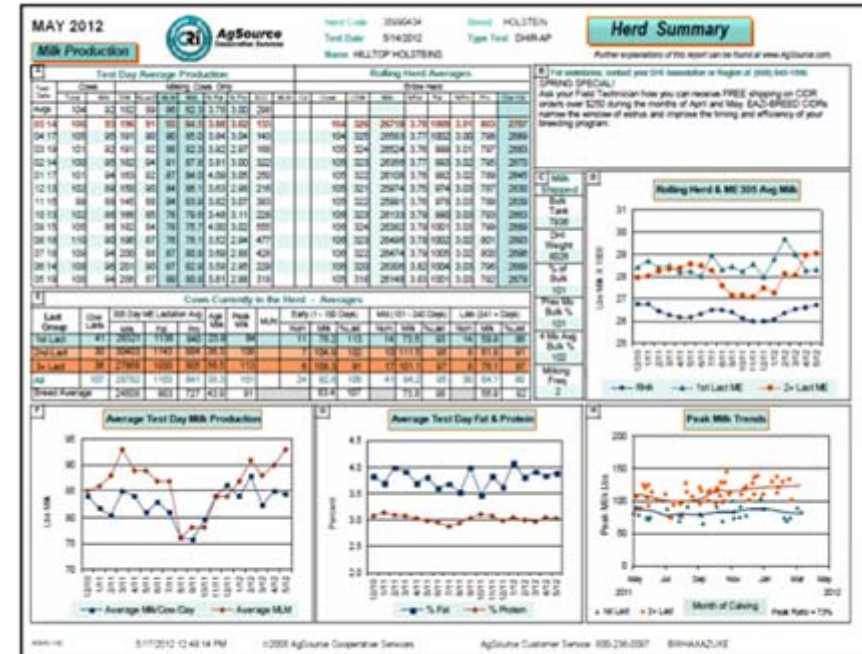




# AgSource Course of Action

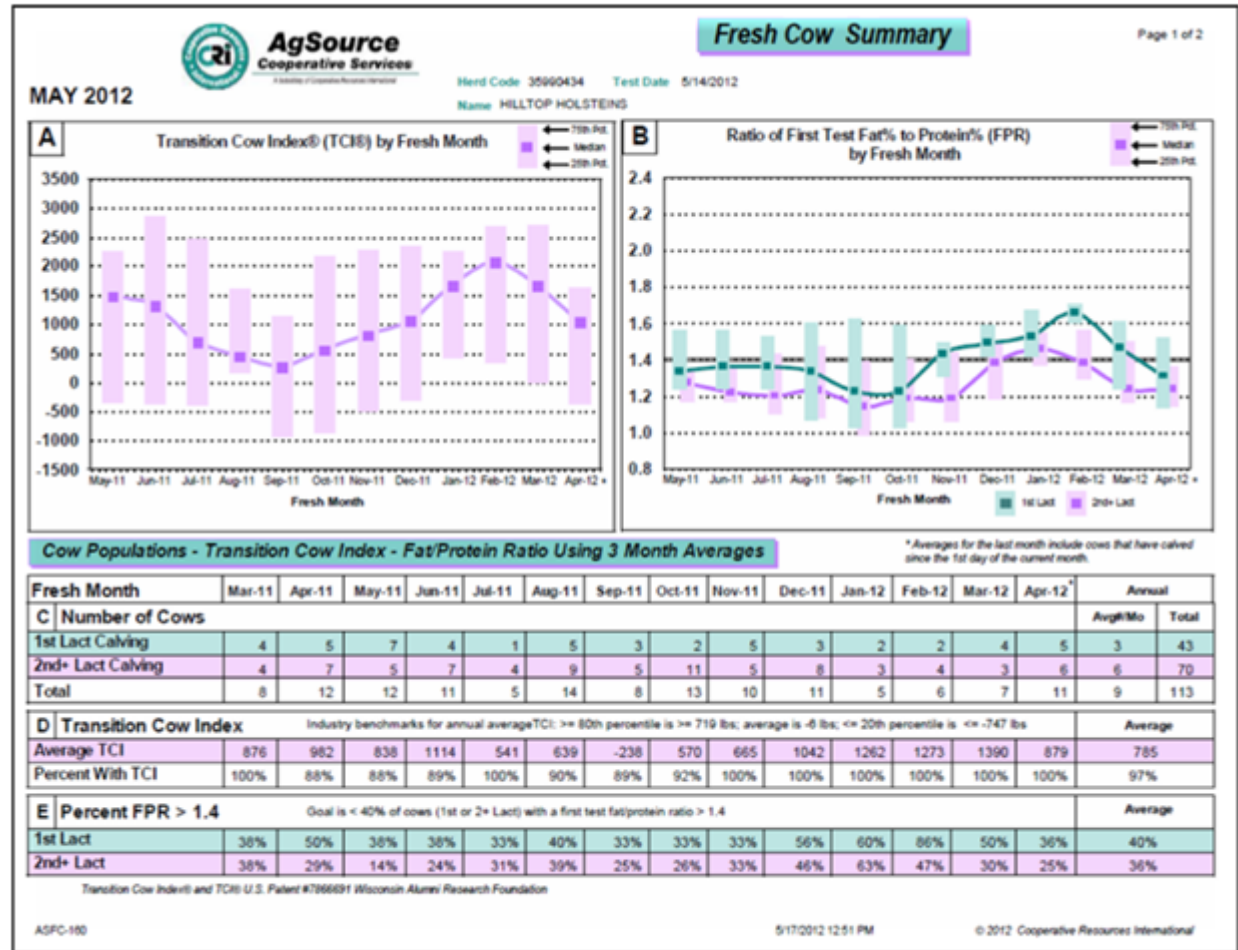
## STEP 1

- Consultants use AgSource products/reports
  - Reduces redundancy
  - Saves consultant time
  - Standardizes review process
    - Scheduling routines
    - Data comes from same independent source



# Fresh Cow Summary

- The Fresh Cow Summary provides both a current and historic picture
- Provides trends for key fresh cow indicators:
  - TCI®
  - Fat to Protein Ratio
  - Udder Health
  - Early Loss/Lactation
- Provides measure for consistency of fresh cow management



# AgSource Course of Action

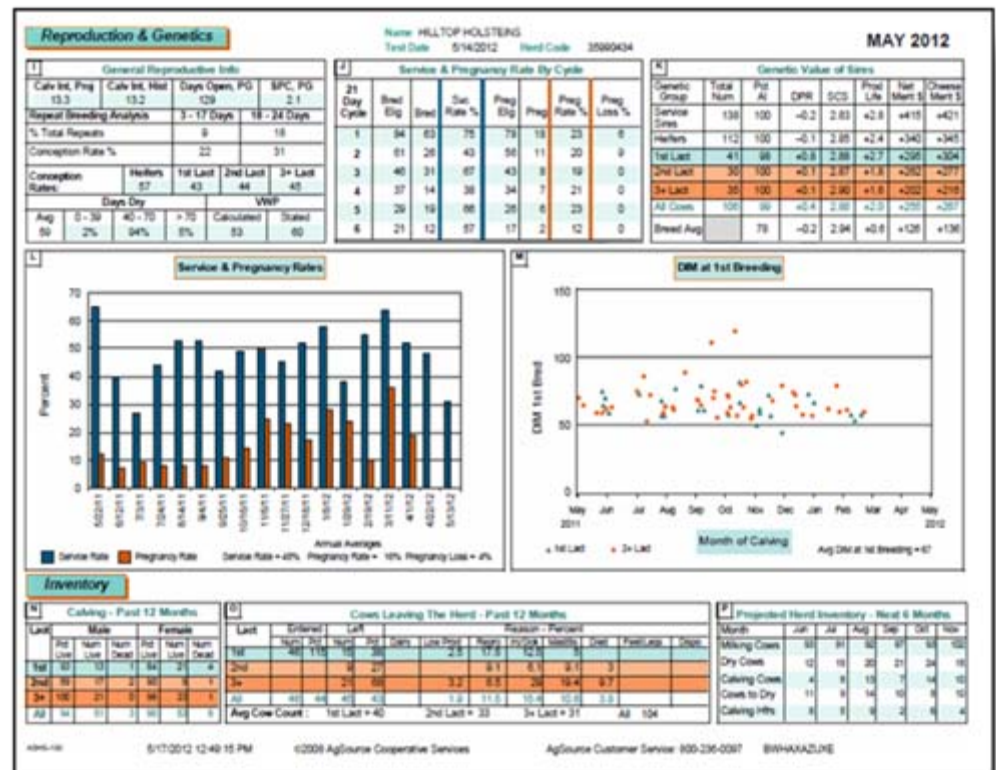
## STEP 2

- Demonstrate data base and benchmarking capabilities. Provide training on AgSource products.

– Set Direction/Plan

- Nutrition
- Financial
- Genetic

– Verify Performance

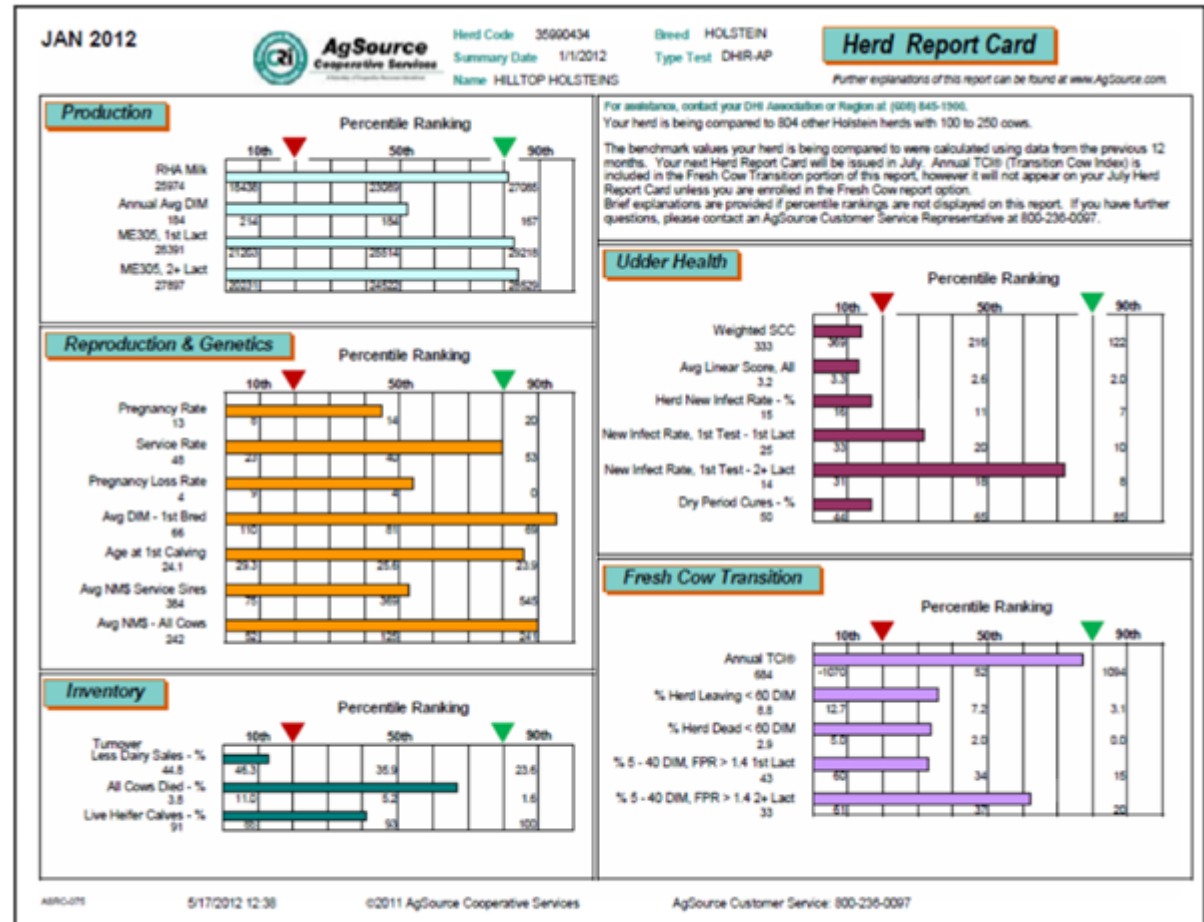


# Herd Report Card

- Provides producers and their consultants a tool for identifying how they compare to peer group producers in five key areas:

- Production
- Reproduction & Genetics
- Inventory
- Udder Health
- Fresh Cow Transition

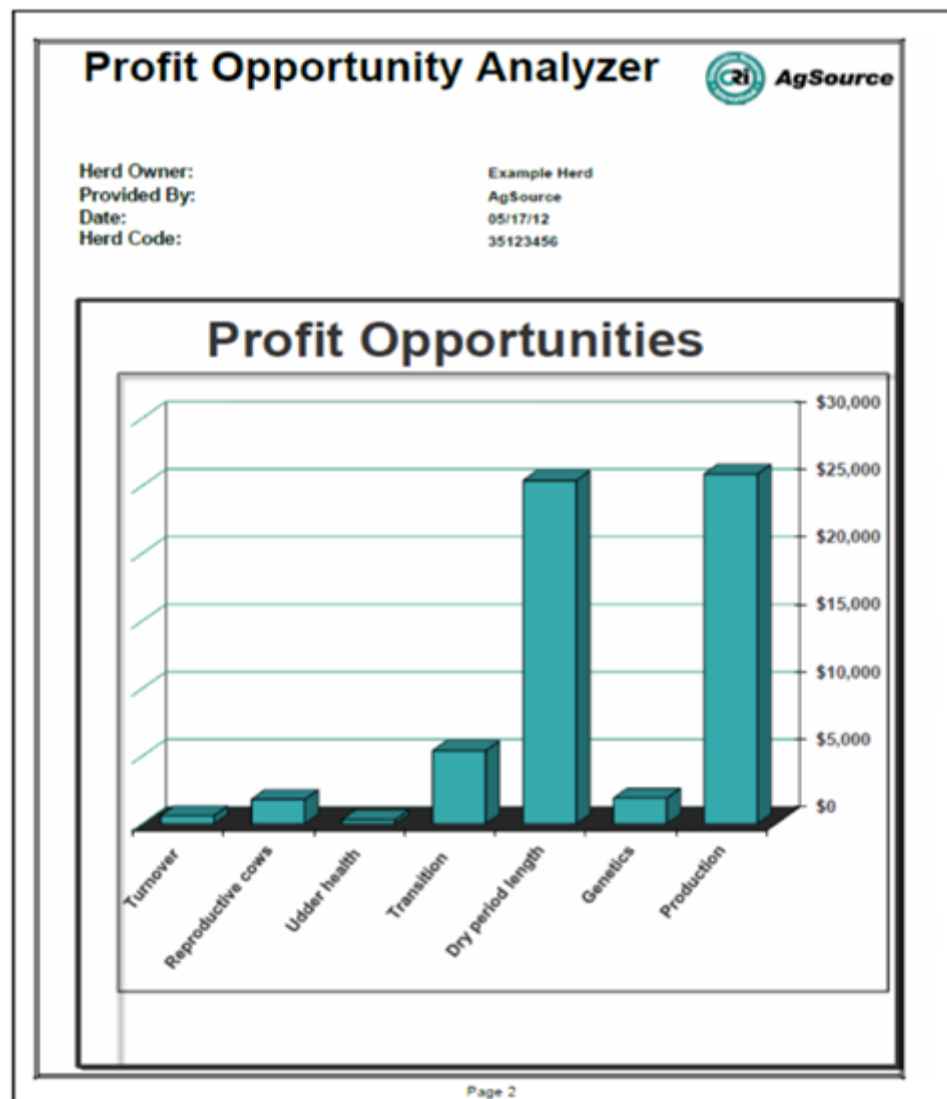
- Track progress against similar AgSource herds





# Profit Opportunity Analyzer®

- Uses DHI data to illustrate the big picture of where producers should focus time to reap the highest profits
- Provides a tool to bring all key individuals in the management team together to address future
- **Underscores the value of working with the DHI team and provide data to a central information system**
- Brings all the DHI information together by comparing to peers and places an estimated number on financial opportunities





# AgSource Course of Action

## STEP 3

- Networking with consultants to produce new products or increase usage of existing reports
  - New ideas for future
  - Assistance in delivery and execution of planned usage
  - Improved industry, member/customer image
  - Improved employee morale



# Training Networking Session



# Thank you

- For more information:
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  - [www.agsource.com](http://www.agsource.com)
- Questions?

