

WHERE WE CAME FROM AND WHERE WE ARE HEADING

Milk recording and data value before and now

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ICAR 2018 Auckland, New Zealand

Technologies & Tools: Sensor Devices





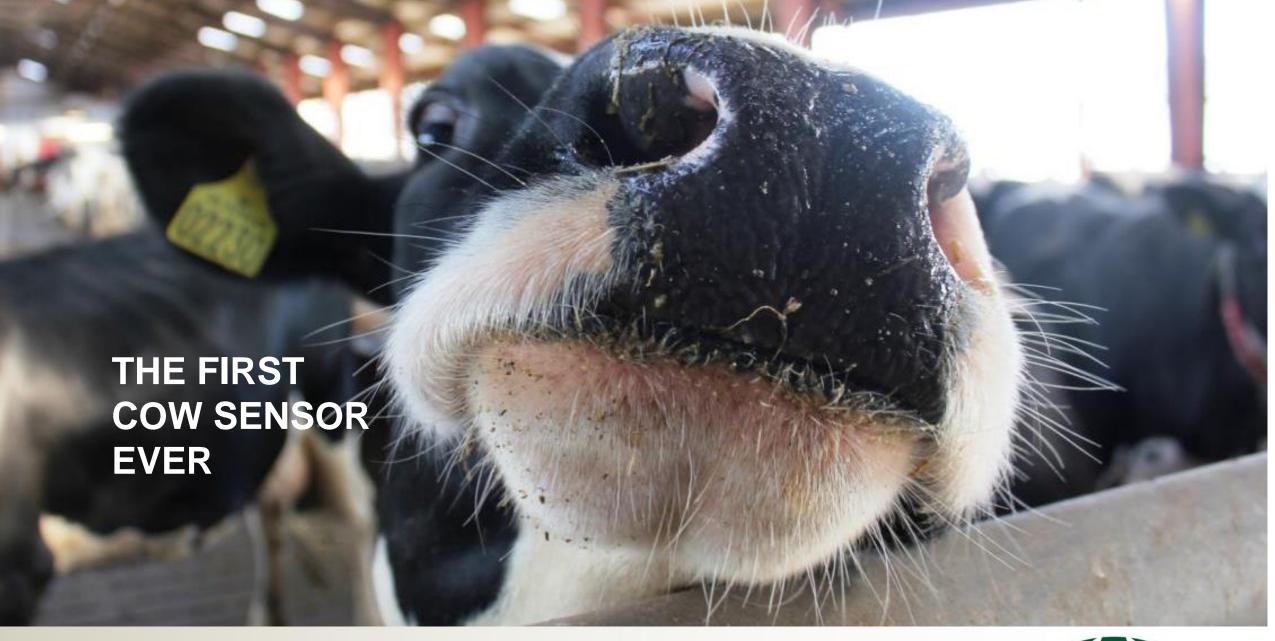
THIS PRESENTATION IS MEANT TO

- Highlight the nerve of our core service then and now
- Focus on the basic values
- Remind us that cows and producers are the center
 not technology
- Identify some key issues related to need for standards





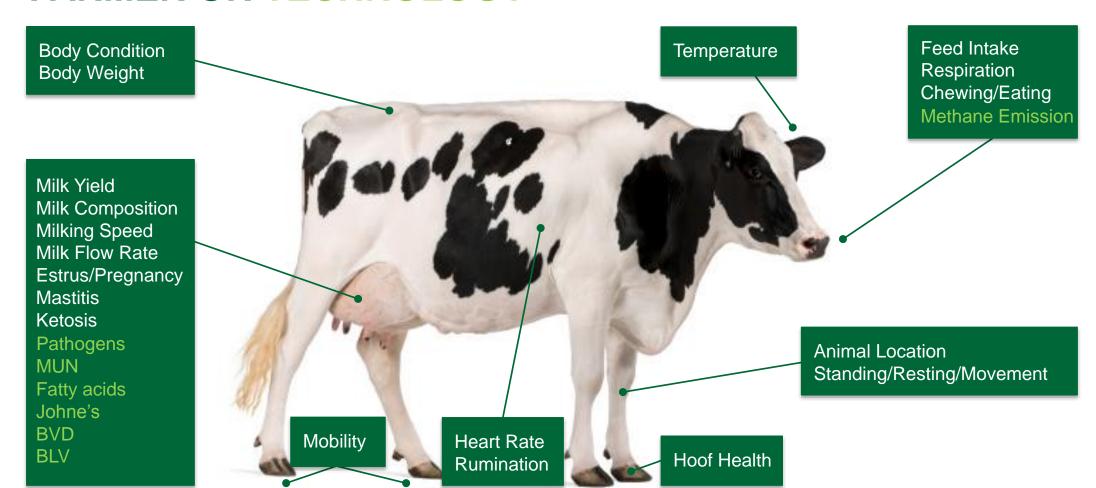








FARMER OR TECHNOLOGY















- From lifestyle to food production
- From raw milk to infant milk powder





- From recording to legislation
- From human skills to technical understanding



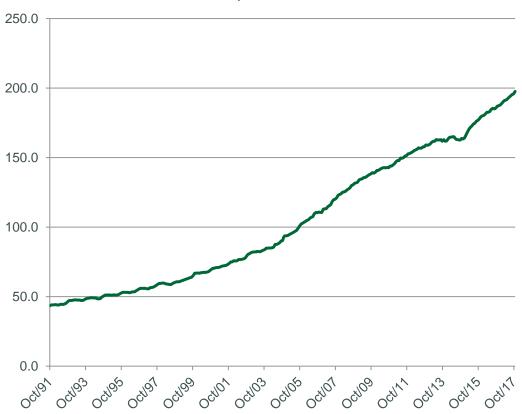






THE HERDSMAN AND THE HERD





- Less time per cow
- Skills move from human to technology
- Errors will be systematic
- Focus moves to technology
- A good day is still when nothing goes wrong

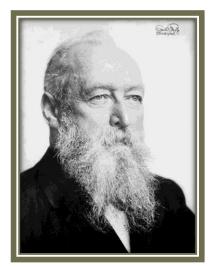




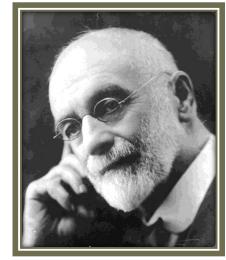
TECHNOLOGY WAS THE DRIVER

Late 1800 methods to find fat in milk

- Niklaus Gerber (1850-1914) and Stephen Babcock (1843-1931) developed methods to determine fat in milk
- N J Fjord (1825-1891) developed the cream separator















1890:

FOCUS ON BUTTER VALUE PUSHED FARMERS

CHALLENGE

Improve economy for farm families

Add butter value

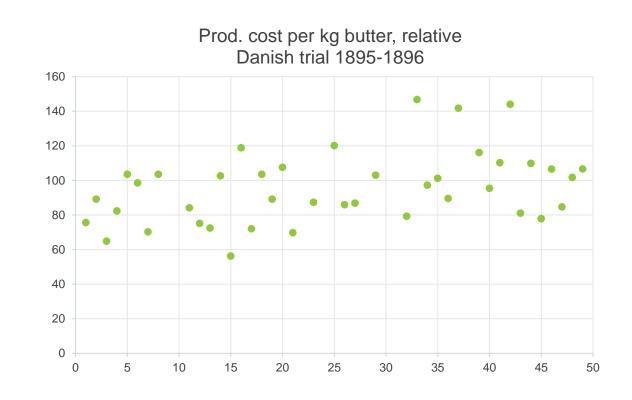
TOOL

Measure and evaluate

Which cow adds most value to me?

METHOD

Compare between animals



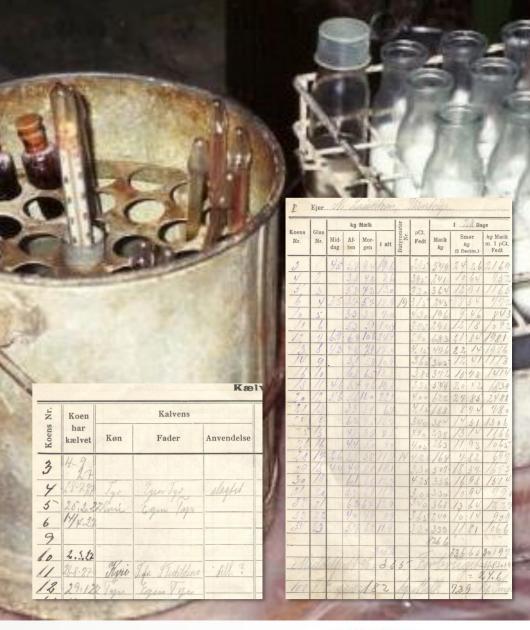




ON-FARM IS WHERE IT ALL STARTED

- Milk recording and milk analysis
 - The lab and staff travelling from farm to farm
- Notes and databases local
- Updated results available 2-3 hours after morning milking









CLOUD DATA

Nothing new, most countries started back in 1950's

 The challenge was to have data at hand when needed



In 1962 data from more than 500,000 milk recorded cows was handled in the Danish milk recording cloud

Today it is 525,000 cows

The challenge is to have calculations at hand when needed





LEGISLATION AND ANIMAL WELFARE

- Audits are moving close legislation
 - body condition, lameness, skin and hock lesions
 - clean and healthy cows
- When involving technology, standards will be required



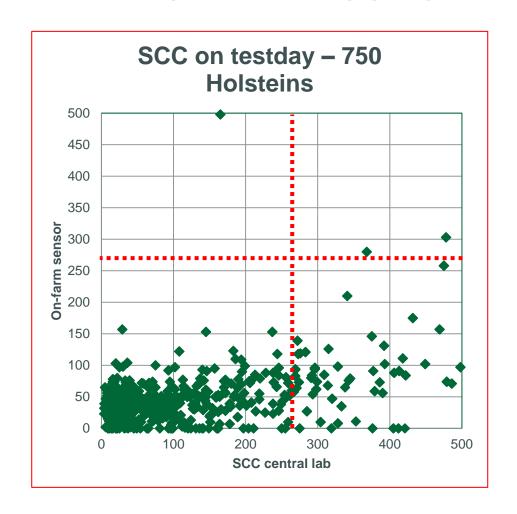








WHAT IS THE MESSAGE?









THERE IS A NEED FOR STANDARDS

- Farmers should have confidence in selected products
- Different types of technologies increase risk of confusion
- Any product must support farm economy
 - SCC on farm match what is analyzed for payment
 - Fat and protein must be close to real value
- Legislation welfare
 - Objective scores
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