“The best way to predict your future is to create it.”
Abraham Lincoln
Australian Dairy Industry

Dairy Forming Areas by Regional Development Program
- Dairy NSW
- Dairy SA
- Dairy TAS
- Gipps Dairy
- Murray Dairy
- Subtropical Dairy
- WestVic Dairy
- Western Dairy

Map showing dairy forming areas with percentages:
- Victoria: 65%
- New South Wales: 12%
- Tasmania: 8%
- Western Dairy: 4%
- Subtropical Dairy: 6%
- WestVic Dairy: 5%
Evolving Production System

**Pasture only:**
- 5% of farms in Aust
- 2% of production
- Ave size 186 cows

**Complete feedlot:**
- 2% of farms in Aust
- 4% of production
- Ave size 404 cows

**Rain-fed pasture**
- Pasture plus low feed:
  - 25% of farms in Aust
  - 16% of production
  - Ave size 210 cows

**Irrigated pasture**
- Pasture plus moderate to high feed:
  - 50% of farms in Aust
  - 52% of production
  - Ave size 267 cows

**Supplementary grain & concentrate feeding**
- Other – high inputs:
  - 16% of farms in Aust
  - 25% of production
  - Ave size 340 cows

**Feedlot**
Trends

Dairy farms and cows
1979/80 – 2013/14

Cows milked (000s)

Years:
- 1979/80
- 1980/81
- 1981/82
- 1982/83
- 1983/84
- 1984/85
- 1985/86
- 1986/87
- 1987/88
- 1988/89
- 1989/90
- 1990/91
- 1991/92
- 1992/93
- 1993/94
- 1994/95
- 1995/96
- 1996/97
- 1997/98
- 1998/99
- 1999/00
- 2000/01
- 2001/02
- 2002/03
- 2003/04
- 2004/05
- 2005/06
- 2006/07
- 2007/08
- 2008/09
- 2009/10
- 2010/11
- 2011/12
- 2012/13
- 2013/14

Cows milked

Farms

DataGenie
Solutions for Herd Development
The need for a strategy
Achieving change

Industry agrees to change behaviour
Herd Improvement Strategy 2020 involved 47 individuals and 27 organisations.
Herd Improvement Strategy 2020

Dairy farmers maximise their profit through a vibrant herd improvement industry offering effective and highly valued services.
Herd Improvement Strategy 2020

1. Deliver Profit
   - Herd recording
   - Genetics
   - Tools
   - Data

2. Redesign Oversight
   - Oversight

3. Demonstrate Value
   - Demo

4. Improve Service
   - Efficiency
   - Funding

5. Reset Evaluation
   - Market connection
   - Phenotypes
   - Genomic Pipeline

6. Develop People
   - Farm workers
   - Embed training
   - HI staff
Herd Improvement Strategy 2020

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Oversight
What and Why

• A collaborative effort to increase farmer profit and service provider sustainability/innovation

• A not-for-profit entity to encompass pre-competitive HI functions and create platforms and tools for service provider innovation

• An integrated, whole of industry centre to span research to delivery

• An inclusive structure, with all industry participants contributing to achieving goals and setting priorities
What’s in it for the industry?

Service providers have the potential to:

• develop new & innovative services
• research answers based on data
• create operational efficiencies
• shape industry strategy
What does DataGene do?

- Tools and apps for farmers
- Genetic evaluation
- Genomics
- Software services for herd testing
- Data Solutions (Centralised Data Repository)
- Software services for AB centres
- New traits
- Industry projects
- Research, development & extension

DataGene
Solutions for Herd Development
Membership and Board

Membership

NHIA
DA
HI Industry
ADF

Board

Skills Director
Skills Director
Skills Director
Skills Director
Dairy Australia
Skills Director
Skills Director
Skills Director
Software Development

Centre Users

Farmer Users

Industry Extension

DataGene Software

Analytics
Tools
Reports
Apps
Data Flood – Information Drought

- 32 Ltrs
- 3.7% Fat
- 1.9 milkings
- 349 BPI
- 97% Jersey

- 340,000 cells
- 32 Months
- 8,454 ltrs
- 294 HWI
- 263 TWI

- 107 MS
- 3.2% Protein
- 30% Conception

Data Gene
Solutions for Herd Development
The HI Industry Vision

Turning data into information to make better decisions.
Current Data Schematic
Central Data Repository Schematic
Innovation Platform

Government Agencies

App Developers

Nutritionists

Vets

Milk Processors
Bridging Science and the Field

DairyBio

- Improve Reliability
- Maintain Genetic Evaluation
- New Traits

DataGene
Solutions for Herd Development
Efficiency: Dairy House

DataGene

Contract Services

Accounts, Reception, Servers, IT Support

Jersey Australia

Classification, Registration

Holstein Australia
Collaborate

Innovate

Create