

Success Stories in Herd Management

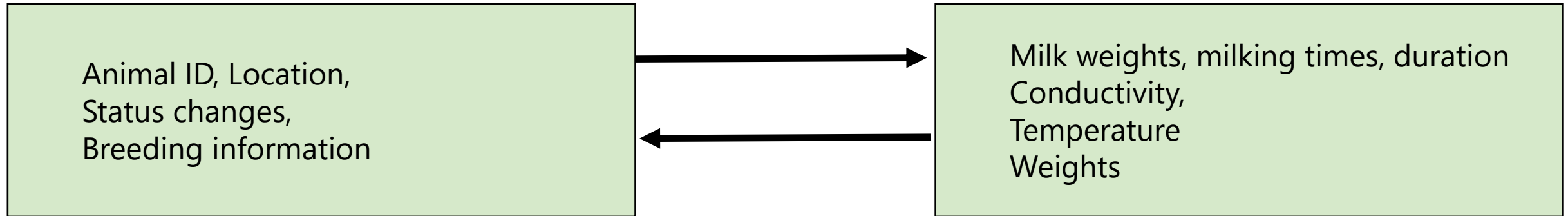
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ICAR 2023 Annual Meeting



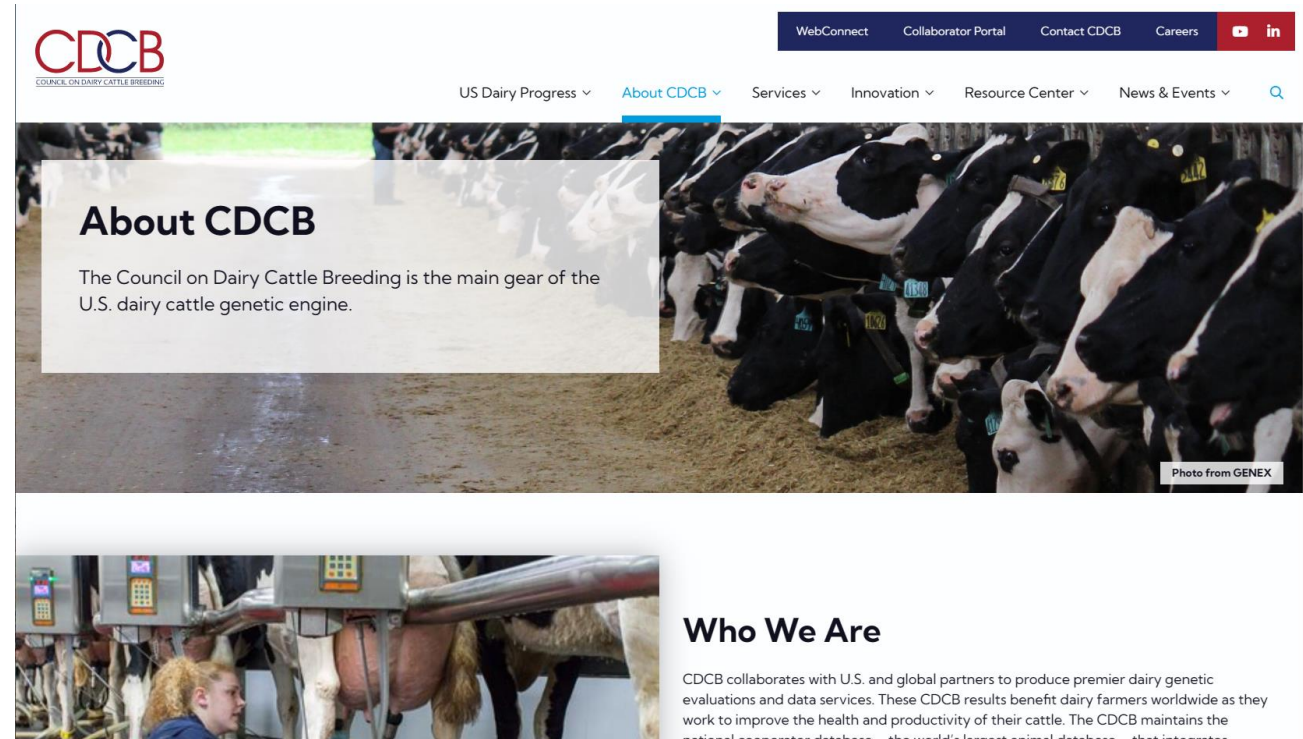
2 Way Integration

- There has been a long standing precedence between providers of herd management software programs and parlor manufacturers to exchange data. (DRMS - 35 years)



Data Uses

- DHIA Milk Recording
- Genetic Evaluations
- Management Reports
- Parlor performance
- Sort Gates
- Calf/Heifer growth



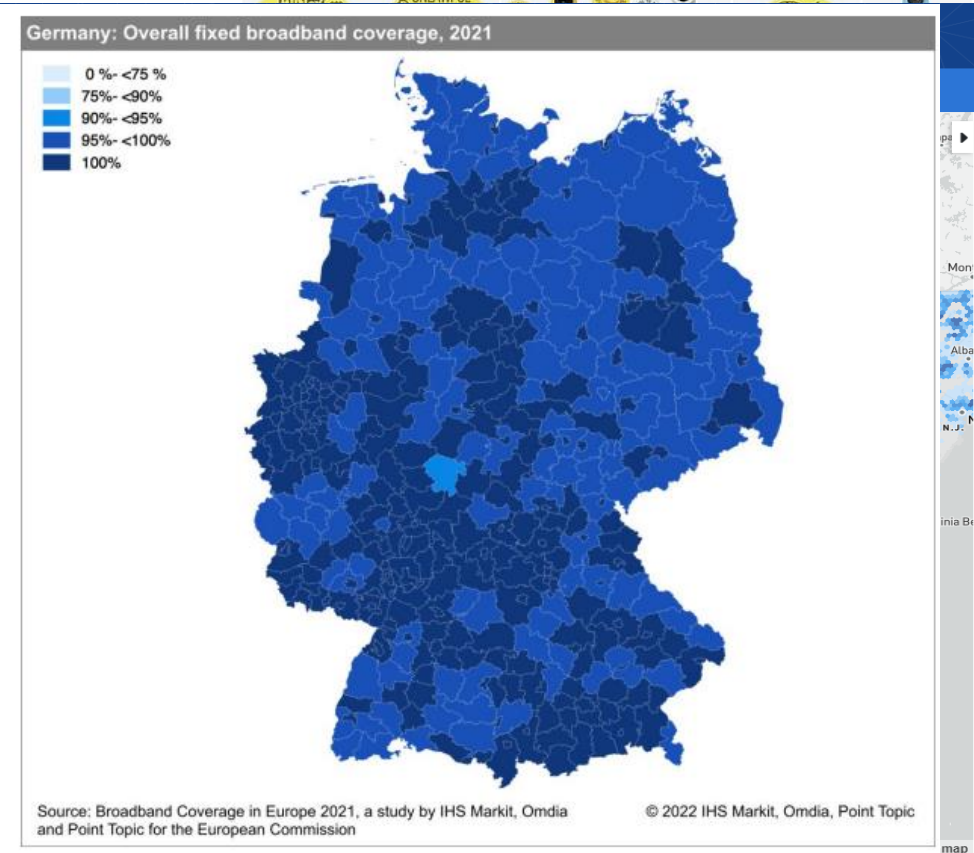
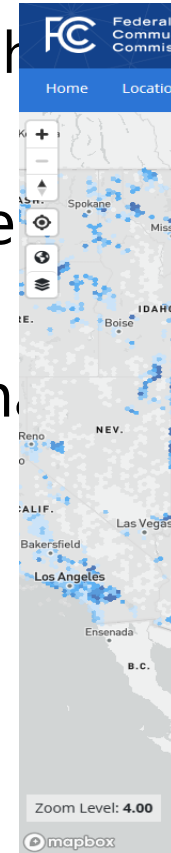
Integration Opportunities

- Sensor Technologies
 - Heat Detection
 - Animal Health (Rumination)
- Milking Equipment
 - Udder Health (SCC)
 - Milk Components
- Camera (visual) technologies
 - Body Condition
 - Lameness
 - Feeding Time



U.S. Challenges

- Lack of National Animal ID system
 - Animal Health Agencies requirements <> Industry/Farm requirements
 - Leads to multiple ID systems
- Lack of standardized RFID technology
 - Low frequency versus high frequency tech
 - Reusable ID devices
- Internet availability and speed still problem
 - Herd size – Amount of data to exchange
- Local installations can pose significant challenges
 - Computer Networking and Security
 - Computer Hardware



Technical Challenges

- Growing number of providers of sensor technology
 - Significant effort to build integrations – when is the right time?
 - Many new providers (startups) are using the technology in research/experimental herds
 - Available technology
 - Local versus Host (Is high speed internet available?)
 - API versus data file sharing
 - U.S. Large dairies - Multiple technologies used on a single farm/enterprise
- Growing number of integration solutions are unique to the provider
 - Standardization of data
 - Use within herd management software – Actionable or Informative?
- Versioning of integrations
- Intellectual Property
 - Which data is available for exchange – Measurement or Condition?
 - Storage and Use

Summary

- Historically there has been close collaboration
 - Recognizing mutual benefits
 - Trust about use and protection of the data
- Dairy Farmers expect systems to work together
- U.S. challenges
- Technical challenges related to integrations
- Business (IP) challenges
 - Do companies want to built integrations with other parties?
 - Data integrations as a revenue source vs doing what's best for the producer
 - More concerning long term
 - Stifle innovation across the overall dairy industry
 - Lack of integrations leads to unhappy producers



Thank You

Acknowledgements:

DRMS Staff

