

Challenges of using sensor data across devices and brands



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Washington Post

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"Cow Fitbits" and artificial intelligence are coming to the dairy farm. But some farmers aren't so impressed.



'Cow Fitbits' and artificial intelligence are coming to the dairy farm. But some...

Farmers might be tackling a critical question before much of the rest of the workforce: Can new technology ever beat old intuition — even when it comes to a bunch of co...

[washingtonpost.com](https://www.washingtonpost.com)



PLUG AND PLAY?

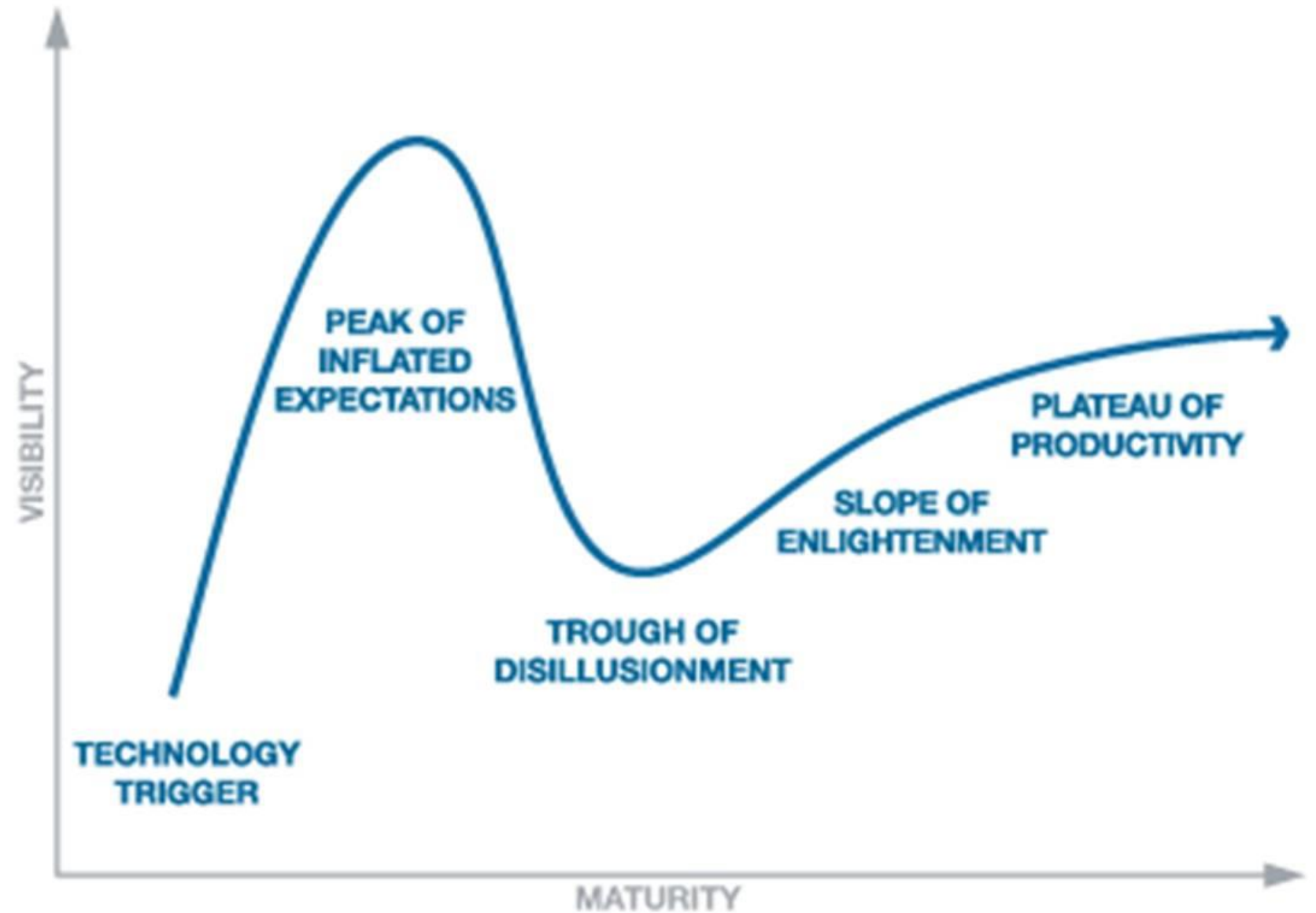


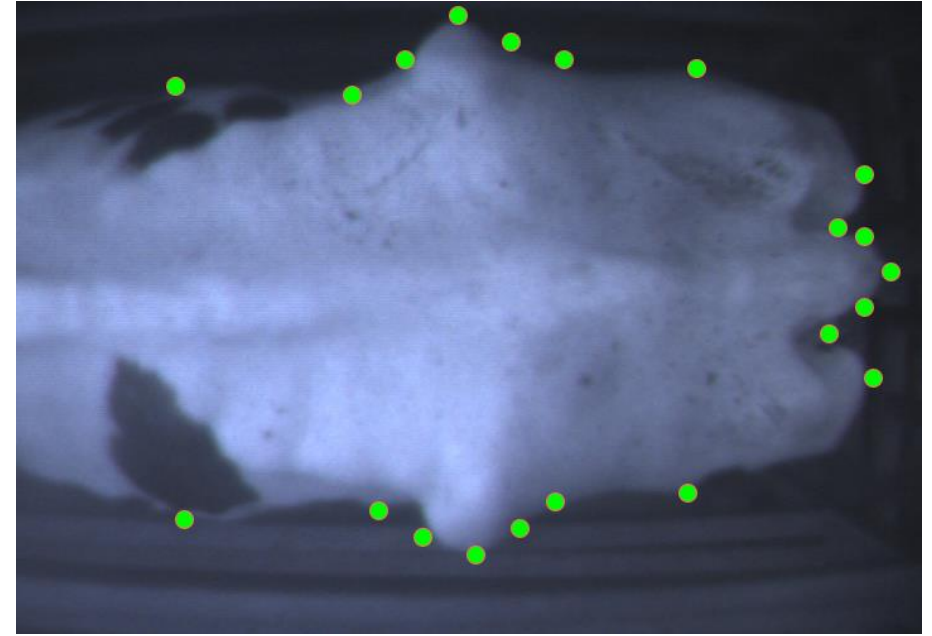
PLUG AND PAY?



PLUG AND PRAY?

Gartner Product Life Cycle





17 years/>50 technologies

A COLLABORATIVE, INNOVATIVE, LONG-TERM RELATIONSHIP BETWEEN
HOLSTEIN ASSOCIATION USA AND THE
WESTERN KENTUCKY UNIVERSITY
DEPARTMENT OF AGRICULTURE AND
FOOD SCIENCE



Research,
development, and
outreach in
technologies, analytics,
and genetics



Continued, sustained
research and
development projects



The industry leader for
exploration of new
technologies and
analytics tools



Emphasis on wearable
and milk-based
technologies for
collection of novel
phenotypic data



WKU SmartHolstein Lab



Some Don't Make It

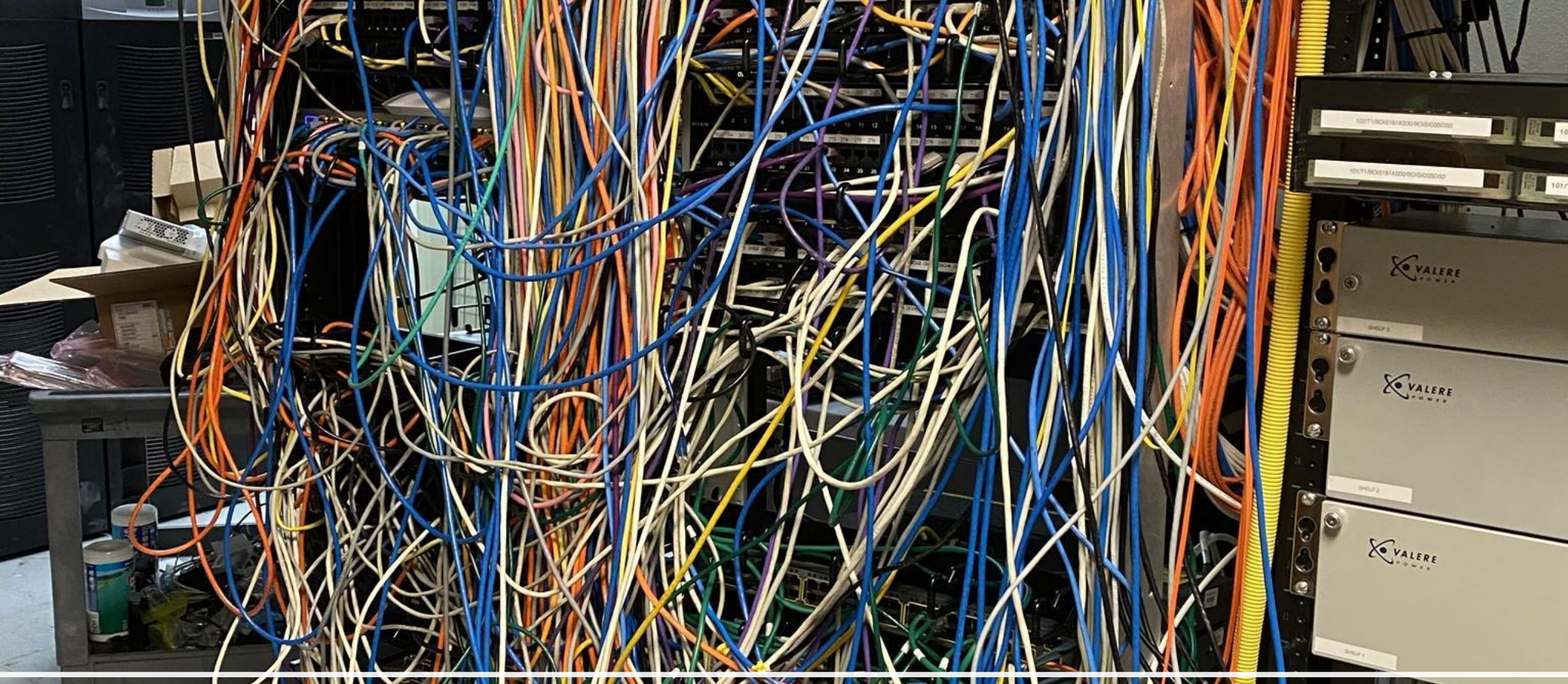




Nobody on Team that Knows Cows

Physical Form Problems





Too Much Infrastructure Needed

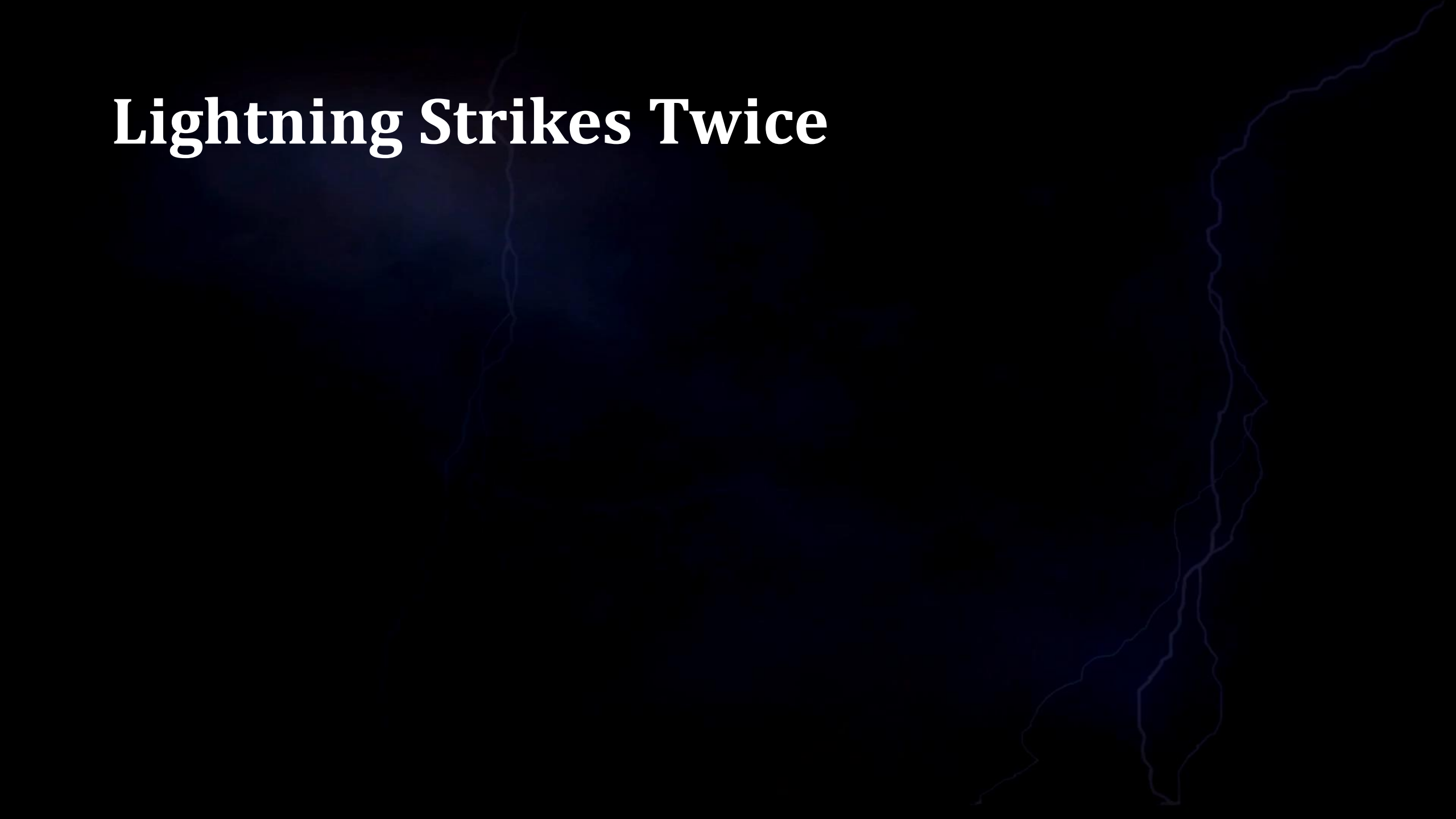
New Name, Same Idea



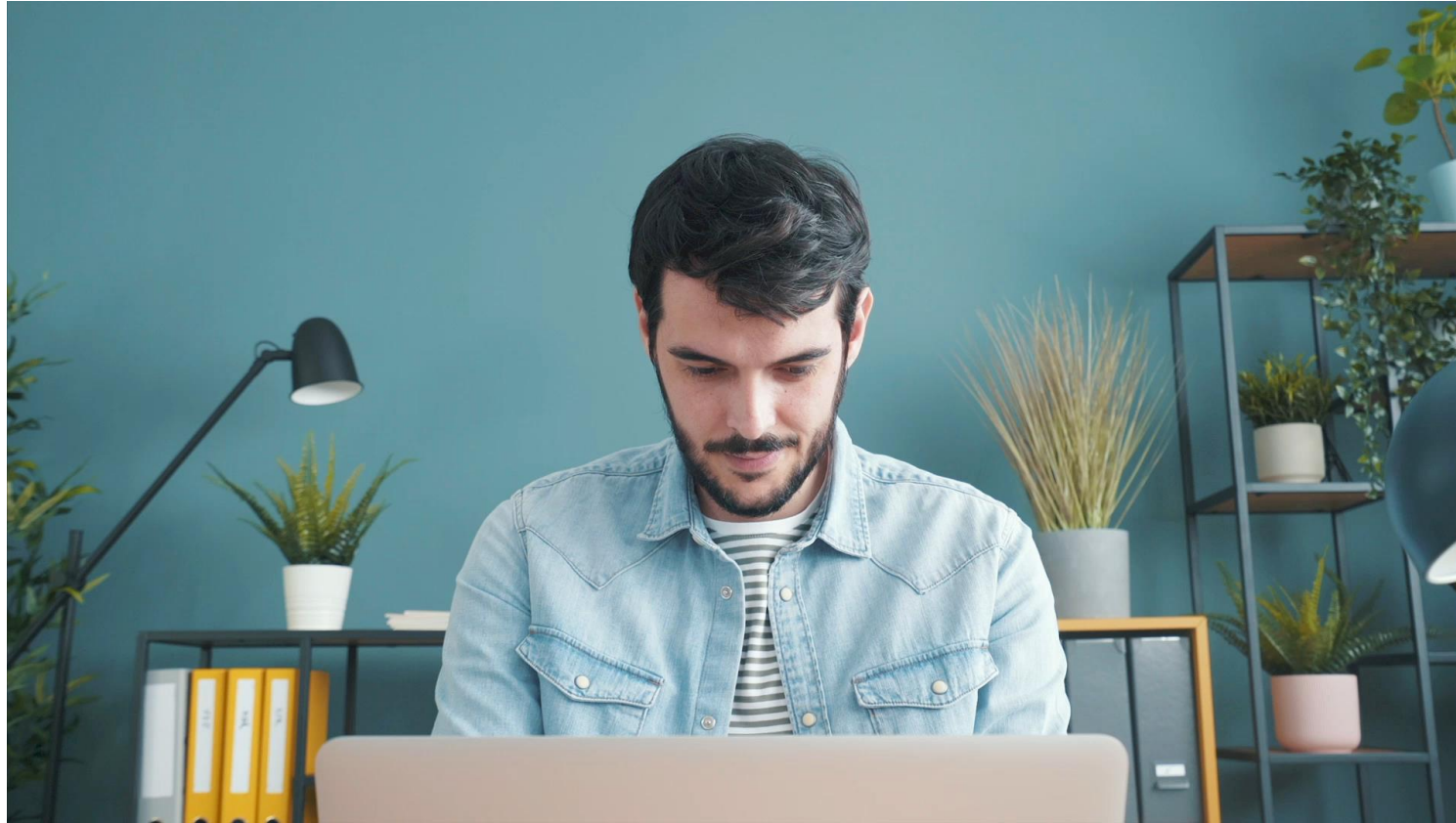
Rodents and Other Farm Realities

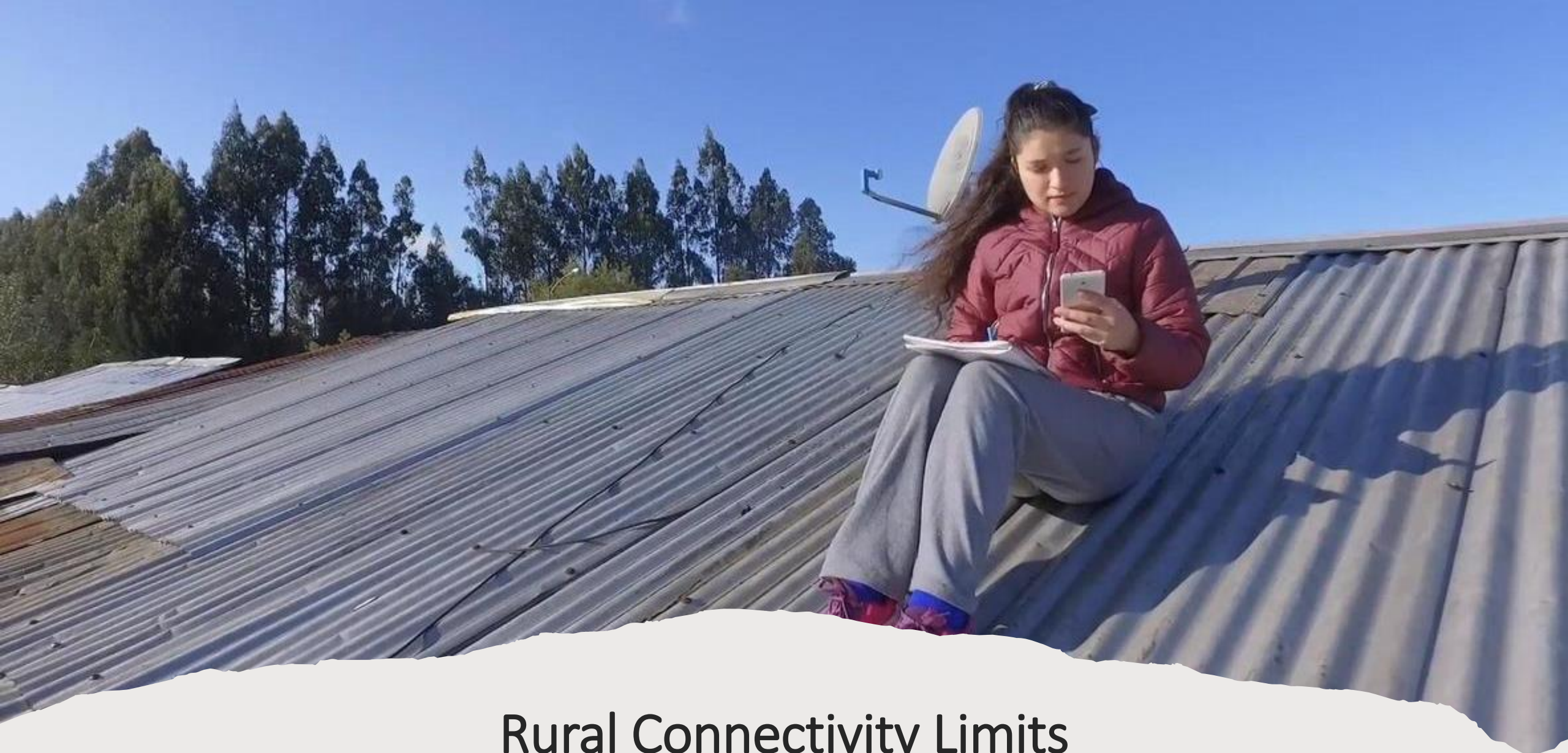


Lightning Strikes Twice



IT Guy Lesson



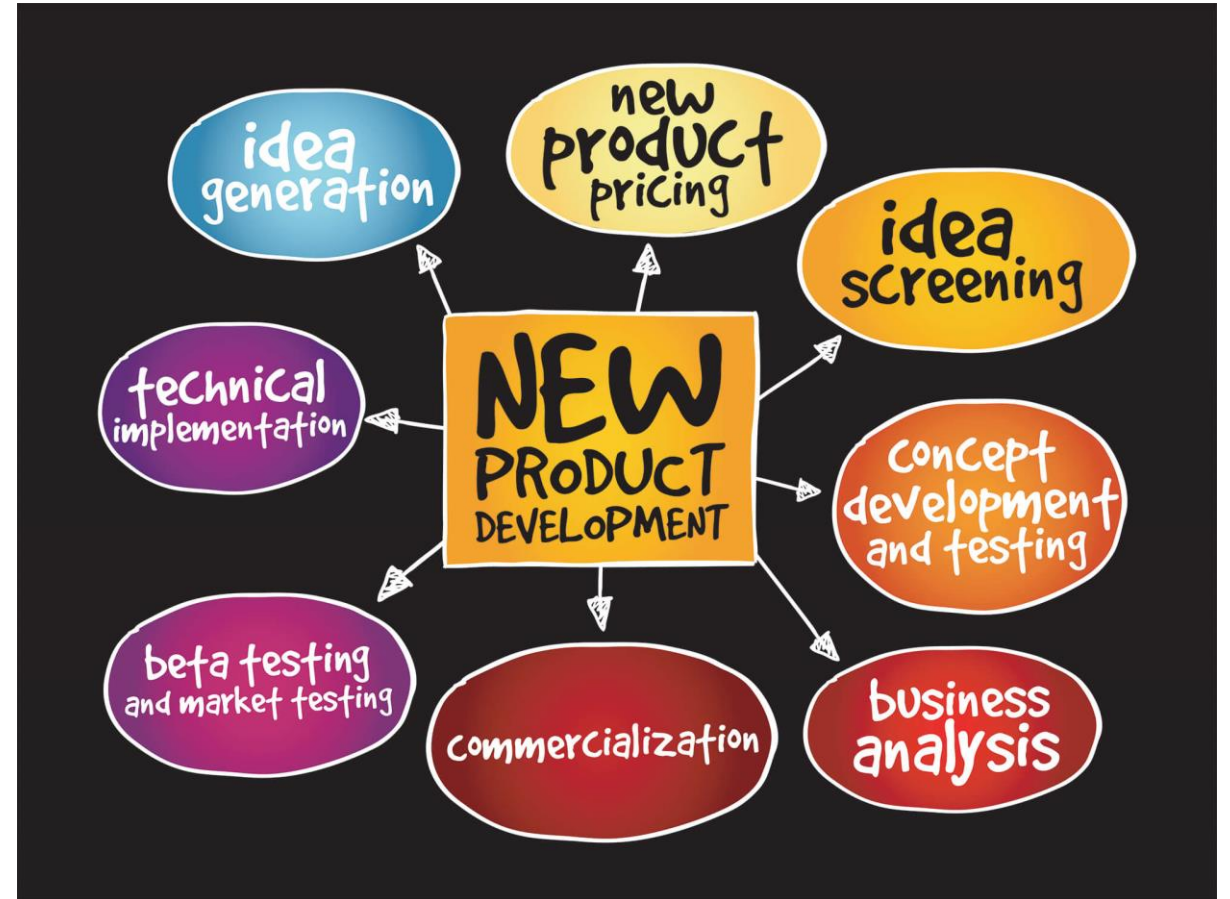


Rural Connectivity Limits

NO BANDWIDTH



Miscommunication of Development Stage





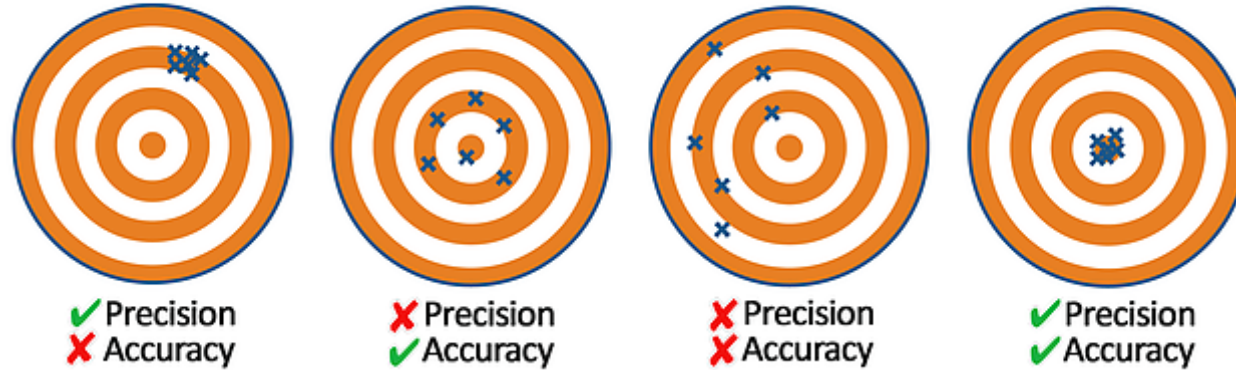
Focus on Technology, Rather than Information



Some Data Interesting but Not Useful

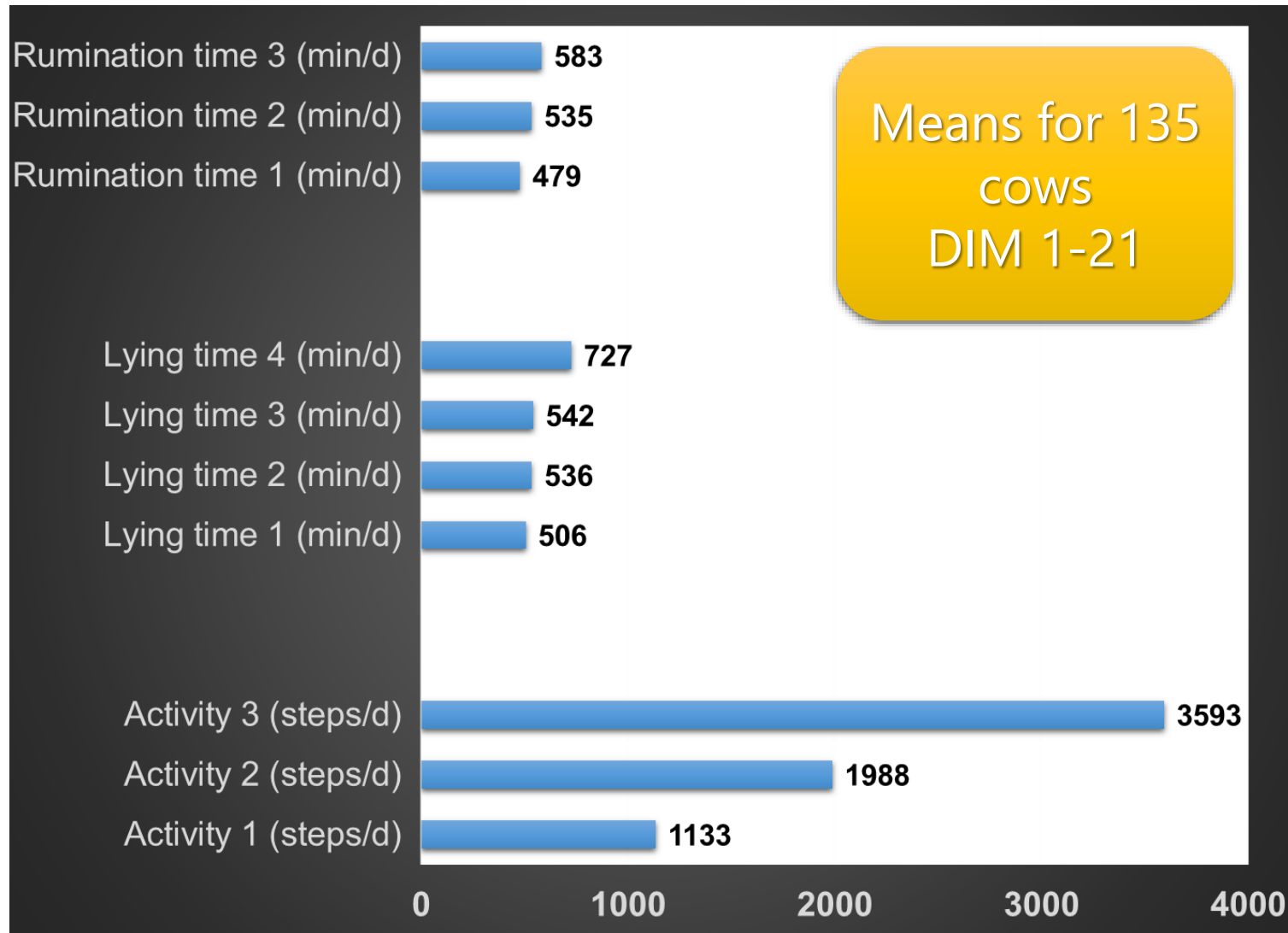
Are we measuring the targets we intend to?

PRECISION VS ACCURACY

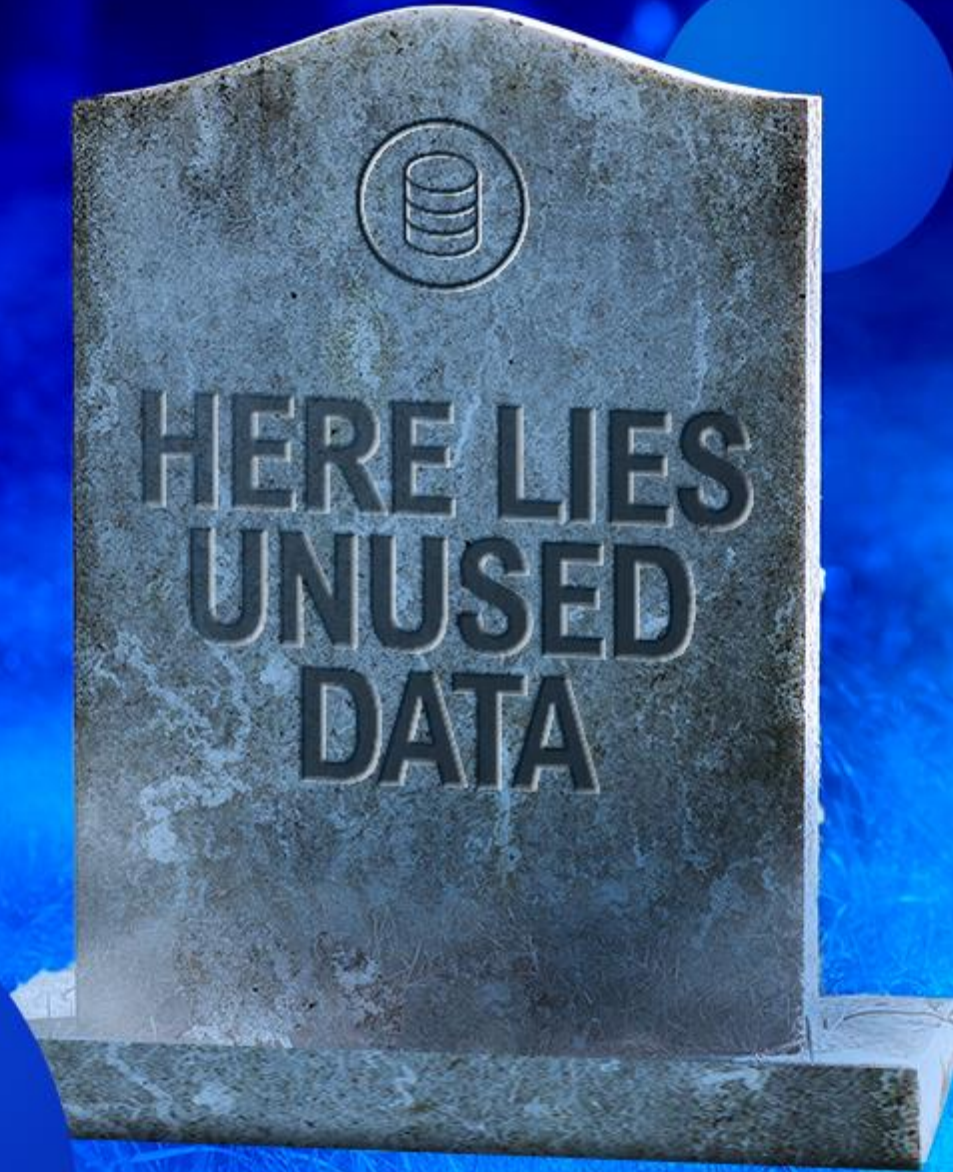


Can't forget
the need for
third party
validations

$X \neq X$ and $Y \neq Y$



Data Dumps
(No Information
Interpretation)



Software Interface Attributes

Cloud based interface

Smartphone application

Addresses needs of visual and verbal learners

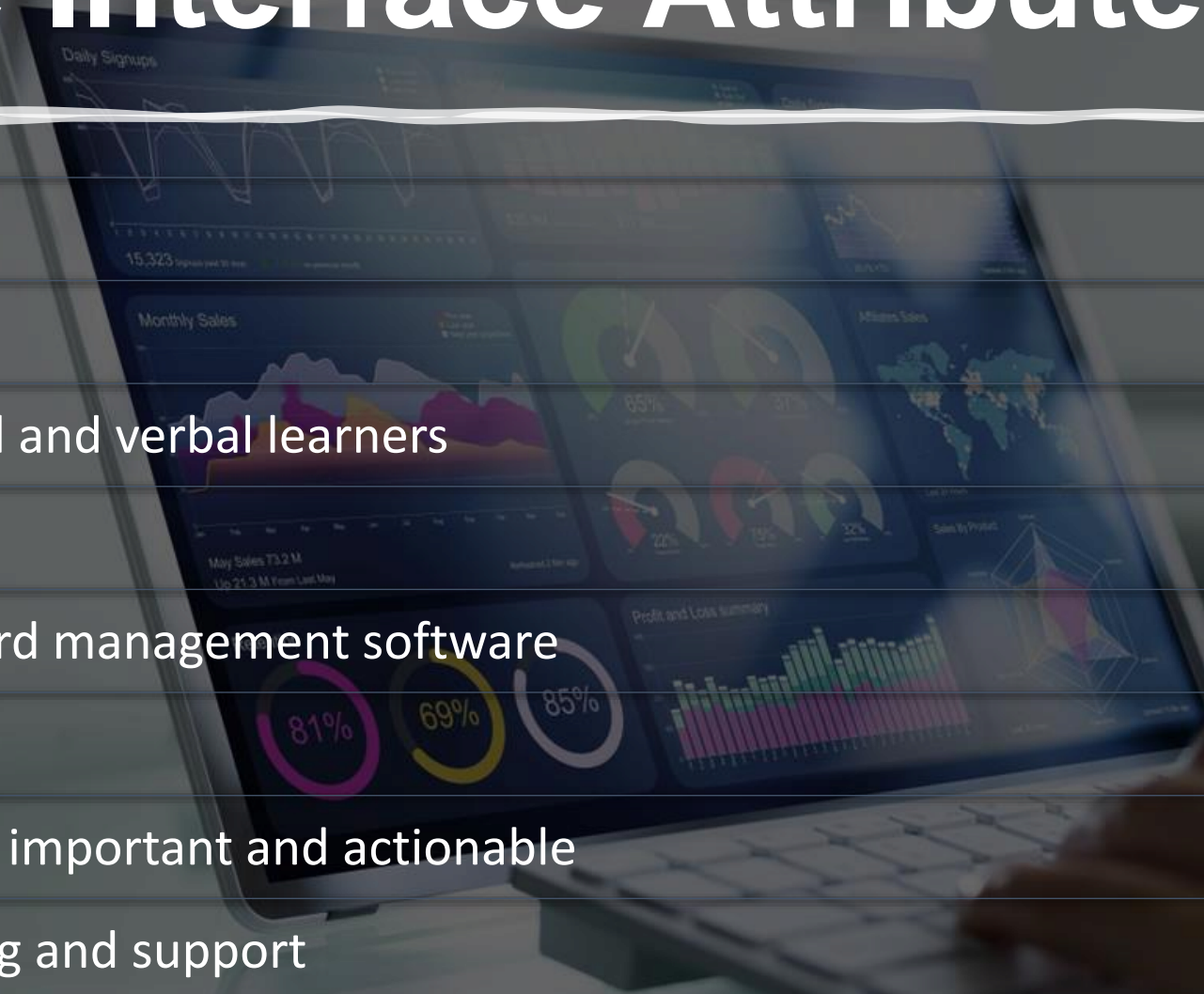
Intuitive user interface

Interconnectivity with herd management software

Real-time data display

Indicators of what's most important and actionable

Customer focused training and support



Data Silos



DHIA

Sensors

Genetics

Milk
Buyer

Nutrition

Financial

Data Integrators



AIMS



bovcontrol



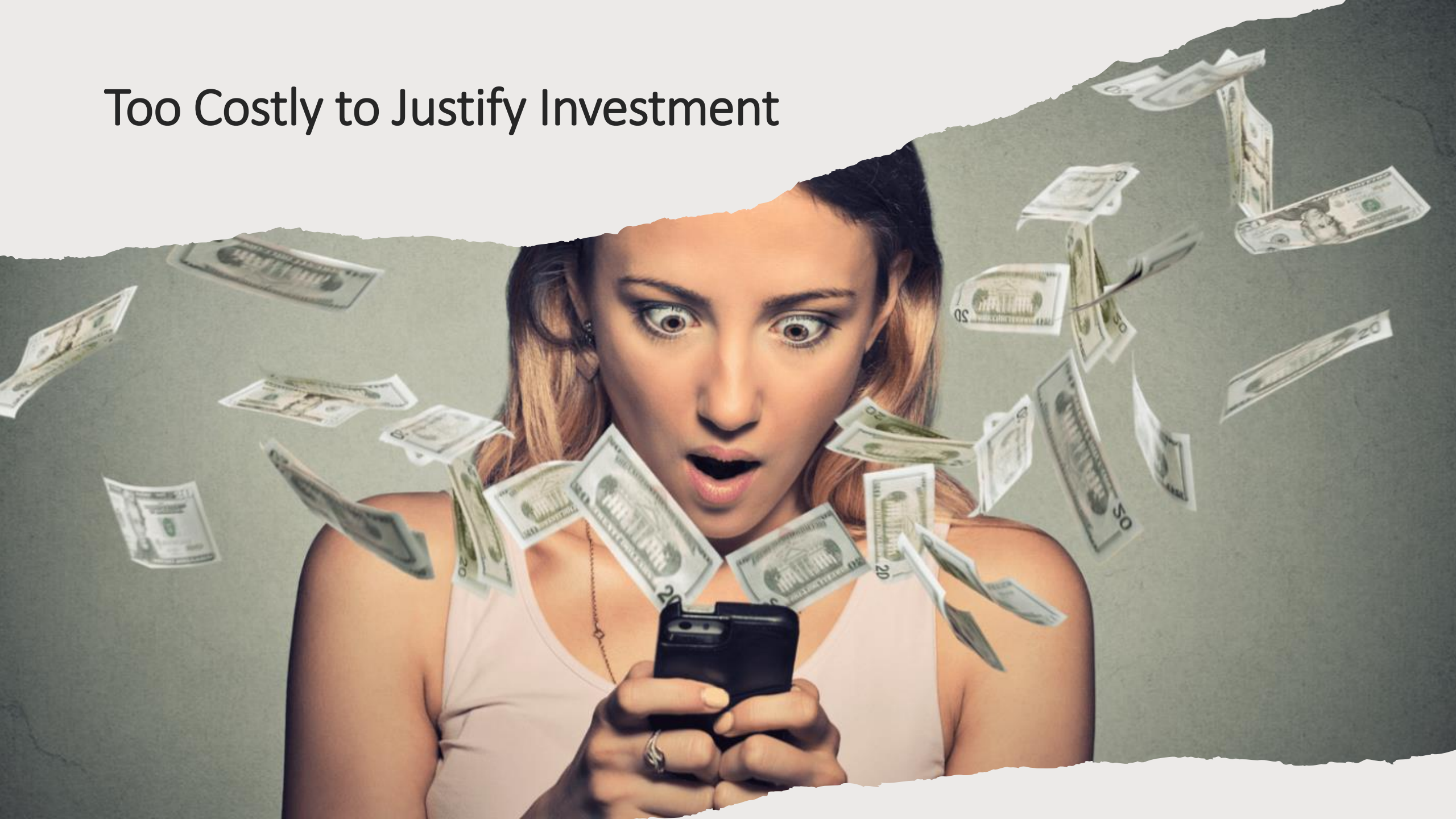
Agrimetrics
THE CATALYST FOR CHANGE



MmmooOgle



Too Costly to Justify Investment





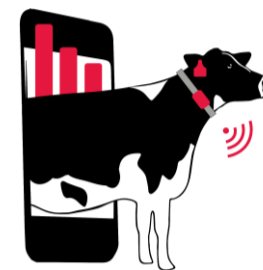
Tomorrow's technological
innovations are beyond what we
can imagine. Let's dream big.



Never Lose
Sight Of the
Animals



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