

DairyWise: turning dairy farm data into profitable herd decisions

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My Farm Cattle softwares

- **My Farm platform** is the most comprehensive software suite in Finland, bringing together services for cattle production, crop production, and farm economics. It includes numerous integrations, for example between advisory services, breeding organizations, the processing industry, and government systems.
- **My Farm Cattle** is a software solution for dairy and beef production, a part of My Farm platform
 - brings together farm production, animal, and financial data into one platform.
 - provides visual reports and practical insights to support daily farm management and decision-making
 - enables monitoring, benchmarking, and simulation of key farm performance indicators to evaluate the impact of different management decisions in advance.



DairyWise as a support decision tool

- What does the service offer?
 - Helps assess the economical potential of the herd
 - Supports herd management development and decision-making
 - Based on your farm data
- Two decision support tools:
 - **Farm Target Calculator**
 - Based on SimHerd model and farm data
 - Shows how developing specific management practices affects the economical results of the farm
 - Supports setting targets and comparing alternatives
 - **Mtech AgINTEL Culling Decision tool**
 - Predictive machine learning model which supports planning and monitoring of herd culling decisions
 - Helps identify culling decisions having the greatest impact on herd development

Farm Target Calculator

- Three financial calculators:
 - Somatic Cell Count
 - ECM (Energy Corrected Milk, 1st, 2nd, 3rd .. lactation)
 - Dry Period
- The calculators are based on SimHerd bio-economic simulation model.
- The model simulates dairy farm operations and shows what changes mean in financial terms.
- The Farm Target Profitability Calculator turns a research-based model into:
 - an easy-to-understand tool
 - a practical solution for decision-making

Farm target calculator

Select metric
Somatic cells

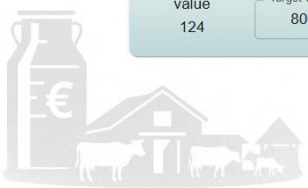
Calculate Reset defaults

Somatic cells, 1000 pcs/ml

Realized value	Target value	Feed price c/kg...	Milk price c/kg ...
124	80	27.4	70

Results

Feed cost	Milk yield	Milk revenue	Financial result
+4,212	+209	+21,264	+17,052
€/farm/year	kg ECM/cow/year	€/farm/year	€/farm/year

 SimHerd
Improves Your Decisions

Culling decision Tool

What is the Culling Decision Tool used for?

- Helps the user in making well-informed culling decisions
- Shows how culling decisions affect herd results
- Supports proactive decision-making

How does the tool work?

- You can compare animals based on key characteristics
- You select the animals to be culled
- You immediately see the impact on herd performance indicators

What data is used?

- Includes calved, living cows in the herd
- Calculations are based on results from the past 12 months



Culling decision Tool

Culling prediction (%) indicates how likely a cow is to be culled from the herd within the next 6 months.

- The higher the percentage, the higher the culling risk.

How is AI utilized?

- The culling prediction is based on a machine learning model.
- The model has been trained using extensive historical data on situations in which cows have previously been culled.

What data does the model consider?

- The model evaluates, among other things, the animal's:
 - production performance and its development
 - fertility and calving history
 - health and treatment events
 - overall herd situation
 - as well as the combined effects of these factors

The culling prediction is calculated for cows included in milk recording to ensure the prediction is based on reliable and comparable data.

1. Farm-specific culling prediction

- The prediction is calculated based on your farm's conditions and management practices.
- It indicates how likely an animal on your farm is to be culled within the next 6 months.
- Reflects the farm's own decisions and historical patterns.

2. Average farm culling prediction

- The same animal, but in a hypothetical situation: "If all of Finland were one shared herd."
- The prediction shows how Finnish farms on average have acted in similar situations.
- Provides an objective benchmark for comparison.

☐ Compare to the national averages

Impact of culling decision

+ Add metric

Dry period, d77 (0) ✕

ECM, kg / 12 m 13,091 (14) ✕

SCC/ 12 m 119 (-6) ✕

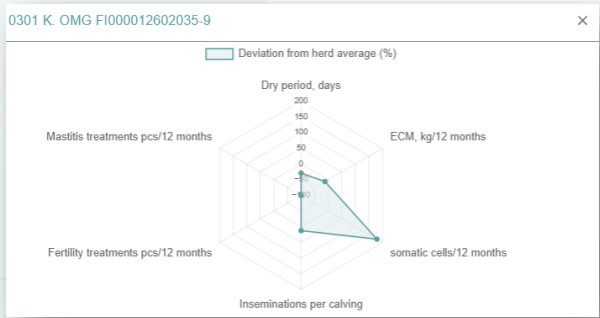
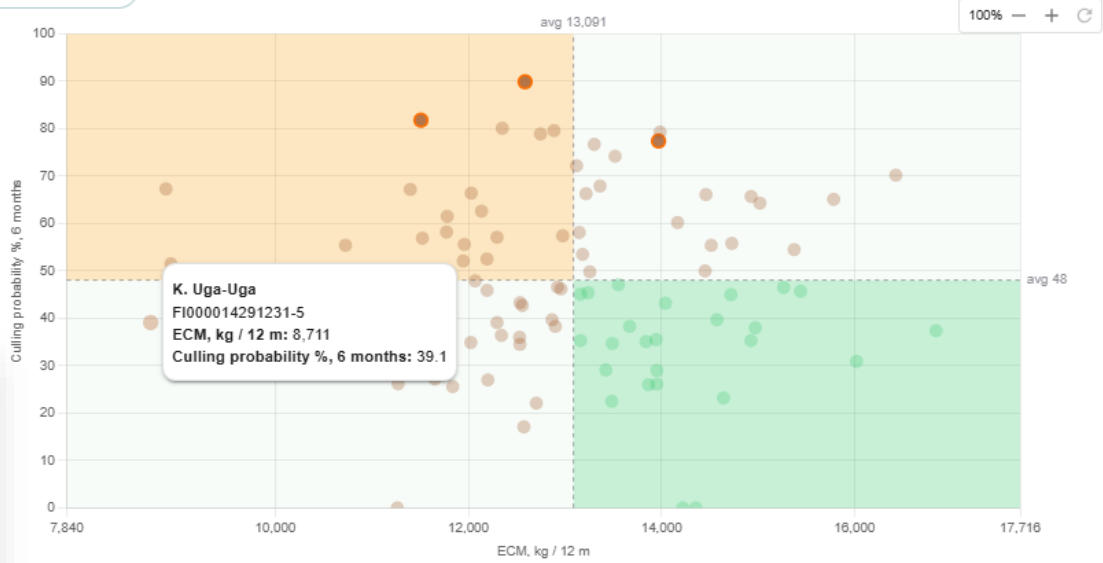
Services/calv. 1.8 (0.0) ✕

Calvings 2.1 (0.0) ✕

Fert.treat. pcs/12m 0.8 (0.0) ✕

Mast.treat. pcs/12m 0.2 (0.0) ✕

Select metrics Culling probability %, 6 months / ECM, kg / 12 m



		Show selected (3)		Inseminations per calving				Mtech AgINTEL		Deviation from the herd average of the living cows over the past 12 months									
								ulling probability %, 6 month											
		EU ID	Ear tag	Name		Lactation	Breed	Farm-specific	Average farm	Dry period, days	ECM, kg/12 months	somatic cells/12 months	Inseminations per calving	Number of calvings	Fertility treatments pcs/12 months	Mastitis treatments pcs/12 months			
		FI000012602035-9	0301	K. OMG		7	HOL	81.8	80.1	-22.4	-1,567.4	223.4	0.2	4.9	-0.8	-0.2			
		FI000013106658-6	0359	K. Payday		5	HOL	45.7	41.5	37.6	2,364.6	-7.6	-0.8	2.9	1.2	-0.2			
		FI000013106673-5	0374	K. Pepsi		6	HOL	89.9	89.2	-	-488.4	122.4	0.2	3.9	-0.8	-0.2			
		FI000013106667-0	0368	K. Berenike		6	MO	-	-	0.6	1,279.6	-22.6	-0.8	3.9	-0.8	-0.2			
		FI000013106695-5	0396	K. Gold Rock		5	HOL	66.1	57.8	35.6	1,384.6	70.4	2.2	2.9	1.2	1.8			
		FI000013106718-7	0419	K. Routa		5	HOL	77.4	74.8	24.6	893.6	99.4	-0.8	2.9	0.2	-0.2			
		FI000013106729-7	0430	K. RaiRai		5	HOL	77.1	75.3	8.6	-	-	0.2	2.9	-0.8	-0.2			
		FI000013106745-9	0446	K. Rainyday		5	HOL	50.0	52.0	-25.4	1,375.6	278.4	-0.8	2.9	1.2	-0.2			
		FI000013106753-0	0454	K. Rillu		5	HOL	42.7	36.2	13.6	-517.4	40.4	1.2	2.9	-0.8	-0.2			
		FI000013106754-3	0455	K. Rhonda		5	HOL	78.9	76.8	-	-329.4	-53.6	-0.8	2.9	-0.8	-0.2			
3 rows selected																Rows per page: 10	1–10 of 161	<	>

Calf mortality Prediction (under development)

Predict calf mortality already before calving – data-driven animal welfare and improved profitability.

What is it?

- A machine learning–based prediction model that estimates, already during pregnancy, the probability that a calf will die within 0–30 days after birth.
- Enables high-risk pregnancies to be identified early and allows proactive actions to be taken.
- A 6-month prediction model is also under development.

Benefits

- The model identifies high-risk pregnancies, enabling monitoring and actions to be targeted effectively
- The result is fewer calf deaths and improved profitability.



