How to run milk recording effectively - case Finland

S. Nokka¹ and J. Kyntäjä²

¹Association of ProAgria Centres, Urheilutie 6 D P.O Box 251, 01301 Vantaa, Finland
²Mtech Digital Solutions Ltd P.O. Box 25 01301 Vantaa, Finland
Corresponding Author: sanna.nokka@proagria.fi

In Finland there is one milk recording organisation called ProAgria. There are currently 4,009 recorded herds (71% of all herds) and 211,369 cows (83% of all cows). Milk recording is mostly done by farmers themselves, distribution between methods are A= 2 %, B= 93 % and C= 5 %. There is effective network around milk recording. ProAgria is leading and organizing it, analysing of samples is done by the dairies and calculation and reporting to customers is done by Mtech Ltd.

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ProAgria organises the milk recording in Finland. Association of ProAgria Centres is coordinating and supporting a network consisting of ProAgria area centres, Mtech, dairy laboratories and customer service. Figure 1 illustrates the network.

In practice running milk recording in a network means that there must be someone who keeps the strings in their hands. This person works in the Association of ProAgria Centres. She leads the development, and the customer service and takes care that everybody in the network is aware of new practices and tools in milk recording.

As stated, most test milkings (93%) are done by farmers. There are guidelines and instructions for them how test milking should be done. If there are challenges with test milking, technical expert can consult the farmer. In the future, standard operation procedures (SOPs) will be created for test milking and they are delivered to customers.

There are two major sources to develop calculation and reporting: feedback from customers and ICAR guidelines. Feedback is collected via customer service, chat, email and experts from ProAgria Centres. We also have good connections to ICAR, because experts from Mtech and ProAgria have members of ICAR working groups and sub-committees. Every third week, there is a meeting with ProAgria and Mtech where all the feedback and expert comments are reviewed and decisions are made on the
Figure 1. Milk recording network in Finland.

Further handling of the cases. Yield calculation, reporting and the related development takes five person-years from Mtech and 0.2 person-years from ProAgria.

Analyzing milk samples

Milk analysis is handled by dairies. There are three laboratories in Finland and about 1.2 million samples analyzed per year. There is one meeting per year between ProAgria and every laboratory, and additional meetings whenever necessary. If there are quality problems in samples, that information goes from the laboratory to the customer service and customer service contacts the customer and tells him what the problem is and what should be done better next sampling. If the laboratory needs development, then ProAgria and laboratory staff will have a discussion.

Customer service

Customer service assists the farmers, stakeholders and ProAgria experts. Service is available via phone, email, and chat. The Customer service develops data quality together with area centres and contacts customers that have low data quality points. The Customer service can also for example take remote access to an AMS and help with data transfer when needed. There is three person-years working in the customer service.
Farmer can buy service for test milking so that they can outsource it partly or completely to a ProAgria technician. These services are organized by ProAgria centres and the Association of ProAgria Centres is responsible for the education of experts and service development. 197 customers purchased this service in 2020 and 1.4 person-years were used.

Farmers can buy a service to record their data to the database. An expert will then take the data directly from the milking system or the farmer can send data by mail, email or via WhatsApp. This service is organized by three area centres and there have been 352 customers in 2020, with 1 person-year used on this.

All portable milk meters are tested in one testing place, in Riihimäki. Meters are transported by mail to the testing place and back to customer. In 2020 there have been 730 customers and two person-years have been used. Stationary AMS and parlour meters are mostly tested by manufacturer servicemen.

The ProAgria milk recording in Finland is running effectively. We spend 13.2 person-years running the system, also including its development. The system is working satisfactorily, but there is need for make it more linear from the customer point of view. The number of recorded herds will decrease in the coming years and there will be lot of new tools that are offered to the farmers from other operators. In the future, we must have more time to develop better services for milk recording.