The example of a Milk Recording Organization in the west of France
A milk recording organization

- 6,000 dairy farms
- 63 cows per farm – 8,050 Kg / Cow / year
- 85 hectares average

Market share:
- 72% → Official data recording
- 65% → Herd management advice
What do we do?

We offer services on various aspects of dairy farm management

- Milk recording
- Herd management advice
- Agronomy advice

Services:
- Cattle Housing Design
- Trimming
- Testing of milking machine
Milk recording

A dedicated team of 300 operators

Data are digitally collected using a Smart Phone
- Sample traceability
- Data with high availability for breeders
- Cattle disease data recording (since 2013)

115,000 mastitis + 30,000 other health events collected
Herd management advice

160 advisors
A portfolio of 45 customers
6 to 11 working sessions a year
OUR ADVISORY APPROACH

Permanent access to the database of herd performance

Specific software to analyze herd performances

Advice to improve herd performances
OUR ADVISORY APPROACH

- Herd performances analysis
- Forecasting of milk volumes

- Forage stock management
- Crop rotation

- Rationing livestock feeding
- Over cost on food marging

- Cattle disease prevention: fertility
- Milk quality

- Genetic selection
- Heifer breeding

OBSERVE
LISTEN
ANALYZE
PROPOSE
References from 6,000 farms according to:

- The breed of the herd
- The size of the herd
- The feed system
- The yield per cow
- The milking system
BREEDER’S EXTRANET

- Mik recording data
- Herd management advisor’s reports
- Availability of data immediately after milking
- Other animal’s data
- Crop advisor’s reports
- Traceability
50 GROUPS OF FARMERS

- Sharing experience
- An annual study programme
- 4 meetings a year
- 15 breeders in each group
BCEL OUEST

Herd management advice

Milk recording

45,000 working sessions a year
Added value for breeders
25% of our business