



World Trends in Milk Recording Management



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Dairy Cattle Milk Recording Working Group



Overview



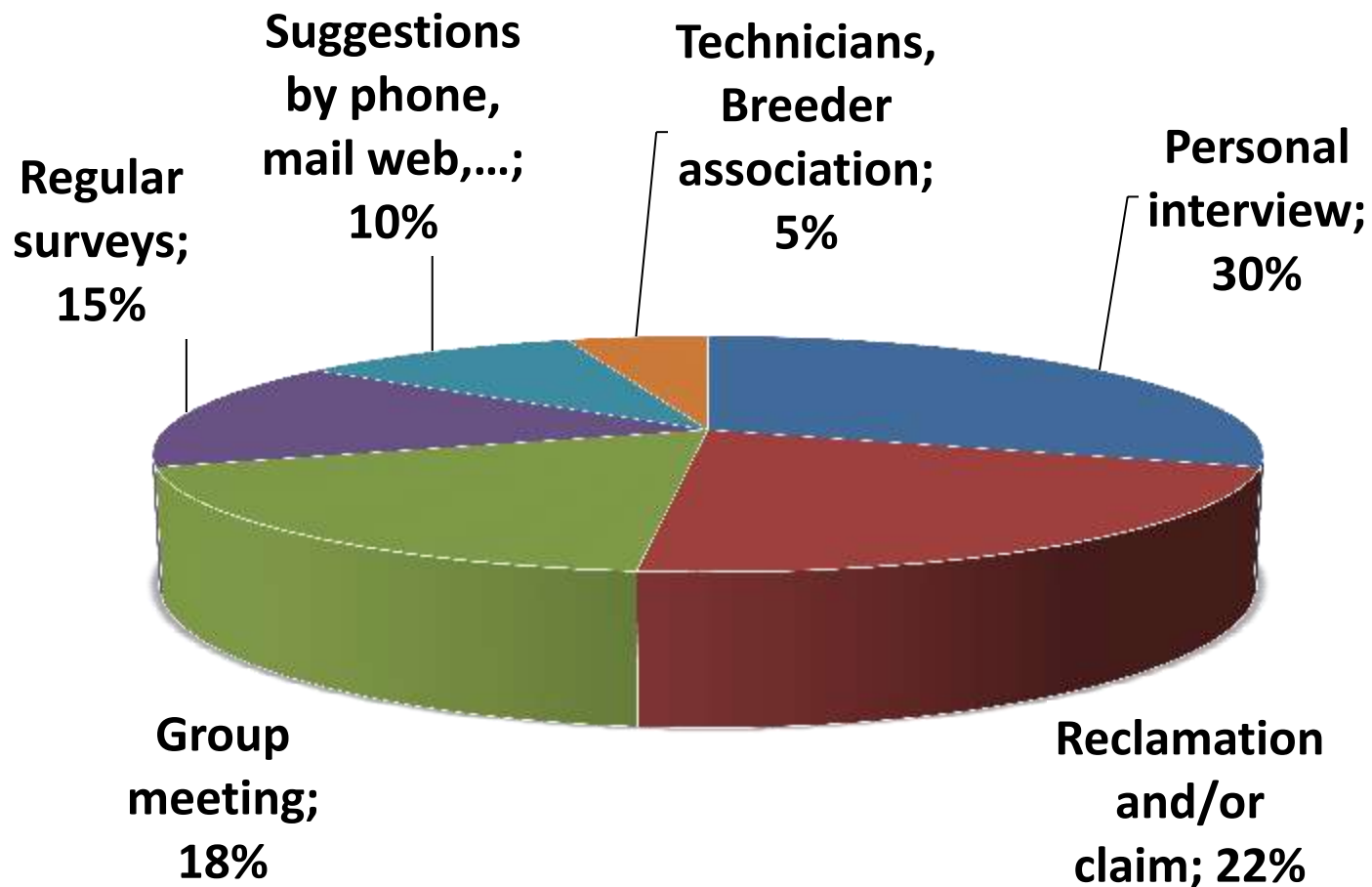
- From members to customers
- The faces of the recording business
- How to fit the customers expectations?
 - Data capture
 - Sample identification and transport
 - Time from recording to reporting
 - Smart reporting
- Conclusion

Once we had members



- **Are we now ready to think about customers?**
- Who are the key customers?
 - Farmers
 - Breeding organisations
 - AI buisness

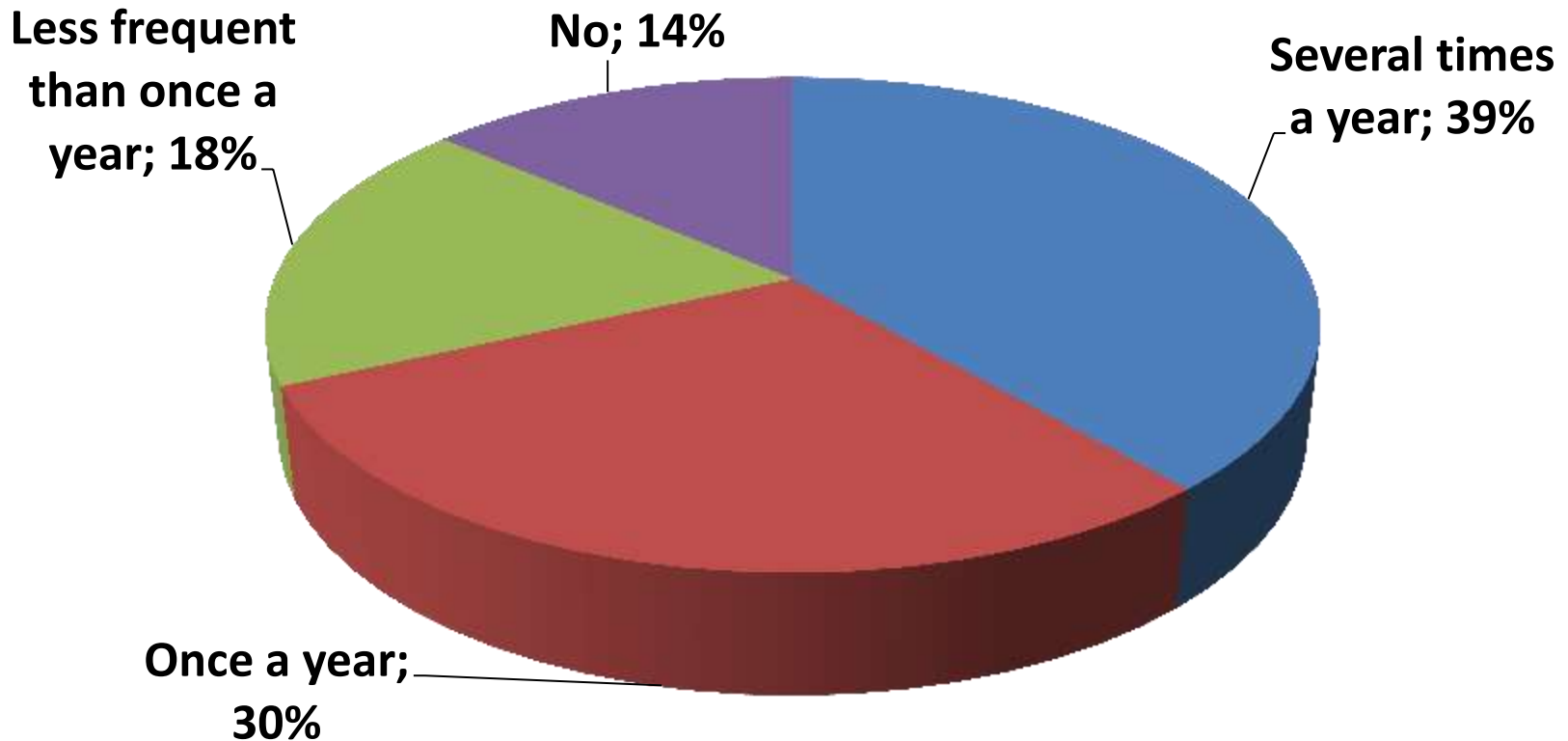
Customer care and feedback or even market research



Recording has a face for the customer



- Our human resource – competent technicians (are they trained frequently?)





Our customers expect: high competence in solutions

- Efficient recording and sampling on farm is accepted as a basic need
- Data transfer to the database is our business
- Getting the samples accurate and quickly analysed
- The report provides
 - Which cows / group of cows need attention?
 - But the real question is: What is to do?
 - How can we provide the answer?

How do we provide the solution?



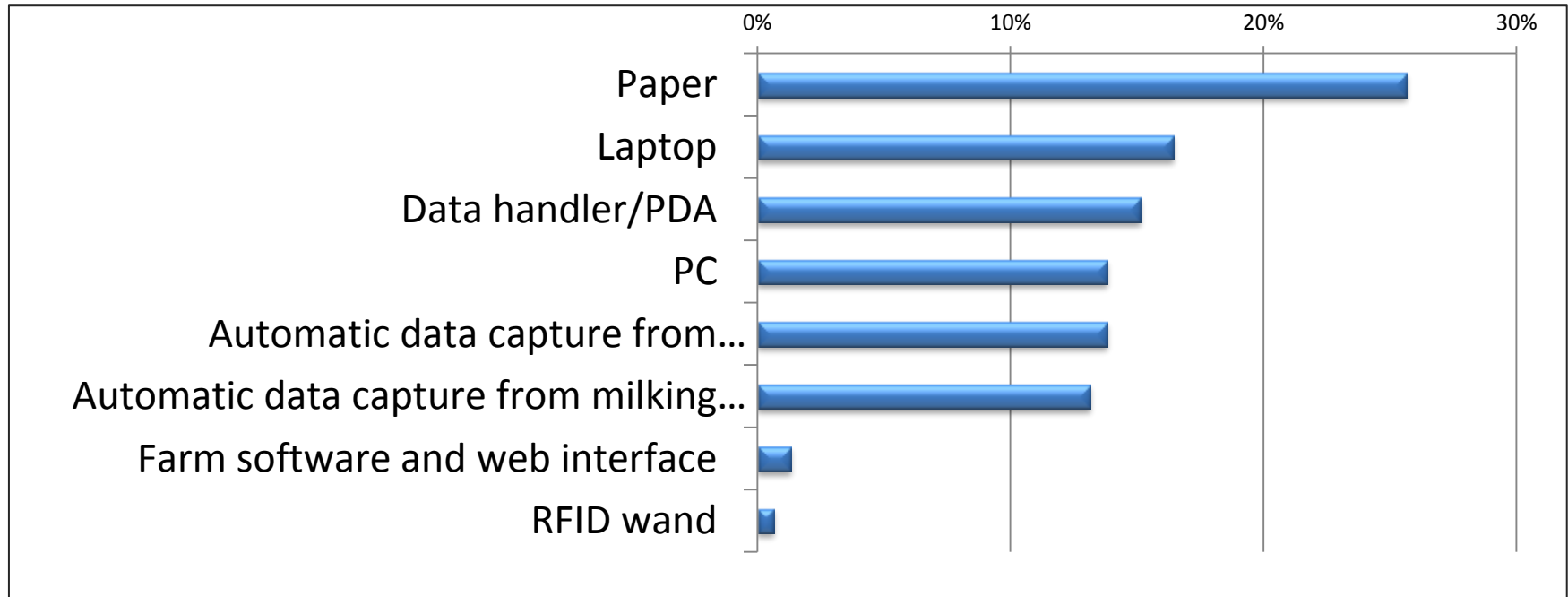
- Efficient data capture
- Quick sample transport
- Short runtime from recording to reporting
- Smart reporting





Data capture

- Paper is still king
- Tablets and mobiles replace PDA's
 - Industry or consumer equipment
- Automated data exchange is (part of) the future

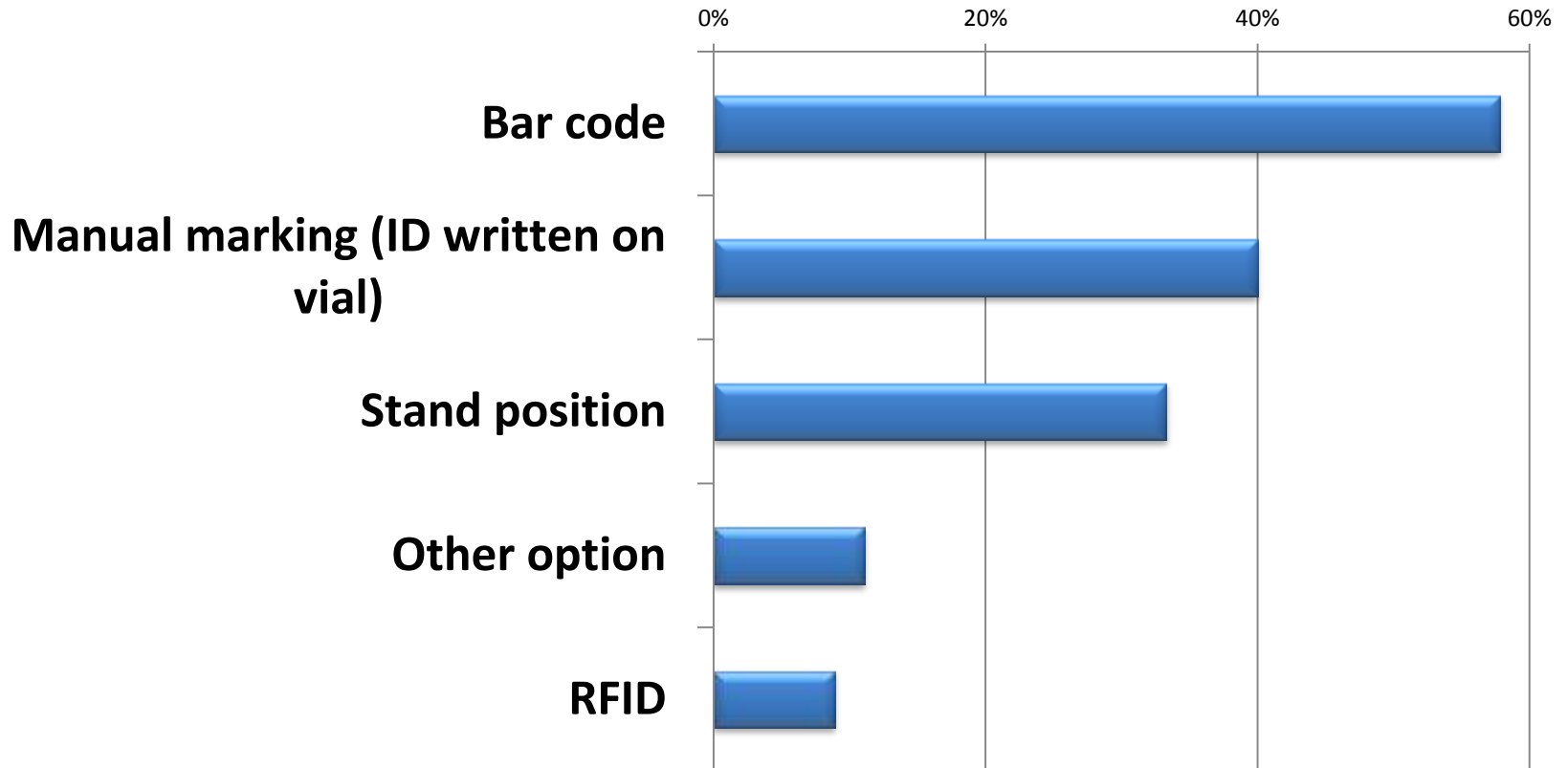


Sample transport



- Get the sample in best possible conditions to the lab
- Ensure the identification
- Keep the sample “fresh”
- No external influence
 - Intended or unintended changes of ID
 - Is it the right milk? Sure!
- Who does the transport?
- **We invest a lot of money to get an identified sample of high quality (in terms of freshness and free from carry over) to the lab.**

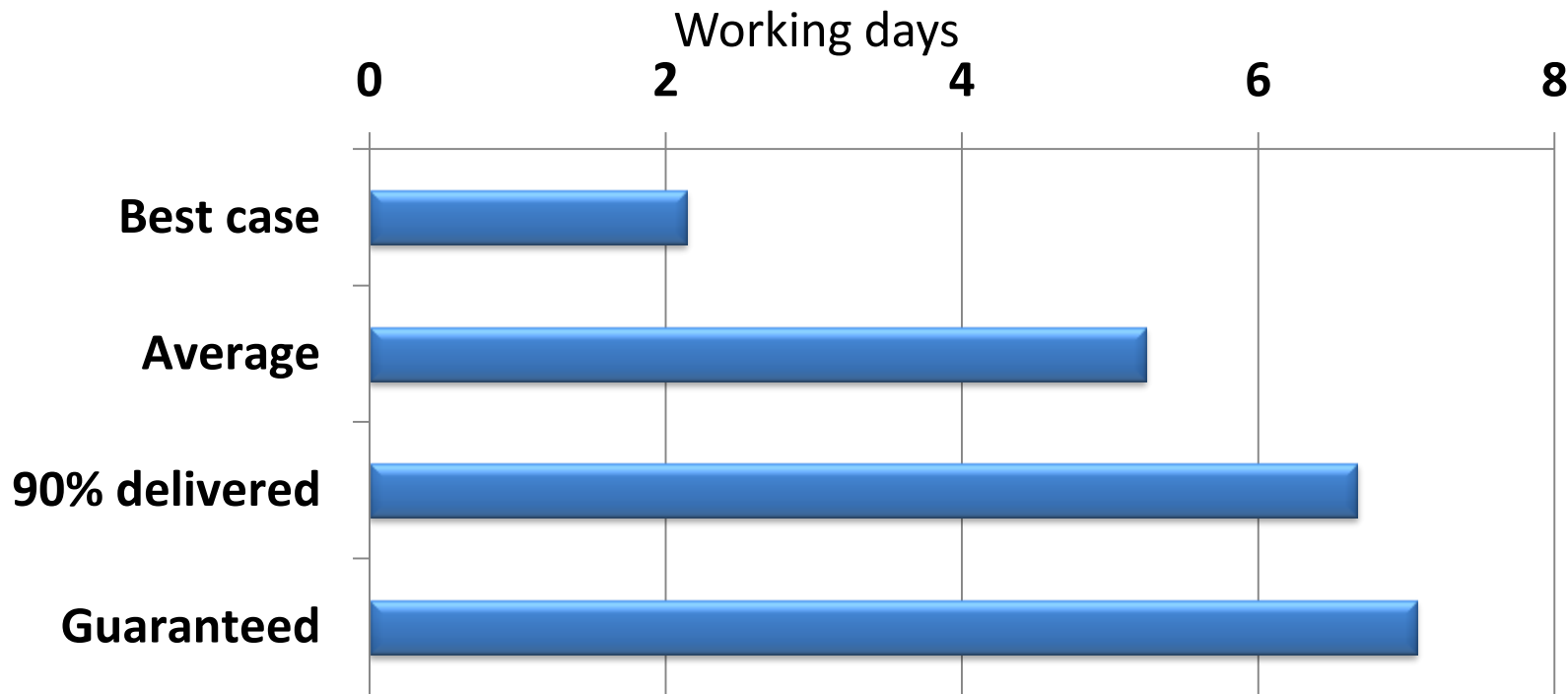
Sample identification



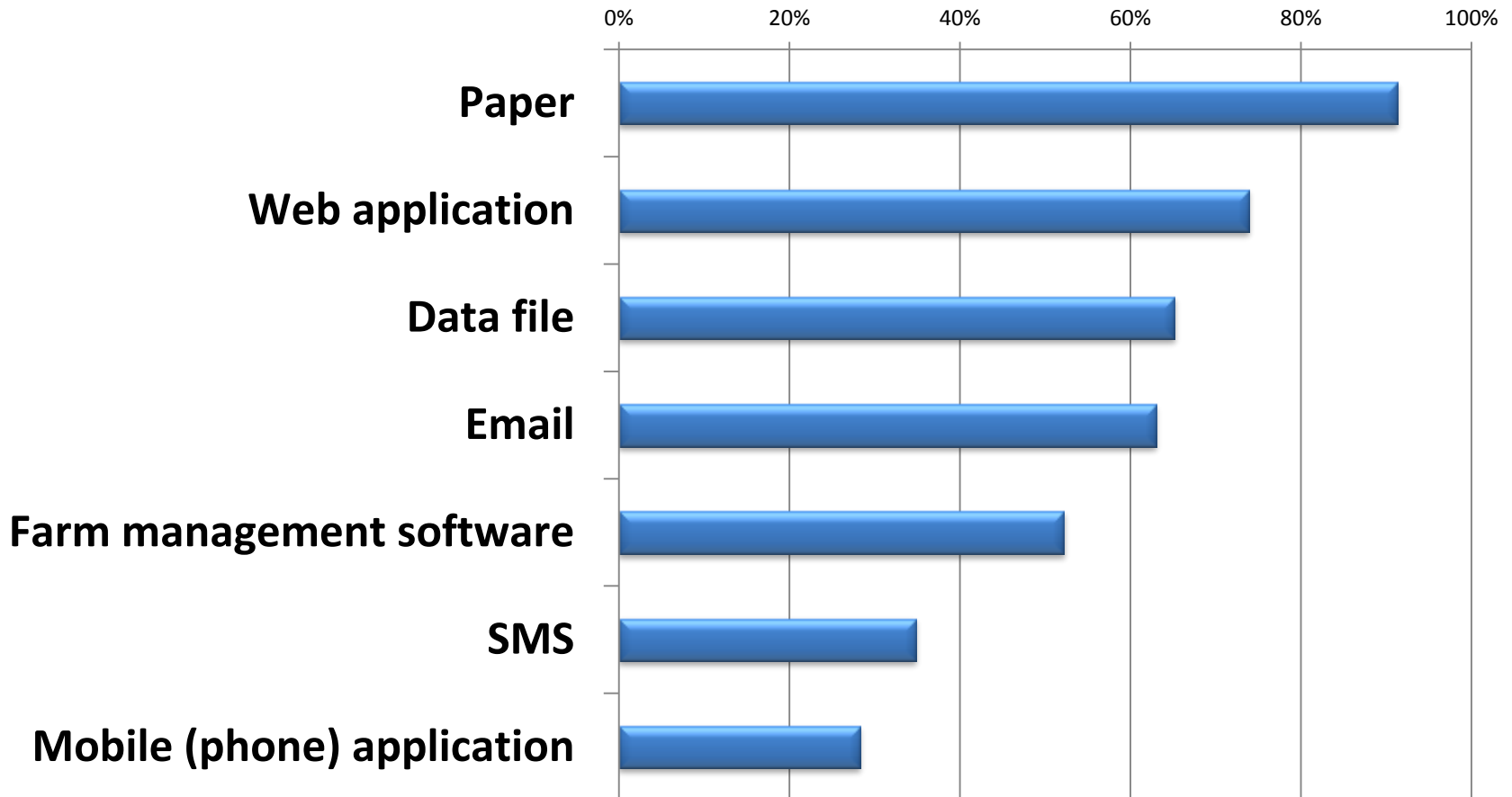
Runtime of the report



- Do we think about guaranteed feedback time?



Traditional and smart reporting





Conclusion

Trends out of the survey

- Let's talk about customers.
- Capture the data via mobile devices or automatic data exchange.
- Take the innovation from the lab and add value to the report.
- Report the solution, not the result.

Acknowledgements



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- All of you, who took the time to answer our survey.
- The Austrian MRO's for giving me the chance to do this interesting job.



Thank you for your attention

