World Trends in Milk Recording Management


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 business
Customer care and feedback or even market research

- Personal interview; 30%
- Reclamation and/or claim; 22%
- Group meeting; 18%
- Suggestions by phone, mail web,...; 10%
- Technicians, Breeder association; 5%
- Regular surveys; 15%
Recording has a face for the customer

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

![Pie chart showing training frequency]

- Several times a year; 39%
- Once a year; 30%
- Less frequent than once a year; 18%
- No; 14%
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

- Bar code
- Manual marking (ID written on vial)
- Stand position
- Other option
- RFID
Runtime of the report

• Do we think about guaranteed feedback time?

![Graph showing the runtime of the report with categories: Best case, Average, 90% delivered, and Guaranteed. The x-axis represents working days.](image-url)
Traditional and smart reporting

- Paper
- Web application
- Data file
- Email
- Farm management software
- SMS
- Mobile (phone) application
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.
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Thank you for your attention