

Integration of Quality Certification Programs into Management of Milk Recording Providers in the United States

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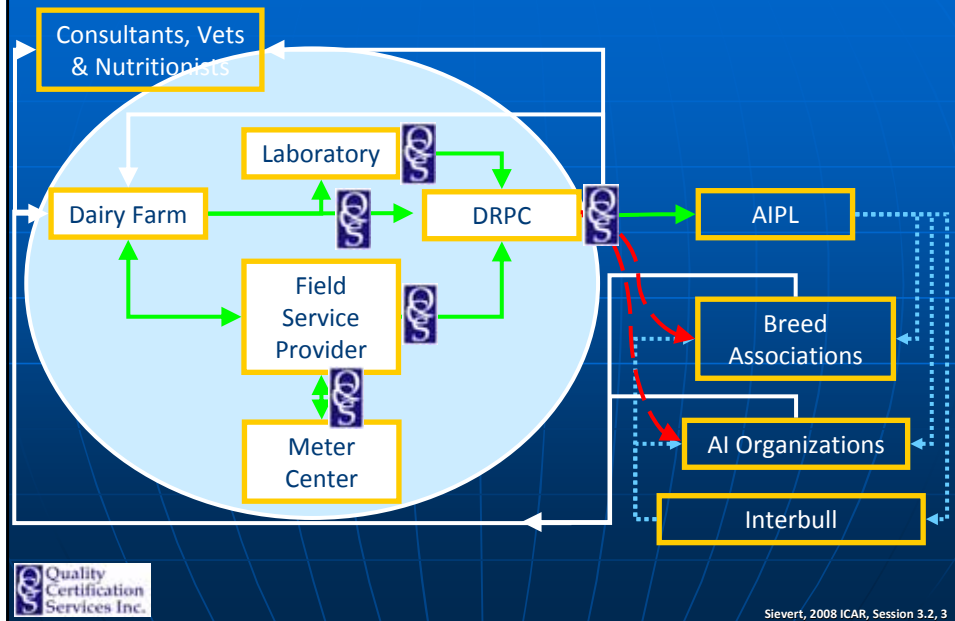
Quality Certification in the United States

- *Program is user-driven*
 - Guidelines developed by the service providers in each sector for the service providers
 - Approval by Council on Dairy Cattle Breeding (Records Providers, Breed Associations and A.I. Organizations)
- *Administered by Quality Certification Services, Inc.*
- *Two views on the certification process...*
 - **Certification is a business requirement**
 - **Certification is an asset to our business**
 - The difference is subtle and rooted in leadership and/or management at the provider level



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Assuring Data Accuracy is the Role of QCS



Certification of Field Service Providers



Who are the 27 Milk Recording Providers in the United States?

Field Service Providers

- *Wide range of ownership*
 - Private testing businesses
 - Federated associations
 - Vertically integrated organizations
 - Non-profit organizations and for-profit businesses
- *Vast range of management structures*
 - Sole proprietors
 - Direct management of field service activities
 - Team of field service managers led by a general manager



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Certified Field Service Affiliates



Snapshot of the U.S. Milk Recording Providers

All DHI Providers

Working with...

- 4.4 million cows in 23,005 herds
- 10,412 to 784,214 cows
- 8 to 4,425 herds
- 3,018 field technicians
- 108,139 portable meters
- 66,022 electronic meters

Top Quartile (n=7)

Working with...

- Herds of all sizes in all geographic locations
- 110,000 to 559,685 cows
- 145 to 4,425 herds
- 15 to 196 technicians
- 930 to 10,814 portable meters
- 72 to 3,987 electronic meters



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Is There a Difference between Certified Providers?

- **No....**
 - All certified providers meet the minimum standards or guidelines for their service area
 - Assurance of the accuracy of data throughout the system
- **And Yes...**
 - Providers operate in a competitive marketplace
 - Invest in employees
 - Offer service-driven programs and services
 - Exceed the minimum standards in each compliance area
 - Market their people and organization effectively



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Is There is Difference? Field Technician Training

The Minimum Standard... The Top Quartile...

*On-farm training with
3 herds*

*On-farm training with
7-20 herds*

The Goal...

Going the extra mile...

- Provide new technicians with hands-on training of meters, sampling and data entry/handling

- Technicians are 'farm-ready' and exposed to a variety of milking systems and designs
- Meet the expectations of today's dairies



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Is There is Difference? Field Technician Training

The Minimum Standard... The Top Quartile...

*Annual continuing
education meeting for
all technicians*

*Field technician training
2x to 12x per year*

The Goal...

Going the extra mile...

- Educational forum for updates to policies, procedures, and technology changes

- Employees are part of team and provided with tools for success
- Balanced approach of training, support, and marketing
- The field force is the 'front line' of sales



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Is There is Difference? Portable Meter Calibration

The Minimum Standard...

Calibrate each portable meter annually at a certified meter center

The Goal...

- Ensure that each meter is calibrated and providing accurate estimate of milk production

The Top Quartile...

Calibration of meters one to four times each year

Going the extra mile...

- Meters are 'in-service' 300 to 400 hours per month
- Identified the need to inspect/repair/calibrate these meters more frequent basis
- The 'oil change' theory



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Is There is Difference? Electronic Meter Calibration

The Minimum Standard...

Annual calibration or statistical review of each electronic meter

The Goal...

- Ensure that accurate data is being sent to the dairy records processing center from dairies using daily meters

The Top Quartile...

Calibration of meters one to twelve (monthly) times per year

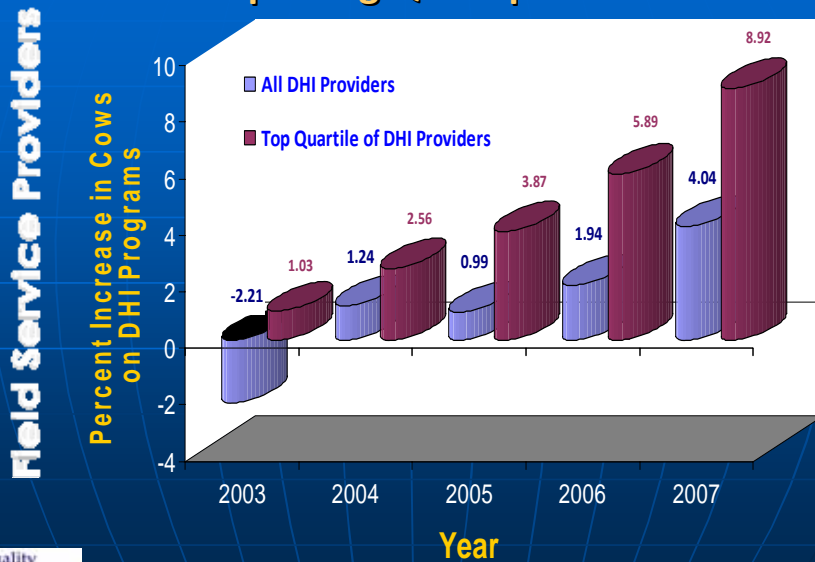
Going the extra mile...

- Meters are periodically out of spec
- Sales and service opportunity for provider
- Maximizing the performance of the dairy's investment



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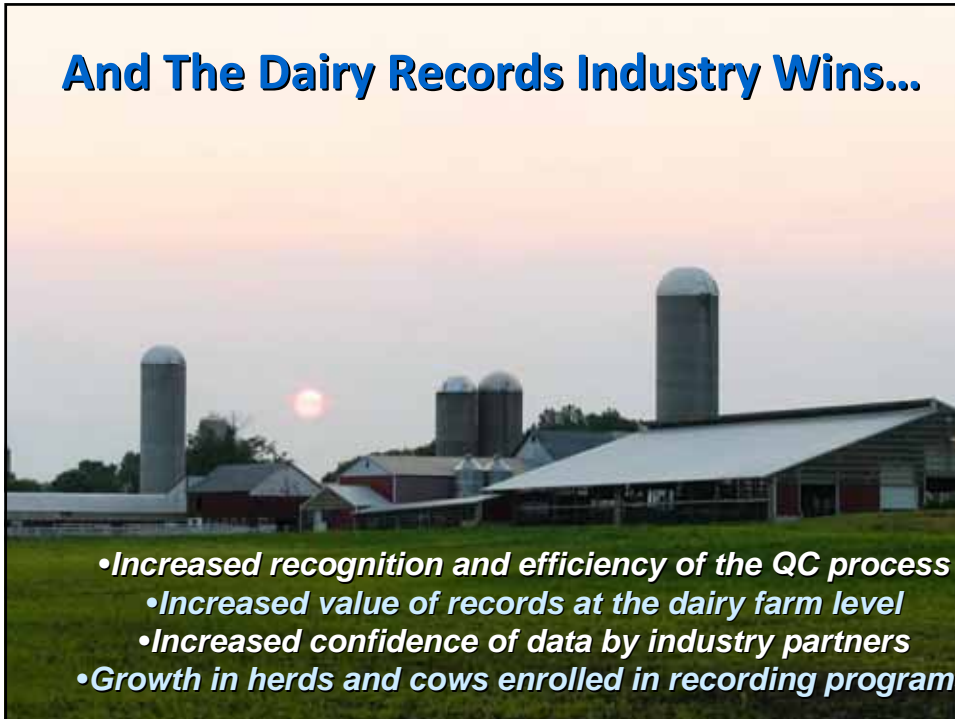
Growth in Field Service Providers Surpassing QC Requirements



The difference is the management team – not the program

- *The QC program is the fundamental basis*
 - Independent (3rd party) audit of compliance
 - Provides the (part of the) framework for the field service activities of recording providers
 - Resource for the recording provider
- *The management team implements and develops*
 - Recognizes the importance of compliance areas
 - Integrates QC into day-to-day service activities
 - Time and capital investment in people and programs
 - Markets and positions their organization

And The Dairy Records Industry Wins...



- *Increased recognition and efficiency of the QC process*
- *Increased value of records at the dairy farm level*
- *Increased confidence of data by industry partners*
- *Growth in herds and cows enrolled in recording programs*