

Abstract by Justin Frankfort - Why milk recording is seen as critical to third parties in the UK, as a revenue stream

Interherd+ is a software package that has been developed by Pan Livestock, based at Reading University, and is sold in the UK by NMR. NMR has worked with Pan Livestock for 10 years on different projects, but this has had the biggest impact on the third parties (vets, feed compounders and AI companies) who are now major users of the milk recording data.