

ICAR Manufacturers' Presentations Verona 2007



Challenges for the industry



- Changing consumer and legislative requirements
- Fewer, larger herds in mature markets
- Expanding new markets
- Labour availability
- Technological innovation
- On-farm incomes
- Ensuring profitability

Views given in Tunis by Colin Kingston



Integrated herd recording and herd management value chain	Associated herd recording and herd management stakeholders
Milk meter manufacturers On-line sensor specialists <i>Added value- Quantitative and Qualitative milk data</i>	ICAR DHIA
Systems integrators Open systems architecture On-farm and off-farm connectivity <i>Added value - information management</i> - herd management automation - traceability	Breed societies (progeny records) Government agencies (traceability records, cattle movements etc.) Milk Processors (milk quality data) Meat Processors (health records etc.)
Milking machine companies <i>Added value:</i> Integrated Milk harvesting & herd management information systems	Milking machine companies distribution chain (Installation and hardware support) Software and systems support organisations (Training and software support)
Dairy Farmers	Veterinarians Other decision support organisations

Opportunities



- Global markets



Finally



- This is your opportunity to listen to and to question leaders in their field.
- What manufacturers do will have a direct influence upon farmers and we, as service providers, structure our businesses and service provision.

Our Speakers



- Henrik Winkeler: Caisley International
- Dr. Ola Markusson: DeLaval VMS Group
- Steen Kold-Christensen: Foss
- Dr Gil Katz: Afikim