Transitioning Milk Recording Service In Changing Times

Pat Baier,
VP, DHI Operations
Our Challenges- Opportunities

- Revitalized milk recording in the face of new technology
  - Milking System innovation
  - Genomic or Genetic breakthroughs
Our Members – Our Challenge

- Diverse family owned operations
- Demanding decision makers
- Information users not information creators
- Quality of life is important
We use DHI data to illustrate the big picture of where members should focus to reap the highest profits.
The Bottom line = Results

Profit Opportunities

December 2007

November 2009
The future...

Biggest bottleneck is now transition management.
Secrets of success...

- Benchmarking
  - This member learned what production and turnover level 20% of their peer sized operations were reaching

- Quantification
  - Also learned how much money was available by reaching 80th percentile performance

- Focus
POA presentation by AgSource

- Reproduction manager
- Feed Consultant
- Hoof Trimmer
- Two veterinarians
- Loan Officer - Banker
- AgSource Field Technician
- Two family members involved in daily operations

Financing for new transition facility approved!
What putting monetary value in our reports accomplishes...

- Members learn how to interpret reports and take action
- Members learn how transition cow issues affect herd production
- Members gain more respect for AgSource staff
These members now have a very different perspective about the value of AgSource’s DHI service than ever before!
Thank you

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- Questions?