

IRISH CATTLE BREEDING FEDERATION

**Electronic DIY – New Process Introduction
(DAIRYGOLD experiences)**

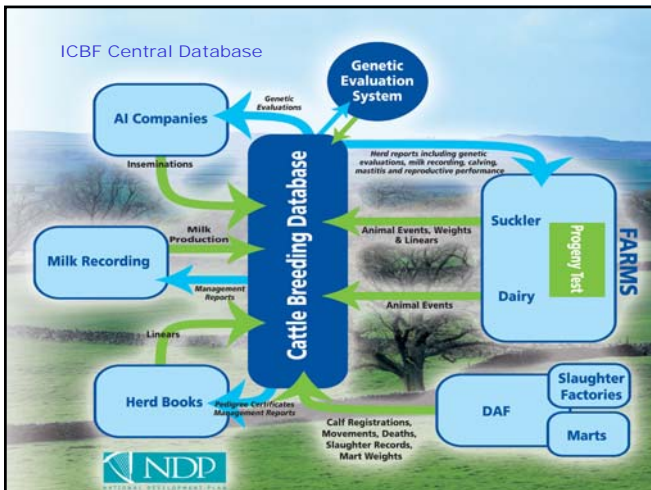
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 MARY O' KEEFFE - DAIRYGOLD
 1ST June 2007

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Electronic DIY – Impact/Changes

- ❑ ICBF and National Milk Recording Profile
- ❑ EDIY
 - ❑ New “Cellular” Operating Model
 - ❑ Calibration
- ❑ Dairygold Changes
 - ❑ Technician vs Manual recorder
 - ❑ Technician and Farmer Training

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**One Database, Many Partners
less duplication and cost for farmers**

AI	Milk Recording	Farm Organisations	Herdbooks
1 - Munster AI	1 - Dairygold	9 - IFA	Holstein Friesian 19
2 - Kerry	2 - Kerry	10 - ICMSA	Belgian Blue 12
3 - SWS	3 - SWS		Angus 13
4 - Progressive Genetics	4 - Progressive Genetics		Aubrac 14
5 - Dovea AI	5 - Dovea AI		Blonde d'Aquataine 15
	6 - Arrabawn		Charolais 16
	7 - Tipperary		Hereford 17
	8 - Connacht Gold		Limousin 18
			Normande 19
			Parthenais 20
			Piedmontese 21
			Shorthorn 22
			Simmental 23
			Jersey 24
			Kerry 25
			MRI 26
			Montbeliarde 27
			Rotbunt 28
			Salers 29
			ICBF 30

MILK RECORDING LABS
7 laboratories

Work to do...

● Milk recording only
 ● Milk recording & payment

Source: ICBF/IFA
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Ireland Milk Recording



Milk Recording Organisation	2004 Cows	Milk Recording Organisation	2006 Cows
Progressive	145,976	Progressive	162,428
Dairygold	95,817	Dairygold	104,498
Kerry	63,995	Kerry	70,770
SWS	53,970	SWS	60,624
Tipperary	8,851	Tipperary	11,888
Arrabawn	7,005	Arrabawn	11,099
Connacht	7,120	Connacht	9,400
Donegal	0	Donegal	5,281
Total	382,734	Total	435,988


+ 14%

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Electronic DIY Milk Recording System

Data Handler  **Auto Sampling Electronic Meter** 

RF Comm Link 

- ✓ Cows' IDs loaded direct from database
- ✓ Meter Records Milk Volume Electronically
- ✓ Meter automatically agitates/samples
- ✓ Barcoded vial, no writing, more accurate
- ✓ Milk Yields electronically loaded to dbase
- ✓ Lab results electronically loaded to dbase
- ✓ Meters delivered - No Capital Purchase
- ✓ 150 Farmers per cell (per technician)

 Meter automatically deposits sample into Barcoded bottles



Electronic DIY – Cell Equipment

Equipment required:

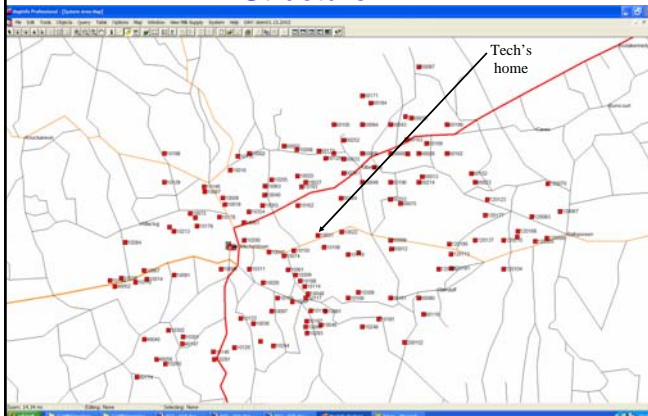
- 80 x Tru Test Electronic Milk Meters
- 7 x Data Handlers, (DHS)
- 1 x Portable Printer,
- 5,000 barcoded vials, and tray accessories etc
- Laptop for data Xfer
- Ancillary charging, data Xfer equipment, etc.
- Ford Transit Van , 2.4d, LWB 1 tonne, custom
- Total Capital = €90K approx serving 150 farmers
- ICBF calibrate each meter annually.



Van customised so we meters are charged on the move

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Electronic DIY – Example Cell Structure

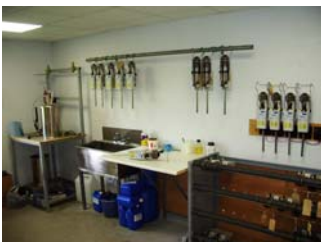


Electronic DIY Calibration Lab - Moorepark

- **Meter Calibration Laboratory** set up 2006 in Moorepark, Fermoy
- 20 EDIY cells on the ground in 2007 – some 1600 e meters
- All meters get annual service/maintenance and calibration
- 3 Pieces of Test Equipment commissioned (total value €70K)
 - FFTR – Fast Flow test Rig
 - Calibration Rig
 - Mega Test Rig

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Electronic DIY Calibration Lab - Moorepark



Brian Coughlan – EDIY Tech support
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Electronic DIY Calibration Lab - Moorepark



Calibration Rig

Calibrates the steel probes wrt flask chamber, 15 mins – bottleneck –required sply shift Dec – Feb.

Mega Test Rig

Functional ATE equipment which simulates and test farm operation

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Dairygold Milk Recording

2006 1546 Herds 104,498 Cows	EDIY Profile	Manual Profile
No. Herds	461	1,085
No. Cows	29,608	74,890
No. Recorders or Technicians	3	96
No. Herds employee	154	11
No. Cows employee	9,869	780
Annual Employee turnover	0	15%
Avg Test Result Turnaround Time	3.5 Days	5.4 Days

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Manual Recorder – Current Profile

- 98 recorders on books – taking a lot of management/supervisory time
- “Fringe” Labour – 95% very much part time – few with > 20 herds
- Average age Profile is getting older – close to 50
- Turnover increasing (15% 2006) – Retiring / moving to better paid jobs
- Virtually no new recruits – difficult to retain in “Celtic Tiger” economy
- Positive - Well experienced group

However its very difficult to grow or even sustain business if we have to depend on Manual Recording alone.

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Electronic DIY – Personnel Profile / Selection

Requirements;

- Solid Dairy Farm background – best fit is Dairy Farmer’s son/daughter
- Full Knowledge of system equipment – both meters and milking plant
- Computer skills a bonus but not critical – farm knowledge more crucial
- Very Good Customer Service – 150 farmers - customer is king
- Self starter – he/she must be self reliant, work on own initiative
- Running his/her own business – must have positive “can do” attitude!

The Right Technician is crucial to success of service.

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Electronic DIY – Technician Training

Office

- 1 Day theory ICBF – meter and system, maintenance, cal overview
- 1 Day in with Milk Recording Staff in Dairygold – lab, records, system
- 1 Day on Laptop/PC training with Dairygold

Field

- Install meters at tech’s home farm for 1 to 2 weeks – user experience
- 1 week on the road with experienced technician
- Assessment and validation by ICBF Technical staff – sign off

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Electronic DIY – Farmer Training

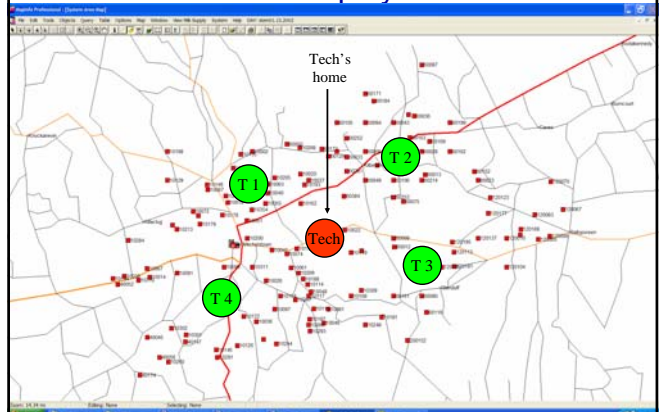
Cell Trainers

- Each Technician has 3 or 4 trainers* in his area
- 4 Farmers can be trained on one day - technician drives to 4 farms and drops / sets up meters for Farmer and Trainer
- The Trainers’ job is to turn up on farm and train farmer
- Simple Instructions (One Page-Laminated) left posted in parlour
- The Technician coordinates schedule
- In March & April – all new farmers need training – heavy training load could not be complete without “trainer” system.
- Ongoing Mobile phone support supplied by technician

* Trainer Profile – frequently these may be sons/daughters of farmers who are on EDIY service – trained by technician

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Electronic DIY – Example Cell TRAINER Deployment



Electronic DIY – Summary

Comparison EDIY versus Manual MR structure & methods?

Criterion	Manual Rec.	E-DIY Cell	Adv?
Meter Utilisation	Once a month Farmer buys	Every test day No purchase for farmer	E-DIY
Cost of Office Keying	Every Herd	None	E-DIY
Cost Recorder	1 recorder for every test	1 tech for every 5 tests	E-DIY
Service Quality - field staff	Diff to recruit/retain & manage 100 recorders	Select Hi Q techs - easier to manage & motivate small groups	E-DIY
Service Quality - turnaround time	More steps between farm & dbase	Less steps from farm to dbase	E-DIY
Structured for growth	7 Orgs, 7 Cost centres, Fragmented marketing/education	Maximised efficiency, Minimised O/head, National Marketing/Educ.	E-DIY

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Thank You !



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