Electronic DIY – New Process Introduction (DAIRYGOLD experiences)

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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

ICBF Central Database

Milk Recording Organisation 2004 Cows  
Progressive 145,976  
Dairygold 95,817  
Kerry 63,995  
SWS 53,970  
Tipperary 5,815  
Arrabawn 7,605  
Connacht 7,120  
Donegal 0  
Total 382,734

One Database, Many Partners less duplication and cost for farmers

Ireland Milk Recording

Milk Recording Organisation 2006 Cows  
Progressive 162,428  
Dairygold 104,498  
Kerry 70,770  
SWS 60,624  
Tipperary 11,888  
Arrabawn 11,099  
Connacht 9,400  
Donegal 5,281  
Total 435,988  
+14%
**Electronic DIY Milk Recording System**

- 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 database
- Lab results electronically loaded to database
- Meters delivered - No capital purchase
- 150 farmers per cell (per technician)

**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.

**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

**Electronic DIY Calibration Lab - Moorepark**

Brian Coughlan – EDIY Tech support

Calibration Rig:
- Calibrates the steel probes wrt flask chamber, 15 mins – bottleneck, required split shift Dec – Feb.

Mega Test Rig:
- Functional ATE equipment which simulates and tests farm operation
Dairygold Milk Recording

<table>
<thead>
<tr>
<th>Manual</th>
<th>DIY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile</td>
<td>Profile</td>
</tr>
<tr>
<td>No. Herds</td>
<td>483</td>
</tr>
<tr>
<td>No. Cows</td>
<td>29,408</td>
</tr>
<tr>
<td>No. Recorders or Technicians</td>
<td>3</td>
</tr>
<tr>
<td>No. Herds employee</td>
<td>154</td>
</tr>
<tr>
<td>No. Cows employee</td>
<td>3,069</td>
</tr>
<tr>
<td>Annual Employee turnover</td>
<td>0</td>
</tr>
<tr>
<td>Avg Test Result</td>
<td>3.5 Days</td>
</tr>
</tbody>
</table>

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.

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.

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

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

Electronic DIY – Example Cell

Tech's home

T1

T2

T3

T4
### Electronic DIY – Summary

#### Comparison EDIY versus Manual MR structure & methods?

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

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### Thank You!

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