

MR Ireland - Electronic DIY

08/06/2006

Martin Burke ICBF



IRISH CATTLE BREEDING FEDERATION

Milk Recording as a Decision Support System for the Commercial Farmer - Ireland Developments

MARTIN BURKE – ICBF

08th June 2006



MR Statistics – Ireland

No. Dairy Herds/Cows in Ireland*

- 26,000 Dairy Herds in Ireland
- 1.15m Dairy cows in Ireland

* FAPRI-Ireland, DAF/Teagasc 2003

No. Milk Recording Herds/Cows in Ireland**

- 6,039 (24%) of these herds Milk Recording
- 382,734 (33%) of these Cows in Milk Recording

**Irish Cattle Breeding Federation database 2005

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Future : Irish Milk Recording

So, what is the VISION for Milk Recording in Ireland...?

In 5 years time where would we like to be.....?

2011

60% Dairy cows being recorded (~ 650,000 cows)

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Decision Balance for Commercial Farmer?

Effort ← ● ————— ● → Benefit

Minimise Effort (Effort = Hassle/cost) ↓	Maximise Benefit (Increase Value Add) ↑
Recording must be geared to suit farmer i.e. time efficient & easily operated, less intrusion, Automate where possible.	Introduced Economic Breeding Index (€EBI) - Profit based index to rate cows based on how much profit she leaves per lactation.
Provide more service options for farmer . eg. Number of visits, single sampling etc.	Redesign Reports – Action based to help farmer in Decision making, (eg Milk Quality, Sire Advice)
Reduce cost for farmer eliminate up front capital cost of meter.	Timely Reports - reduce cycle time to get quicker turnaround.
Reduce Cost to Service Provider – reduce labour element.	Format of info- give him in format he likes whether, email, Internet or text (SCC).

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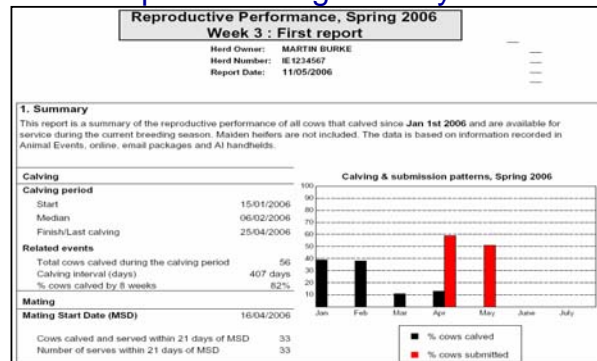
Getting There !

So, to get the commercial dairy farmer to record we need to;

- ✓ Provide business based Management Info/ Reports,
- ✓ Provide “Action” based Reports – not just data
- ✓ Reduce inconvenience/hassle factor of MR
- ✓ Improve Service Quality, turnaround, reports etc
- ✓ Reduce Costs in providing MR

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Management Reports – New Developments – e.g. Fertility Action



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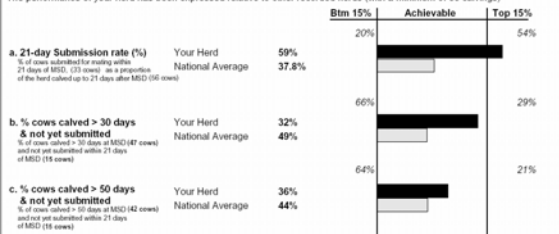
Management Reports – New Developments – e.g. Fertility Action

Reproductive Performance, Spring 2006 Week 3 : First report

Herd Owner: MARTIN BURKE
Herd Number: IE1234567
Report Date: 11/05/2006

2. Herd Performance

The performance of your herd has been expressed relative to other recorded herds (with a minimum of 30 calvings)



Note: The AI data in this report is based on what is recorded in the database so far.

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Management Reports – New Developments – e.g. Fertility Action

Reproductive Performance, Spring 2006 Week 3 : First report

Herd Owner: MARTIN BURKE
Herd Number: IE1234567
Report Date: 11/05/2006

3. Action List

Do not return this sheet to the Animal Events office. The following cows may have reproductive problems and should be investigated further.

Cows not yet submitted for service that have calved greater than 30 days

FB	Cow ID	Lact	Calving Date	Days in Milk	Problems/Treatments
8	IESNYH0008G	9	07/02/2006	93 days	
167	IESNYH0167K	8	05/04/2006	36 days	
278	IESNYH0278A	6	19/02/2006	81 days	
333	IE151013720333	5	21/01/2006	110 days	
352	IE151013750352	4	21/02/2006	79 days	
424	IE151013720424	3	20/01/2006	111 days	
508	IE151013720508	3	08/02/2006	92 days	

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Management Reports – New Developments – e.g. SCC Action

Milk Quality Report Spring 2006

ICBF SOCIETY LIMITED
SHINAGH HOUSE,
RANDOLPH CO. CORK
Tel: (023) 29222

Herd owner: MARTIN BURKE
Herd No: IE1234567
Print date: 26/05/06
Test date: 24/04/06

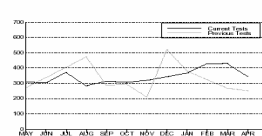
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1. Summary

This report is a summary of the SCC data from your most recent milk recording (from ICAR-approved milk recording organisations). The summary relates to the current lactation.

Current Test

Date of milk recording	24-APR-2006
Total cows recorded in milk	94
Average days in milk	169
Herd Performance	
Average daily milk yield (kg)	28
Average SCC (900 cells/ml)	351
Median SCC (900 cells/ml)	168
Since previous test	
No. of clinical cases	2
No. of affected cows	9
During current lactation	
Cumulative no. of clinical cases	9
Cumulative no. of affected cows	90



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Milk Quality Report Spring 2006

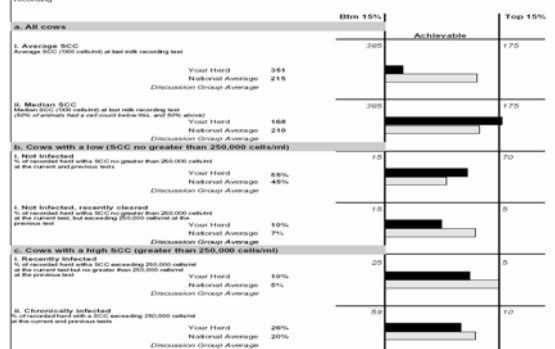
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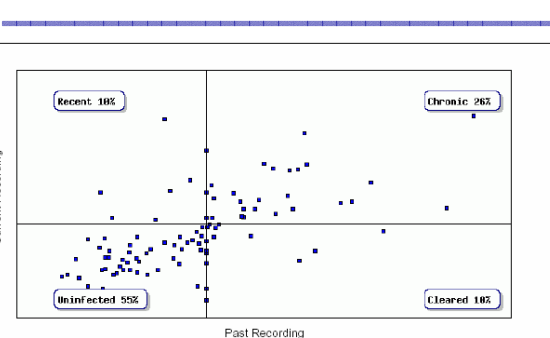
2. Herd Performance

The performance of your herd has been expressed relative to other herds with recorded SCC data (from ICAR-approved milk recording organisations). For example, the average SCC in your herd is currently 351,000 cells/ml, in comparison with a national herd average of 215,000 cells/ml. Further, 10% of recorded herds achieved an average SCC of 175,000 cells/ml or less at the last recording.



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Management Reports – New Developments – e.g. SCC Action



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Milk Quality Report Spring 2006

ICBF SOCIETY LIMITED
SHINAGH HOUSE,
RANDOLPH CO. CORK
Tel: (023) 29222

Herd owner: MARTIN BURKE
Herd No: IE1234567
Print date: 26/05/06
Test date: 24/04/06

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3. Action List

The last three or more SCCs of the following cows has been in excess of 250,000 cells/ml and further action may need to be taken. Do not return this sheet to the Animal Events office.

Cow ID	Lact	Calving Date	Avg. SCC for lactation	No SCC > 250,000	In Calf Y/N	305 day yield	Action
578	3	30-Jan-2006	3324	3		7810	
327	5	03-Feb-2005	1205	15		8408	
231	5	13-Nov-2004	1015	12		8907	
599	2	07-Mar-2005	891	6		8270	
759	1	31-Jan-2006	806	3		6532	
583	2	28-Jan-2006	802	3		8520	
348	8	28-Oct-2005	773	5		8166	
368	8	24-Nov-2005	763	4		7765	
203	6	19-Oct-2005	639	4		8151	
208	5	15-Nov-2005	547	4		8692	
374	8	13-Apr-2005	515	11		8229	
562	2	27-Mar-2005	397	10		7570	
376	4	15-Feb-2005	369	8		9891	

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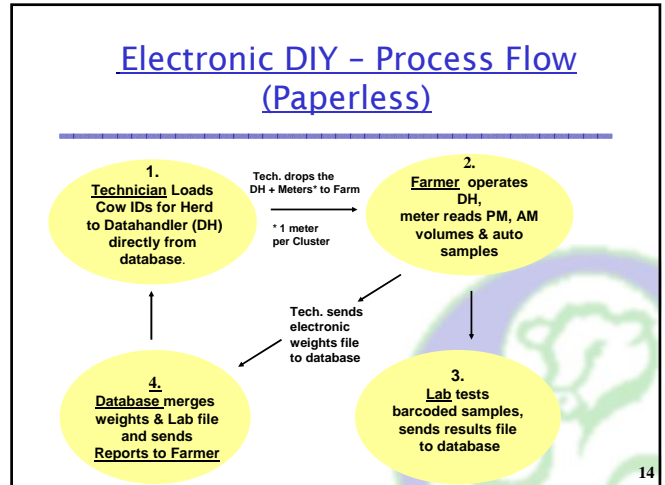
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Electronic Milk Recording System

- ✓ 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 dbase
- ✓ Lab results electronically loaded to dbase
- ✓ Meters delivered - No Capital Purchase

Meter automatically deposits sample into Barcoded bottles

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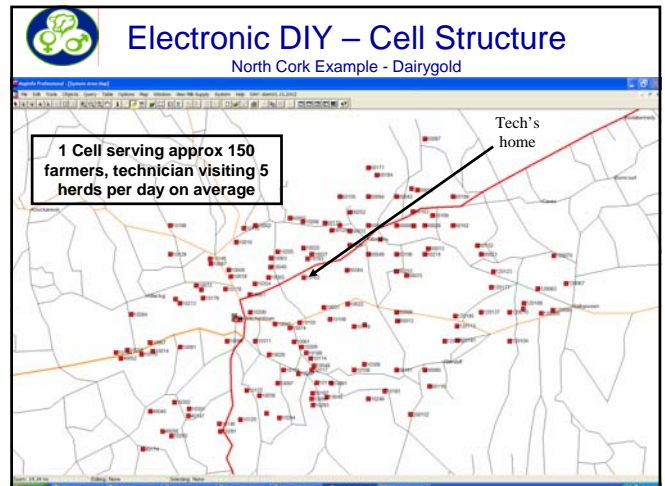
Electronic DIY - Irish Model 2006

Equipment required:

- 72 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 = €80K approx serving 150 farmers
- ICBF calibrate each meter annually.

Van customised so meters are charged on the move

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Recorder Model vs Electronic (E-DIY)

Criterion	Recorder based	E-DIY
Inconvenience/Hassle	3 rd Party in parlour, manual sampling, writing cow details, slows down milking.	No stranger in pit. Farmer controls, meter auto agitates/auto samples, no writing.
Less Field staff	Diff to recruit/retain & manage 600 recorders	Select Hi Q techs - easier to manage/motivate small team
Service Quality	More steps between farm & dbase	Less steps from farm to dbase > QUICKER TURNAROUND
Meter Cost/ Utilisation	Utilisation is once a month (at best) + farmer has to buy	Meter used every test day. No purchase for farmer
Cost of Office Keying	Every Herd has to be keyed	None
Cost Recorder	1 recorder for every test - Ave No. Herds/ Recorder in Ireland is 12.	1 technician for every 5 tests & he can serve up to 150 farmers

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Electronic DIY - Irish Roll out

2004 > Feb 04 - Purchased 54 meters and 1 customised van
 > Mar 04 - Piloted 30 herds in Dairygold (Munster) area.
 > Jul 04 - due to pilot success grew to 100 farmers in cell
 > Dec 04 - qualified and released dual volume single sampling

2005 > Feb 05 purchased further 200 meters
 > Mar 05 - 3 CELLS in production some 320 farmers recording
 > Apr 05 Reports made available to farmer via internet www.icbf.com
 > May 05 Farmer gets Text of worst 5 SCC cows/test
 > Sep 05 Dry off by SMS text
 > Nov 05 purchased 576 meters & 8 vans for 2006 season

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Electronic DIY – Irish Roll out

2006 > Mar 06 Launched 8 further CELLS (11 CELLS now in operation with some 1000 farmers signed on*)

- > Mar 06 released Milk Quality Action Report – SCC corrective action plan to help farmers tackle problem cows systematically
- > Apr 06 released Reproductive Perf. Report – action plan to help farmers address fertility management systematically
- > Apr 06 released Sire Advice Program – farmer enters breeding inputs on line or to call centre and we recommend 3 bulls per cow.

* Significantly of the 1000 or so sign ups to Elec DIY some 40% had not recorded before !

❖ END

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