

## Future trends in The Milky Way



### ICAR Manufacturers Showcase

Wednesday 7 June 2006

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Int. Key Account Manager

FOSS

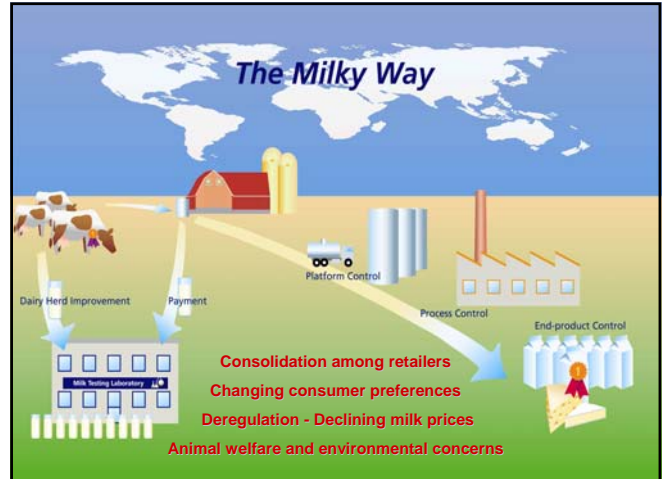
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## The challenge in modern milk production

- ✓ Staying profitable in spite of declining milk prices
- ✓ Ensuring professional and cost-effective farm operation in spite of shortage of qualified labour
- ✓ Complying with strict rules concerning animal welfare and environmental issues



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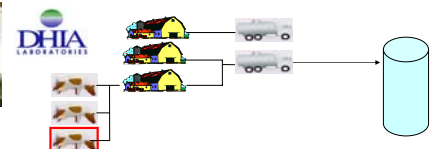
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## Management tools in the primary production



The farmer needs analysis on individual cows in order to optimise milk payment, value of bulls and to reduce feeding cost and losses due to diseases

- Feeding optimisation (protein (casein), fat, urea)
- Reproduction control (Progesterone)
- Culling and breeding decisions (protein (casein), fat)
- Disease prevention (Mastitis, Ketosis)

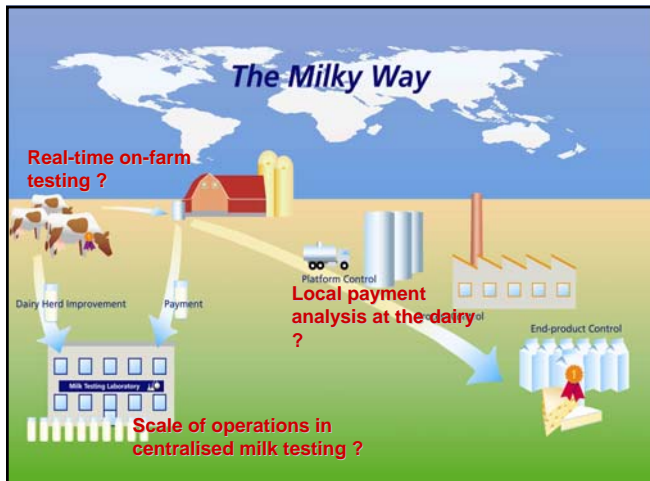
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## Drivers for centralised milk testing

Solutions for centralised milk testing are preferably mass analysers providing:

- Labour savings through automation
- High analytical capacity and scale of operation
- Low cost per sample
- High accuracy, approved measuring principles (IDF, AOAC, ICAR) and possibilities for proficiency testing
- Possibilities to analyse for parameters, which it would not be cost-effective/technologically feasible to perform at the farm or the dairy



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## Drivers for on-farm milk testing

Solutions for on-farm testing are preferably on-line analysers providing:

- Frequent and real time results which combined with advice can be used for immediate improvements
- Labour savings via fully automatic representative sampling during milking
- Possibilities to pin-point suspect cows to sample for more specific analyses in central milk testing lab
- Long term replacement of classical ICAR approved herd recording, i.e. possibilities for proficiency testing



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## The advantages of on-line analysis

On-line control provides for huge profit optimisation by:

- ✓ Increased production yield and savings in raw materials
- ✓ Faster production throughput – no stops and no post standardisation
- ✓ On-line documentation of production performance
- ✓ Better product consistency
- ✓ Reduced need for holding capacity
- ✓ Labour and energy savings



Pay-back times are typically less than one year

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## A changing world



On-farm analysis, centralised milk testing and testing at the dairies are undergoing huge changes these days.

There are future perspectives in all areas – and FOSS will remain devoted to all three.

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## FOSS Charter

FOSS will

*meet consumer demands for safe and healthy products  
assure high animal welfare and  
protect our environment*

by supporting

*the Dairy Farmer  
Dairy Processor and  
Central Milk Testing Laboratories*

through new

*innovations  
partnerships with technology partners  
partnership with stakeholders in the Dairy value chain and  
total coherent analytical concepts*

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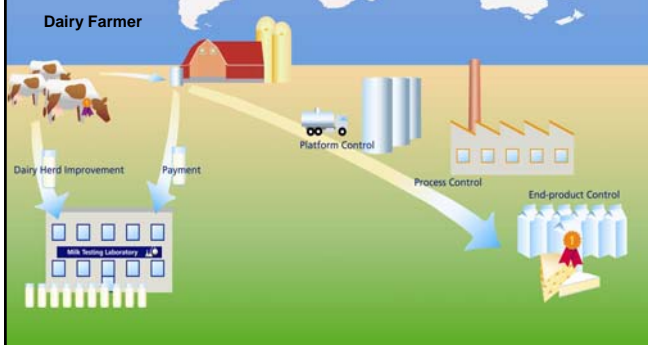
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## The Milky Way



## Vision 2015

Dairy Farmer

*is using Pro-active Herd Management System and on-farm testing for reproduction, mastitis, ketosis, feeding and milk recording interlinked with advisors, veterinarians, authorities, dairy factories and central milk testing laboratories*

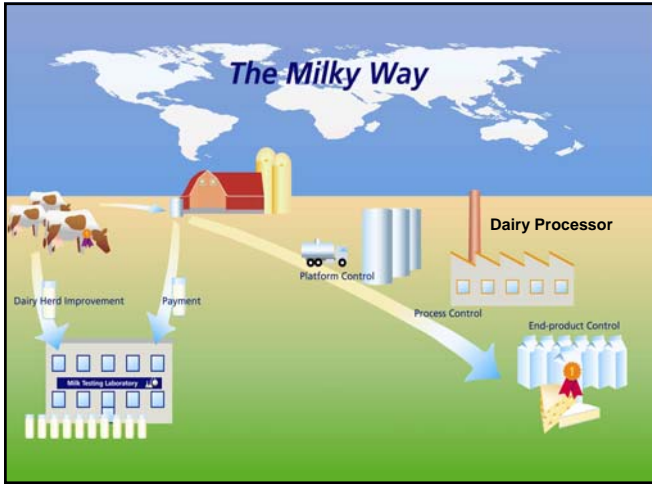
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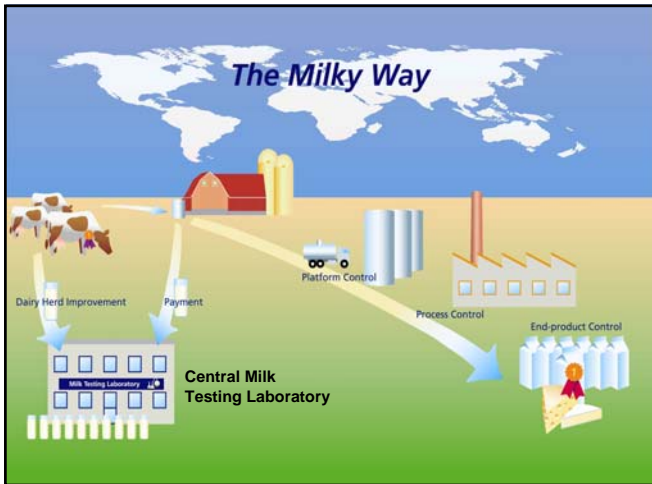
## Vision 2015

**Dairy Processor**  
*are using extensively on-line analytical solutions for plant automation and process optimization and linking analysers to one global calibration database for efficiency and uniform product quality assurance*

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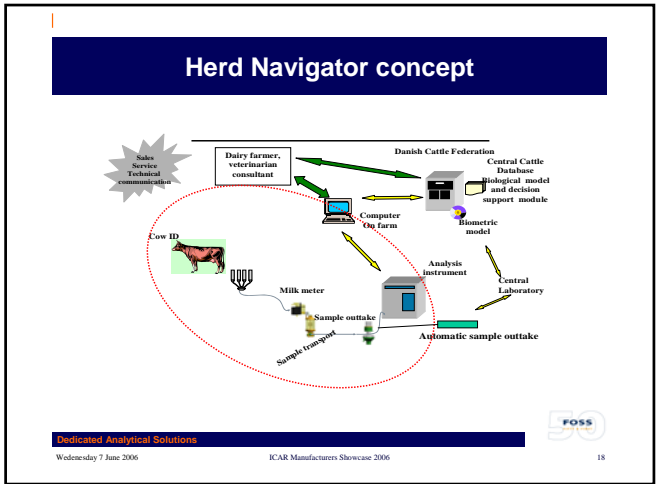
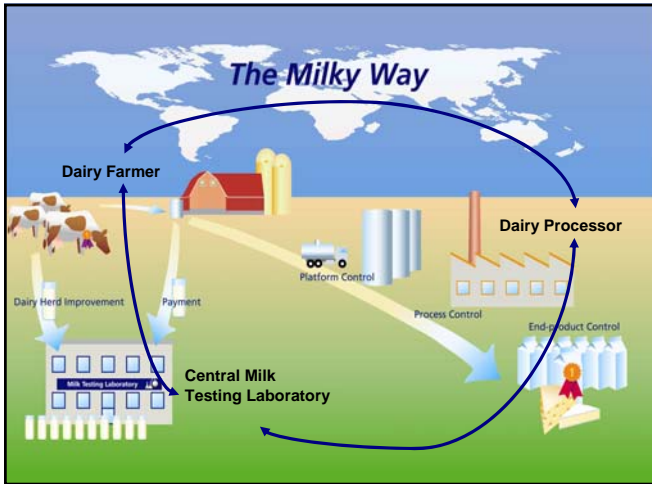
## Vision 2015

**Central Milk Testing**  
*are providers of new services to support the Dairy Farmer for monitoring diseases and the Dairy Processor for quality assurance and are linked directly to the Herd Management System and Global Calibration Network*

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## Vision 2015

*“On-farm analysis and Proactive Herd Management will be the first of several steps towards the greatest change in management, leadership and advise in dairy production within the last 50 years”*



**Henrik Nygaard**  
Advisory Manager Danish Cattle Federation

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## Herd Navigator Video



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