

Data on the Hoof - Collecting Herd Management Data amongst the Cows

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- Introducing Holstein UK and CIS - a bit of history
- Integration is Important
- Data collection
- Mobile herd is 'born'
- Mobile Herd demonstration
- Where do we go from here?



History Lesson...

- CIS farmer-owned, farmer controlling providing services to all leading UK cattle organisations
- Wholly owned subsidiary of Holstein UK

Time Line

- 2003 Central Database Launched
 - All Dairy Breeds
 - Milk Recording with CIS
- 2005 United Dairy farmers in Northern Ireland Licensed CIS DHI System
- 2008 CIS Farmer Web Site 'Your Herd' was awarded the Queens Award for Enterprise – Innovation Category
- 2010 CIS awarded the ICAR Certificate of Quality for Production Recording of Dairy Cattle.
- 2012 CIS opens Speir House laboratory in Telford, UK
- 2012 CIS launch Mobile Herd Iphone App
- 2014 CIS re-awarded the ICAR Certificate of Quality for Production Recording of Dairy Cattle.



- Pedigree & Milk Recording data
 - All in one place
 - Health, Welfare, Disease, Production , Ancestry and Progeny detail
 - Reports and web sites updated in real time
- Data collected from many breeds and Milk organisations under the one umbrella organisation
- Data from Pedigree and Commercial farms
- Benefits to All Farms
 - Continued development – Driven by Users
 - Full Integration – Saves Time & Money for end user organisations
 - Farmers 'One Stop Shop'
- Integration helps to standardise information and data presentation to end users



Integration helps to standardise information and data presentation to end users, and it cuts cost to end-user organisations.



- Timely
- Accurate
- Easy
- Standardised
- 1 Stop Shop
- Variety of data types and media



Data Collection Options



Bureau
UNIQUE



Web Data Entry
UNIQUE



Traditional



Software &
Parlour Links



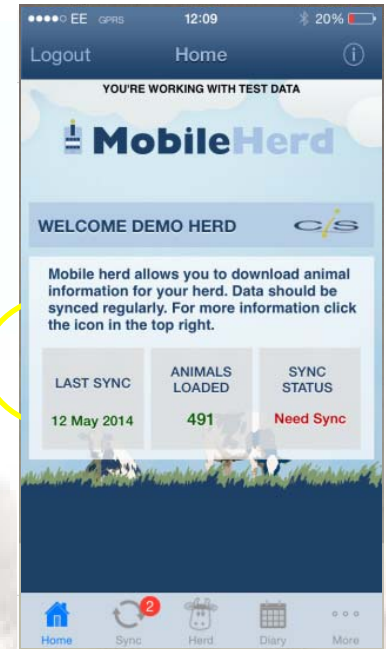
*Good Record Keeping
equals
Good Management*



- Why did we develop it?
 - Requested by customers
 - Developed in house
- Platform?
 - Needed to store data on the phone – when developed Iphone was best option
 - Iphone 4 and 5
 - Ipad
- Data validation
 - Client side on iphone
 - Server side returning validation errors or success



- How do you download Mobile Herd?
 - UK App Store
 - Free to download
- ICON appears on iphone / ipad
 - Tap to open
- When do you need connectivity?
 - Only when synchronising with the data base
 - Down loading up cows and events
 - Uploading events
 - services, calving, fertility and left herd



Required: Speed, Accuracy, Validation

- Key: Web Infrastructure



- Rollout
 - Extensive internal testing
 - Farmer group of beta users
 - App in UK Apple Store
- Marketing
 - Fold out leaflet
 - Adverts
- Farmer Focus group
 - Suggestions for improving
- Over 450 farmers using
 - No charge



Demo

Login

Not CIS?



MobileHerd

Herd No:

PIN:

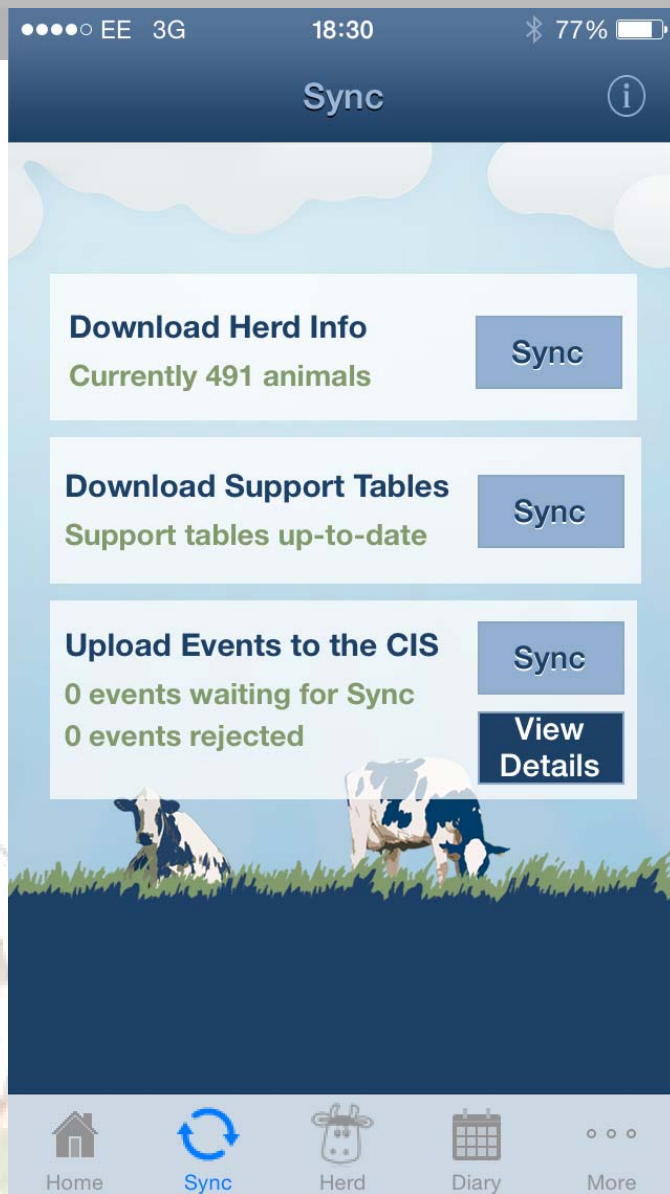
Log me in

PLEASE LOGIN WITH YOUR HERD NUMBER
AND PIN



www.thecis.co.uk





< 486 Animals

Add Event

SCOTSHILL DEVIS HELVETIE

Ear Tag

Sex

UK362512601642

F

Line No

DOB

0250

29/07/2011

Sire

LAJACOTTERIE DEVIS

Dam

HAVANSTONE STORMATIC HELVETIE

Lact No

DIM

Yield

1

204

26.90

Fat%

Prot%

SCC

3.63

2.94

16

Last Service Sire

DURHAM RED

No of Services

1

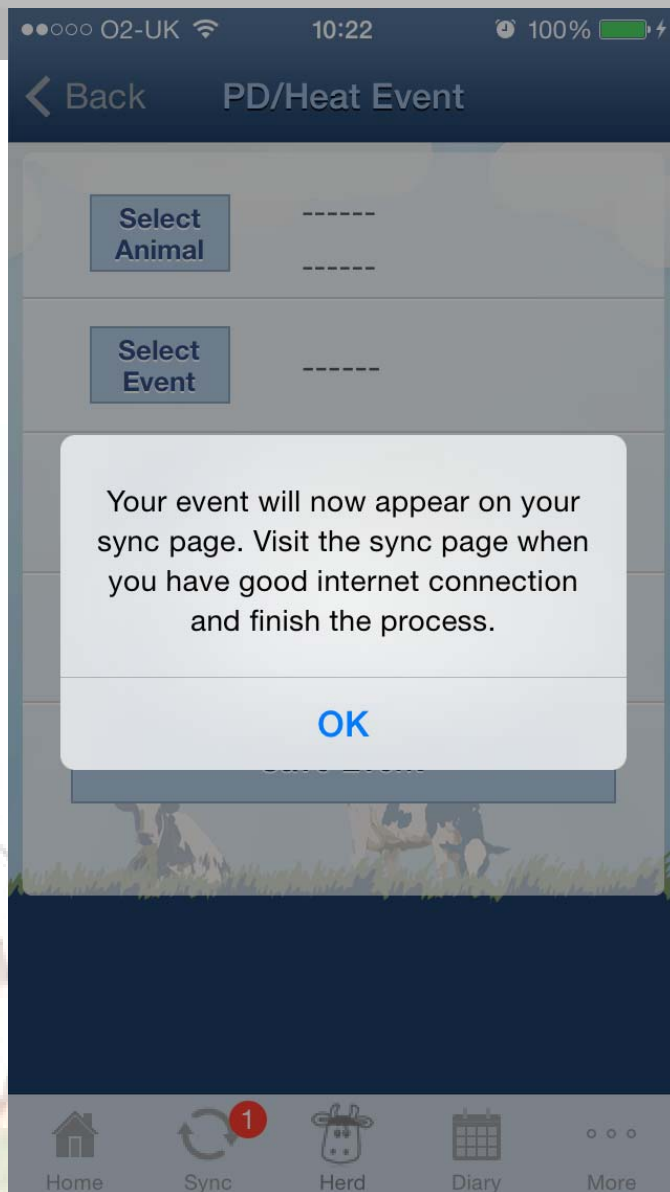
Last Calving Date

Due Date

15/09/2013

09/08/2014





●●○○ O2-UK 10:23 100% 🔋

< Back Sire Next


Sire Details

Select Sire: DURHAM RED

Use sire in calf's name? NO YES

Service Type: AI (DIY)

Service Date: 13 Jun 2013



Home Sync ¹ Herd Diary More



Passport Details

Breed
Code

Holstein (UK)

CPH

76/343/0048

CPH
Suffix:

Alt
CPH

ALT CPH
Suffix:



Home



Sync



Herd

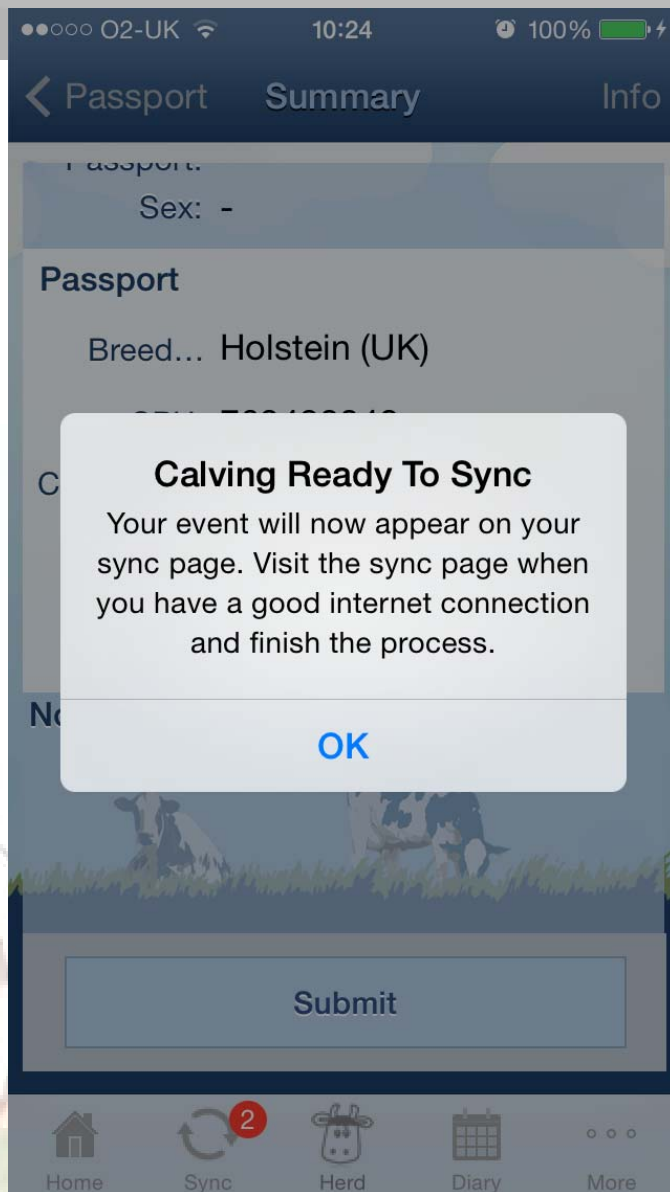


Diary



More





●●●○ EE GPRS 14:59 13%

Sync

Download Herd Info
Currently 491 animals

Sync

Download Support Tables
Support tables up-to-date

Sync

Upload Events to the CIS
0 events waiting for Sync
0 events rejected

Sync

View Details

Home

Sync

Herd

Diary

More



●●●○ EE GPRS 11:58 25%

< Diary

Due To Serve

Filter

Tap a row for more options

Line no: 902 Days in milk: 236

SCOTSHILL DOLMAN JULIANA

Due on: 18 Nov 2013

Line no: 815 Days in milk: 221

S OUTSIDE GENEROUS

Due on: 03 Dec 2013

Line no: 187 Days in milk: 217

Choose Option

Add PD/Heat

Add Left Herd

Add Service

Add To Calendar

Cancel

Home Sync Herd Diary More

Home Sync Herd **Diary** More



More

 Request Events >

 Contacts >

 System >


Home


Sync


Herd


Diary

...
More



The end result....

- Happy customer
- Accurate data updated more frequently
- Data available everywhere to the farmer
- Access to herd management tools on CIS web site



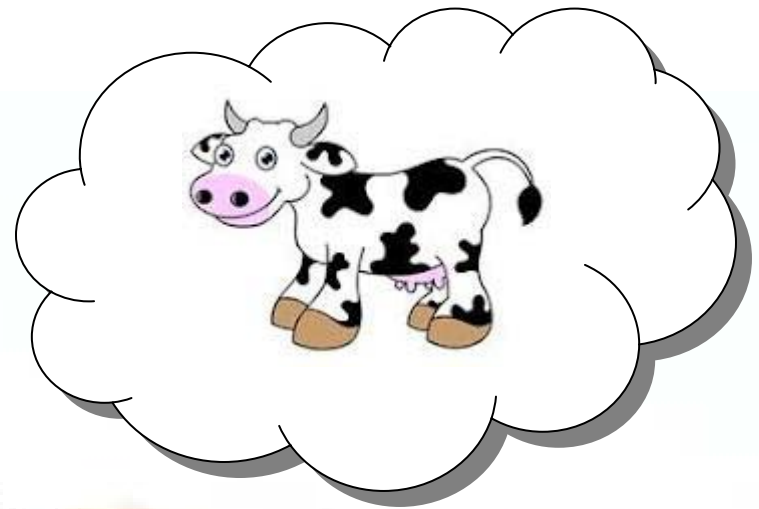
What Next?....

- Enhancements
 - Medicine book
 - Request additional health tests
- Android version



Farmer manages his cows in the 'cloud'

Secure data viewed and recorded
anytime, anywhere





MobileHerd

Thank you for your attention

Any Questions?

