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.
Data Collection

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

- Traditional
- Bureau
- Web Data Entry
- Software & Parlour Links
Good Record Keeping equals Good Management
Mobile Herd

• 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
Mobile Herd

• 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
  – Downloading up cows and events
  – Uploading events
    • services, calving, fertility and left herd
Required: Speed, Accuracy, Validation

- Key: Web Infrastructure

Mobile Herd → the ‘cloud’ → Database validation and verification
• 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
Herd No: 10346
PIN: ********

Log me in

PLEASE LOGIN WITH YOUR HERD NUMBER AND PIN

www.thecis.co.uk
### SCOTSHILL DEVIS HELVETIE

<table>
<thead>
<tr>
<th>Ear Tag</th>
<th>Sex</th>
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<tbody>
<tr>
<td>UK362512601642</td>
<td>F</td>
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<table>
<thead>
<tr>
<th>Line No</th>
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<tr>
<td>0250</td>
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**Sire**

LAJACOTTERIE DEVIS

**Dam**

HAVANSTONE STORMATIC HELVETIE

<table>
<thead>
<tr>
<th>Lact No</th>
<th>DIM</th>
<th>Yield</th>
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<tbody>
<tr>
<td>1</td>
<td>204</td>
<td>26.90</td>
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</table>

<table>
<thead>
<tr>
<th>Fat%</th>
<th>Prot%</th>
<th>SCC</th>
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<tbody>
<tr>
<td>3.63</td>
<td>2.94</td>
<td>16</td>
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</table>

**Last Service Sire**

DURHAM RED

<table>
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<tr>
<th>No of Services</th>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Last Calving Date</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>15/09/2013</td>
<td>09/08/2014</td>
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</table>
Your event will now appear on your sync page. Visit the sync page when you have good internet connection and finish the process.

OK
Sire Details

Select Sire: DURHAM RED

Use sire in calf’s name?  NO  YES

Service Type: AI (DIY)

Service Date: 13 Jun 2013
Passport Details

Breed Code: Holstein (UK)

CPH: 76/343/0048

Alt CPH: ----

ALT CPH: ----
Calving Ready To Sync
Your event will now appear on your sync page. Visit the sync page when you have a good internet connection and finish the process.

OK
<table>
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<th>Line no</th>
<th>Days in milk</th>
<th>Calf Name</th>
<th>Due on</th>
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<tbody>
<tr>
<td>902</td>
<td>236</td>
<td>SCOTSHILL DOLMAN JULIANA</td>
<td>18 Nov 2013</td>
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<tr>
<td>815</td>
<td>221</td>
<td>S OUTSIDE GENEROUS</td>
<td>03 Dec 2013</td>
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<td>187</td>
<td>217</td>
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</tbody>
</table>

Choose Option

- Add PD/Heat
- Add Left Herd
- Add Service
- Add To Calendar
- Cancel
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
Thank you for your attention

Any Questions?