

MILK RECORDING IN A COMPETITIVE MARKET

'Competition in the market drives innovation'

Presentation by David Hewitt: Chief Executive Holstein UK



Slide 1



Presentation

1. Brief History of UK Milk Recording
2. Challenges
3. Actions Taken
4. Results to Date
5. Facts and Figures



Slide 2



1. History

1. 3 Milk Boards each with MRO. 1994 Vesting day; Milk Boards abolished. MRO became separate. NMR became PLC. United and Scottish became part of Milk Co ops.
2. Historically all milk records were analysed at NMR to produce genetic evaluations
3. Vesting Day: MDC Genetic Evaluations formed as the central genetic evaluation centre funded by levy on milk sold
4. All genetic records returned to milk recording agencies and breed societies free as part of UK service



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2. Challenges to Breed Societies

1. NMR plc decided that records for its milk recorded animals could not be presented on web pages of other organisations
2. NMR challenged breed societies as to ownership of information on registration certificate. High financial charges proposed
3. LSUK and UDF continued to work with freedom of flow of information.



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Presentation

1. Brief History of UK Milk Recording
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3. Actions: Business Strategy

1. Holstein UK felt threatened
2. Holstein UK decided to enter the milk recording market in order to secure its future
3. Started with an on farm PC based program linked to auto parlours called '1stop'. Entry very successful
4. 2000 Bought 50% share in LSUK from First Milk, which had 11% of the UK market share
5. Renamed 'Cattle Information Service'
6. 2002 bought remainder of company
7. 2005 all database functions moved into a new fully integrated company Centre for Dairy Information
8. United Dairy Farmers NI joined the scheme and uses all programs



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3. Actions: Development Strategy

1. New and innovative: Competition already established
2. Identified Key points: low fees and recorder loyalty
3. Decided to focus on Call Centre and Web service structure with 'single entry multi use' services: Paperless systems.
4. Centralise database and office structure plus remote access: Improve operational efficiency
5. Change salary and payment structure to field staff = improve the quality of staff
6. Quality control of highest standard through programs
7. Offer choice and flexibility of service
8. Direct link with the government's animal register; BCMS
9. 'Greener footprint' – less paper - less duplicated miles



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CUSTOMERS REQUIREMENTS ARE
PARAMOUNT
FLEXIBLE AND COMPREHENSIVE DATA
COLLECTION



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Presentation

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SECURE ACCESS TO FARMER AND
APPROVED AGENCIES




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CIS Services


- Farm Notification
- Text Message



www.thecis.co.uk

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Secure Access



Login

Welcome to Your Herd. This provides you with an up to date view of your data.


Herd No:

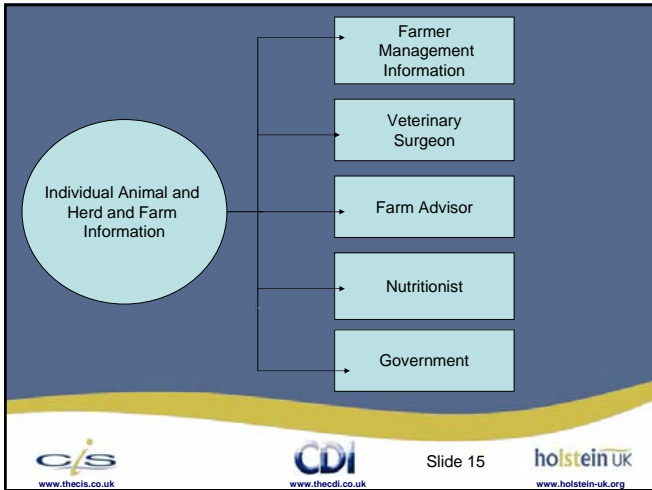
PIN:

Note: You will be logged out automatically if after 30 minutes you have done nothing

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RESULT OF INVESTMENT

The 'COMPLETE' Service

'Adding Value to Your Asset'

'Increasing Profit from Your Product'


'Improving our Environmental Footprint'





Slide 16





All Breeds – All Systems





- Grass Based
- Easy Care
- Traditional
- Show Type








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Data Export

Download Data Files ? Help


- Datastream
- Monthly Update
- Field System Files

- Herd Browser
- CDL File

Integrating with farm and vet software

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Farmer Preferences

Reporting & Downloading Preferences ? Help

- Edit Report Options
- Choose Reports Required for Posting
- Enable/Disable Postal Reports and Data Disks

Tailor made service to meet Farmers needs
'Environmentally friendly 'Paperless' system



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Traditional Reports

Reports ? Help

To view your reports in PDF Format click the icon next to each report. Adobe PDF documents allow for better printing and downloading. Please Note: some reports like Statement of Milk Records are very large and will take time to download. Please be patient.

<input type="radio"/> Statement of Milk Records	<input type="radio"/> Cell Count report
<input type="radio"/> Cell Count profile for current lactations	<input type="radio"/> Cell Count Exceptions report
<input type="radio"/> Lactation Report <i>This will take you to your herd list</i>	<input type="radio"/> Production Summary
<input type="radio"/> Cows due to Calve	<input type="radio"/> Herd Profile Report
<input type="radio"/> Youngstock Report	<input type="radio"/> Youngstock Report (Beef)
<input type="radio"/> Youngstock Report (Males)	<input type="radio"/> Herd Management Summary
<input type="radio"/> Monthly Fertility Summary	<input type="radio"/> Action List
<input type="radio"/> Calving Profile Report	<input type="radio"/> Sire List
<input type="radio"/> Herd List	<input type="radio"/> Recent Events
<input type="radio"/> Non Recorded Cell Count Report	<input type="radio"/> Recent Events By Type
<input type="radio"/> Movements Report	<input type="radio"/> Dry Cows List
<input type="radio"/> Movements Report (last 2 weeks)	<input type="radio"/> Annual Statement of Terminated Lactations

Dynamic: Updated reports as events are added



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Interactive Area

Dynamic Management Tools

Herd Management ? Help

<input type="radio"/> Rankable Herd List	<input type="radio"/> Cell Count Contribution	<input type="radio"/>
<input type="radio"/> Breeding Data/Analysis	<input type="radio"/> Day2Day	<input type="radio"/>
<input type="radio"/> Urea Data/Analysis	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Data Entry	<input type="radio"/> Production Planner	<input type="radio"/>
<input type="radio"/> Medicine Book	<input type="radio"/>	<input type="radio"/>



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Example: Single Entry - Multiple Use

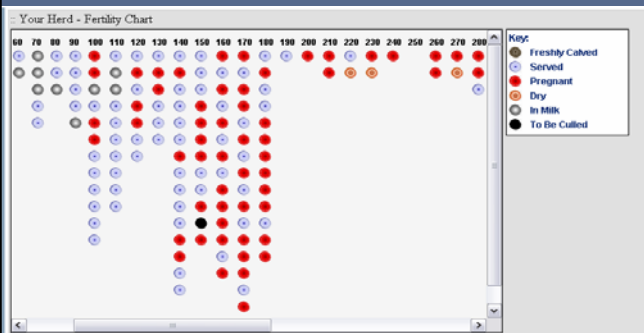
1. Enter a calving event once
2. Start new lactation with MRO
3. Fertility chart entry
4. Automatically add calf to young stock
5. Link to online medicine book for medicine used: Meets legislation
6. Immediate pedigree registration: Adds value
7. Automatic BCMS application: Meets legislation
8. Automatic Movement Book updated: Meets legislation
9. All data kept in a secure environment



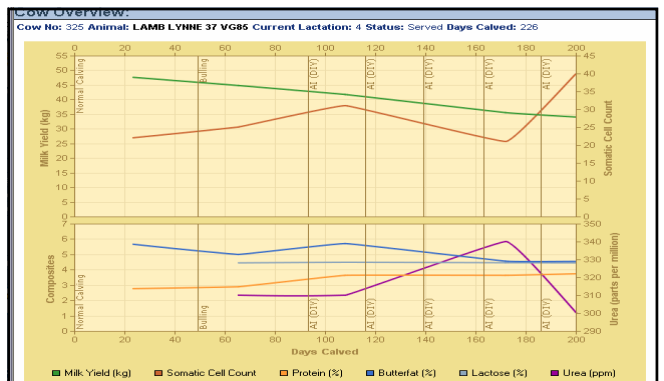
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Fertility Chart



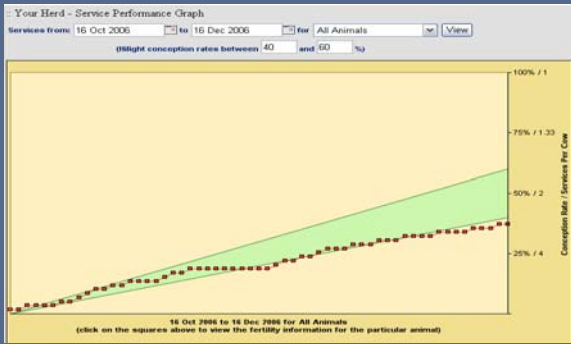
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Slide 24



Conception Rate



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CDI
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SCC Contribution

Your Herd - Cell Count Contributions

Totals for the Test: 4010 Kg Milk 177 avg CellCount Refresh List Show

Totals for Selected Animals: 4010 Kg Milk 177 avg CellCount

(By default this list is ordered by Cell Count Contribution, so any animals you deselect will go to the bottom of the list)

<input checked="" type="checkbox"/>	Line No	Lactation	DaysInMilk	Yield	Cell Count	Cell Co
<input checked="" type="checkbox"/>	52	3	55	35	4248	20.95
<input checked="" type="checkbox"/>	106	7	65	42.9	1911	11.55
<input checked="" type="checkbox"/>	108	5	221	19	2242	6
<input checked="" type="checkbox"/>	432	1	20	20	1862	5.25

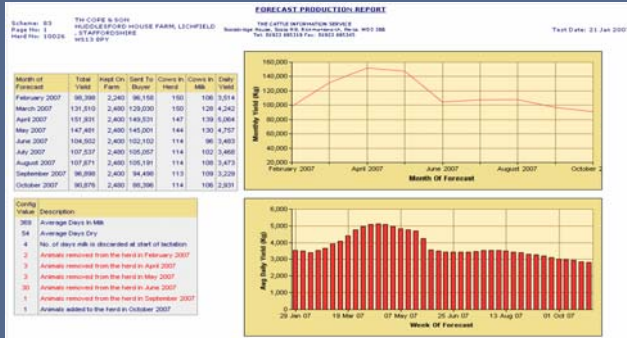
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Production Planner



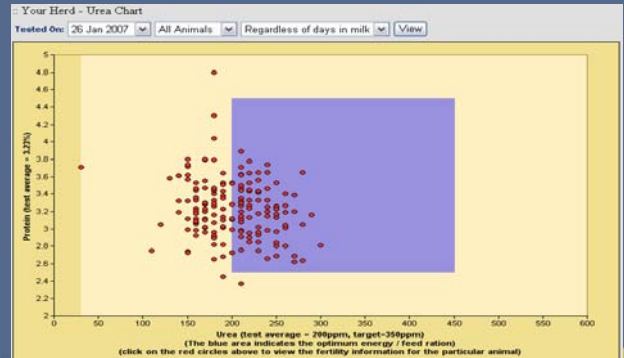
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Urea Whole Herd



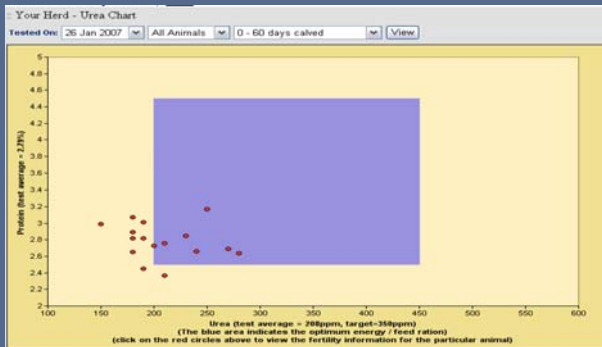
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Urea New Calved



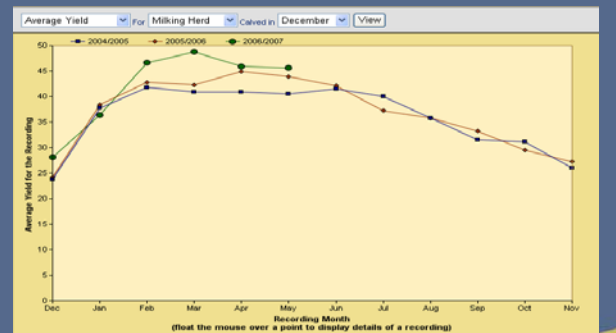
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Herd Performance



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Online Medicine Book

Your Herd - Medicine Book

Note: Before adding new treatments you should update your Suppliers, Medicines & Own Farm Treatments/Conditions

- Setup
- Add/Maintain Suppliers
 - Add/Maintain Medicines
 - Add/Maintain Treatments/Conditions
 - Drug 6: Treatment Administration
 - Add/Update Treatments
 - Add/Dutch Treatments
 - View Actions/Outstanding Tasks
 - Reports/Prints
 - View Milk/Meat and Medicines Purchases Reports
 - View Treatment History
 - View Drug Usage History



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Treatment History

Your Herd - View Treatment History

Animal ID	Treatment	Medicine	To	From	Symptoms	Results of Treatment
149	16 Oct 2006	CEPHAGUARD LC	Mastitis (Back Right)			
148	17 Oct 2006	CEPHAGUARD LC	Mastitis (Back Right)			Animal Clear
116	19 Oct 2006	CEPHAGUARD LC	Mastitis (Back Right)			
116	19 Oct 2006	FINADINE	Mastitis (Back Right)			
114	19 Oct 2006	CEPHAGUARD INJECTION	Mastitis (Back Right)			
187	19 Oct 2006	CEPHAGUARD LC	Haemorrhage/Blood in quarter (2 Quarters FR, BL)			
114	20 Oct 2006	CEPHAGUARD LC	Mastitis (Back Right)			
115	20 Oct 2006	CEPHAGUARD INJECTION	Mastitis (Back Right)			Animal Clear
116	20 Oct 2006	FINADINE	Mastitis (Back Right)			Animal Clear
137	20 Oct 2006	CEPHAGUARD LC	Haemorrhage/Blood in quarter (2 Quarters FR, BL)			
114	21 Oct 2006	CEPHAGUARD LC	Mastitis (Back Right)			Animal Clear
187	21 Oct 2006	CEPHAGUARD LC	Haemorrhage/Blood in quarter (2 Quarters FR, BL)			Animal Clear
142	27 Oct 2006	CEPHAGUARD LC	Mastitis (Front Left)			
142	27 Oct 2006	CEPHAGUARD INJECTION	Mastitis (Front Left)			Animal Clear
142	28 Oct 2006	CEPHAGUARD LC	Mastitis (Front Left)			



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Farm Reports - Parlour Sheets

Line No.	Ear Tag	Medicine	Treated	Clear On	Last No.	WED	THU	FRI	SAT	SUN	MON	TUE
200	UK36205300087	GRIBENIN XTRA DC TUBES	Mon 14 May 10AM	Mon 25 Jun 10AM	5	*****	*****	*****	*****	*****	*****	*****
204	UK36205300087	VIRBACRE SUPER WORKER	Mon 14 May 10AM	Mon 13 Jul 10AM	5	*****	*****	*****	*****	*****	*****	*****
334	UK36205300012	VIRBACRE SUPER WORKER	Tue 08 May 2PM	Sat 07 Jul 2PM	4	*****	*****	*****	*****	*****	*****	*****
343	UK36205300013	TRIOLEX	Thu 26 Apr 10AM	Thu 21 Jun 10AM	5	*****	*****	*****	*****	*****	*****	*****
343	UK36205300013	VIRBACRE SUPER WORKER	Tue 08 May 2PM	Sat 07 Jul 2PM	5	*****	*****	*****	*****	*****	*****	*****
344	UK36205300012	VIRBACRE SUPER WORKER	Tue 08 May 2PM	Sat 07 Jul 2PM	5	*****	*****	*****	*****	*****	*****	*****
344	UK36205300012	TRIOLEX	Thu 26 Apr 10AM	Thu 21 Jun 10AM	5	*****	*****	*****	*****	*****	*****	*****
403	UK36334200050	GRIBENIN XTRA DC TUBES	Mon 14 May 10AM	Mon 25 Jun 10AM	4	*****	*****	*****	*****	*****	*****	*****
403	UK36334200050	VIRBACRE SUPER WORKER	Mon 14 May 10AM	Mon 13 Jul 10AM	4	*****	*****	*****	*****	*****	*****	*****
407	UK10455370063	GRIBENIN XTRA DC TUBES	Mon 14 May 10AM	Mon 25 Jun 10AM	4	*****	*****	*****	*****	*****	*****	*****
407	UK10455370063	VIRBACRE SUPER WORKER	Mon 14 May 10AM	Mon 13 Jul 10AM	4	*****	*****	*****	*****	*****	*****	*****
413	UK10455370071	TRIOLEX	Thu 26 Apr 10AM	Thu 21 Jun 10AM	4	*****	*****	*****	*****	*****	*****	*****
413	UK10455370071	VIRBACRE SUPER WORKER	Tue 08 May 2PM	Sat 07 Jul 2PM	4	*****	*****	*****	*****	*****	*****	*****
420	UK10455370080	VIRBACRE SUPER WORKER	Mon 14 May 10AM	Mon 13 Jul 10AM	4	*****	*****	*****	*****	*****	*****	*****
420	UK10455370080	GRIBENIN XTRA DC TUBES	Mon 14 May 10AM	Mon 25 Jun 10AM	4	*****	*****	*****	*****	*****	*****	*****
431	UK10455370089	GRIBENIN XTRA DC TUBES	Mon 14 May 10AM	Mon 25 Jun 10AM	4	*****	*****	*****	*****	*****	*****	*****

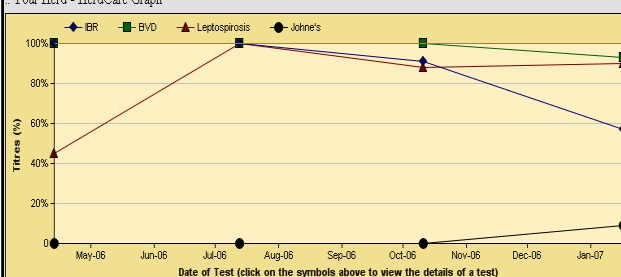


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Herd Health

Your Herd - HerdCare Graph



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Herd Health – Advice from Vet

Details of the test performed on 1/17/2007, IBR=57%, BVD=93%, Leptospirosis=90%, Johne's=9%

Comments on the Test: There has been an encouraging fall in the herd's IBR titre; it will be interesting to see if this is maintained at future tests.

IBR: Titres >50 indicate a heavily infected or vaccinated herd. If you are not vaccinating and would like to know more about investigation and control of IBR please contact us.

BVD: Titres >50 suggest a significant proportion of the herd has been vaccinated or infected. To investigate whether infection is currently active, 10 unvaccinated replacements in the 9-18 month age range can be tested. Heavy infection with BVD will decrease your farm profits - if you would like further information on this please contact us.

LeptoSpirosis: Titres >60 indicate a proportion of infected or vaccinated animals in the herd. If you are not vaccinating and would like to discuss the investigation and control of leptospirosis please contact us.

Johne's: Titres <10 suggest a lower prevalence of disease or no infection. This is an excellent position to be in and we would advise you take steps to protect it. For further information on Johne's testing and details of how to work towards accreditation, please contact us.



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Cow Lifetime Income

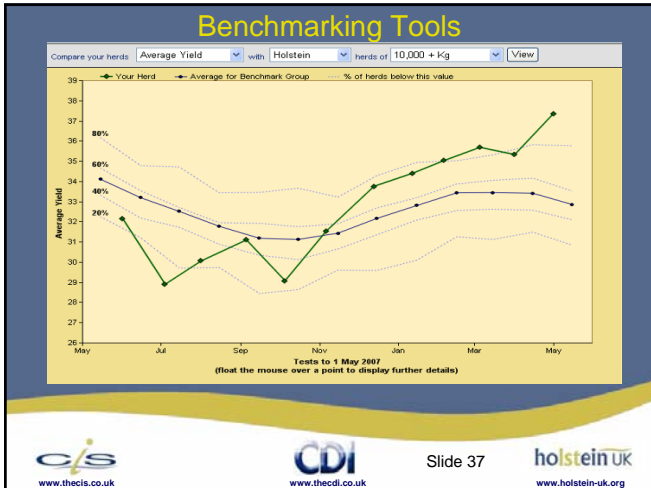
Your Herd - Herd List

Line No.	Animal Name	Ear Tag	DOB	Last No.	IBR	BVD	Lept	Prnt	scc	pnf	ptj	Lifetime Yield	£ per day	Details
390	GATCOMBE BRUIVER EVE	UK36007500098	05 Jun 2002	3	51.6	3.70	3.00	121	44	45	38,570	£3.58	View	
718	GATCOMBE MARATHON LYNA	UK36416810059	23 Aug 2001	4	42.0	3.34	3.22	497	19	19	42,562	£3.47	View	
7125	BALMORAD CELSUS AMBE 2	UK24802701161	10 Feb 2000	4	34.4	4.64	3.67	69	59	61	53,761	£3.16	View	
202	GATCOMBE CARLE FOR PRINCE	UK36007500092	29 Mar 2002	4	32.0	2.96	3.38	17	17	13	36,569	£3.36	View	
254	MAORHINE MADDON SISE	UK34227110005	29 Aug 2000	5	48.0	3.36	2.97	58	17	21	55,974	£3.13	View	
805	WALKABOUT CABARY 6	UK27092270085	20 Dec 1999	5	17.1	4.41	3.68	297	-5	4	53,972	£3.09	View	
14	WALKABOUT AMBE 15	UK360170100054	01 Aug 2000	4	18.0	4.28	4.07	85	14	21	39,361	£3.04	View	
751	GATCOMBE LEE BRISSET	UK36007500018	28 Mar 2000	5	16.7	3.80	3.37	39	18	18	47,205	£3.04	View	
707	GATCOMBE COBWOOD MEGAN	UK344708400059	30 Sep 2000	4	32.2	2.33	2.79	0	14	9	44,647	£3.03	View	
304	GATCOMBE BUTTERCUP	UK344189900105	10 Oct 2001	3	37.9	3.77	3.15	0	0	0	34,534	£3.02	View	
168	GATCOMBE LEE TRINE	UK360075700060	23 Apr 2002	3	23.7	4.29	3.71	422	46	50	28,078	£2.91	View	
203	FORWARD MISS BILBA	UK23235030015	12 Dec 1999	4	32.4	4.81	3.50	398	58	13	52,887	£2.90	View	
168	EMMAOBE HYACINTH 14	UK322724700059	28 Oct 2002	3	56.4	2.56	2.87	10	44	42	30,640	£2.89	View	
1104	GATCOMBE METRO EMILY	UK363229300025	27 May 2001	4	51.4	3.17	3.03	355	-4	-4	36,819	£2.85	View	
29	ROSBARD COMBIS JASMINE	UK28149400091	04 Mar 2000	4	40.4	2.69	3.17	920	27	31	53,199	£2.82	View	



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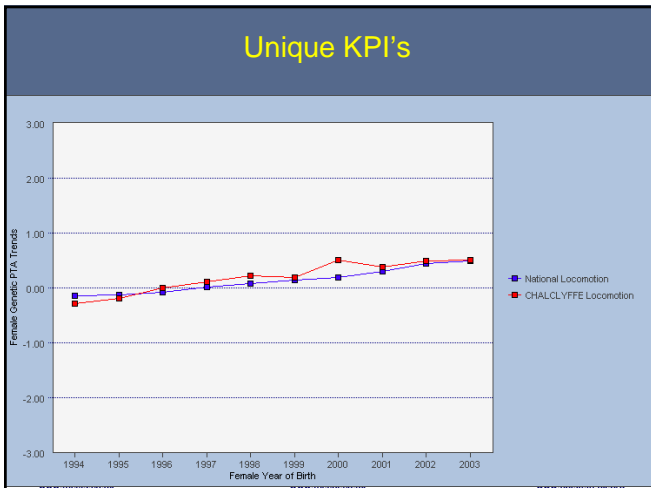




Key Performance Indicators KPI's

- Existing
 - Production
 - Fertility
 - Health
- CDI Unique
 - Conformation
 - Welfare
 - Longevity

Logos: c/s, CDI, Slide 38, holstein UK



Independent Breeding Advice

Logos: c/s, CDI, Slide 40, holstein UK

WEBMATE – USING LINEAR INFORMATION

WebMate Powered By CDI

Set Your Mating Preferences

Breeding aim: Standard Animal Details

Relative Priority Type: 57% 43% Production

Calculate In-Breeding Coefficient: Don't calculate coefficient Warning - calculating 9 generations can take some considerable time

Buttons: Previous Step (Choose Bulls), Next Step (Review Choices), Help ?

Logos: c/s, CDI, Slide 41, holstein UK

WebMate Powered By CDI

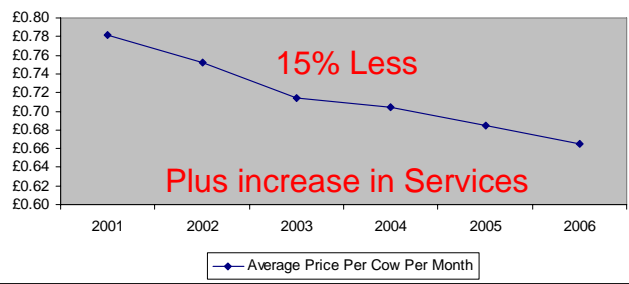
Adjust Cow Weightings

Type Trait	Ideal Value	Importance
Stature	7	Unimportant
Chest Width	4	Unimportant
Body Depth	7	Low
Angularity	7	Medium
Rump Angle	4.5	High
Rump Width	7	Medium
Rear Legs Set	5	High
Feet	5	High
Fore Udder Attach	8	Medium
Rear Udder Height	8	Medium
Central Ligament	7	High
Udder Depth	5	High
Front Teat Placement	5	Medium
Teat Position	7	Medium
Teat Length	5	Medium
Rear Teat Placement	5	Medium
Locomotion	9	High
Production		
Milk	Low	
ButterFat	High	
Protein	Medium	

Buttons: CDI, Cancel, Save Changes, Help ?

own weighting to create the breed optimum. Changing these linear preferences can affect the programme and you to call 01923 695 252 or 01923 695 268 for help before changing.

Reduced Recording Cost Per Cow



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The Future

- 1999
 - 2.3 million cows
 - 26,000 producers
 - Milk Price €0.36 cents per litre
- 2007
 - 1.6 million cows
 - 12,500 producers (Herd size 128)
 - Milk Price €0.22 - €0.32 cents per litre
 - Supermarkets - direct buyers
- Projected by 2012
 - 8000 producers (Herd size 200)?
 - 1.6 million cows?
 - Milk price ?



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Summary

- In the UK the market will be smaller
- Operational efficiency will be demanded
- Extra on farm regulation is expected: additional income opportunities
- Investment has secured our business future and increased asset base
- Innovation must continue
- Competition has delivered efficiency and lower cost to the farmer and industry.
- We are in control of our destiny.



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