A journey begins with a small, solid step...
you must be willing to learn and adjust as you are on the journey.

Minimize the amount of variation in the process
Good Sample
Good Data Capture

Assures the credibility and accuracy of the data
Data as close to the source as practical

Minimize the interruption to the farm operation
Cow Flow and Data Flow
Error Lists
Action Lists

The Old Field Tech Model...
- Advertise locally to fill a specific geographic area for milk recording
- Sort Resumes and Interview Candidates
- Hope for an Applicant that has seen a cow
- Hire and Train
  - Meter Care
  - Milk Sample Technique and Handling
  - Hand Recording of Test Day Weights and Cow Changes
  - Ethics and Procedures
What has changed in DHI?

- **1970’s**
  - Pen & Paper
  - Carbon Triplicate Forms

- **1990’s**
  - DOS PC
  - Limited On-Farm Computer Programs

- **Today**
  - Herds with Stand Alone Software
  - More Information Stored & Processed
  - Application of New Technologies in Milk Metering, Sampling, Data Recording and Identification

Are we ready for tomorrow?

- Can we implement and integrate new technologies into our DHI Services?
- Are we willing to invest time and resources into equipment and personnel?
- Will we have the products and services to meet the varied needs of our dairy producers?
- Do we have personnel that can and are willing to grow in their position(s)?

Tomorrow’s Field Technician will be...

- Computer Literate
- Motivated and Team Player
- A Strong Communicator
- Organized and Willing to Continually Learn

Our field technicians will need to bring both people skills and computer skills to this career position – We can educate them about the dairy industry

Finding the Right People...

- Networking with Universities, Industry Partners and other DHI Affiliates
- Positioning DHI Field Services as a Career – not just a job
- Identify candidates and aggressively pursue ‘Surrounding yourself with good people makes your entire organization stronger’

And providing them tools to succeed

Provide the traditional training, and then:
- Specialized training in software and hardware applications
- Invest in continuing education yearly
- Invest in new technologies
- Work with industry partners – processing centers, software vendors, manufacturers
- Realizing that today’s Field Managers may not be the best trainers for the field technicians of tomorrow

Tools of Today’s Field Technician

Model DTR1
Training is the key...

- **Initial Training**
  - Basic Training
  - Meters
  - Samples
  - Ethics & Procedures
  - Computer Software
  - Animal ID
  - On-Site Training in Milking Parlor
  - Exposure to Variety of Parlor Configurations

- **Continuing Education**
  - Need to invest time
  - Application of new technologies
  - Updates to Software
  - Personal Development
  - Quality Certification in the USA has established minimum training requirements

Handling the Data

- **Wide Variety of On-Farm Software Packages**
  - Different Versions
  - Various Skill Levels

- **Electronic Milk Meters**
- **Electronic ID Data**
- **On-farm Component Sampling Data**

- **Infinite Combinations**
- **Field Techs need to:**
  - Adapt to the specific needs of the dairy
  - Competent in running software packages
  - Check for errors and complete edits
  - MOVE THE DATA QUICKLY & ACCURATELY

Handling the Data

- F-Tech version of Dairy Comp 305

Handling the Data

- Pocket Dairy and PC Dart

A Bigger Pencil doesn’t always...

Help, but might be correct for the job.

Incorporation of New Technology

- **What’s new?**
  - RFID tags and readers
  - Electronic meters and samplers
  - Something over the horizon

If you choose to invest in new technology, then you need to invest in training your technicians how to use it - only then will everyone benefit.
RFID improves test day accuracy

- Eliminate issues with:
  - Dirty visual tags
  - Transposition of visual tag numbers
  - Transposition of cow order in the parlor

- Reduce errors by:
  - Only handle the data once
  - Real-time cowside information is available

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RFID improves test day efficiency

- RFID cows reduce labor needed on test day
  - Speed of ID capture
  - Quickly generate lists of cows for edits
  - Does not slow down the parlor or milk crew
  - Are our techs ready?

- The future?
  - Scan the cow, the meter, the sample vial

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You are part of a team...

- Large Dairies require teams of technicians (4-6 people) for ID, Data, and Milk Sample Collection
- Some Field Technicians may never see a cow – rather work in basements under parlors for sampling
- Need to be proficient in all tasks and work as a team
- These dairies want to test milk and demand professionals who are committed to their success

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The logistics challenge

- Managing Personnel
  - Teams needed for large herds
  - Less focus on geographic territories
  - More focus on matching skills of Field Technician with needs of Dairy Producer

- Managing Equipment
  - Computer systems, readers, meters, vials need to be available to technicians
  - Meters need to be calibrated by certified meter technicians
  - Adaptable to various milk parlor configurations

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Do not ignore smaller herds

- A part of current business structure
  - Need to continue trying to offer programs/services to fit their needs
  - Overcome any cost barrier to technology investment/application

- Provide an excellent venue for:
  - On-farm training of new field technicians
  - Beta-testing and program validation

- We can grow our business as they grow in the future

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Handling the Data

- Technology matching the environment

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Tomorrow’s Field Technician

- Professional Data Handler
- Technology Savvy
- Brings a Diverse set of skills to the team
  - Computer literate
  - Interpersonal relations
  - Sales and Service Oriented
- Committed to Everyone’s Success
  - Themselves, The Dairy Producer, & DHI System

Thank you for your attention ...