Animal Recording Information for the Herd Consultant

Pat Baier
VP, DHI Operations
Our Members

- Diverse family owned operations
- Demanding decision makers
- Information users not information creators
- Quality of life is important
AgSource Value Added Business Plan

Company

Focused brand strategy

Product

Value must exist

People

Employees must believe in the value
Results of Value Added Model

• Improved Member Satisfaction/Utilization
• Improved Company Performance
• Improved Employee Morale
  – Understanding
  – Direction
  – Motivation
12 Month Ave Percent Cows Tested

12 Month Ave

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Target Audience

• Producers with their team of consultants:
  – Reproduction Manager
  – Feed Consultant
  – Hoof Trimmer
  – Veterinarian
  – Loan Officer-Banker
  – Dairy Cooperative Representative
  – AgSource Field Technician
Consultant Goals

- Establish working relationship
- Prove expertise
- Differentiate from competitors
- Demonstrate how their products/services are working to improve the farm’s productivity or efficiency
Possible AgSource Results

• In desire to differentiate, consultants may move toward individualized reporting systems
• Decreased use of Milk Recording Reports – Perception of value
• Decreased efficiency of consultant
• Working with multiple consultants creates the possibility of increased member/customer confusion
AgSource Course of Action

STEP 1

• Consultants use AgSource products/reports
  – Reduces redundancy
  – Saves consultant time
  – Standardizes review process
    • Scheduling routines
    • Data comes from same independent source
The Fresh Cow Summary provides both a current and historic picture.

- Provides trends for key fresh cow indicators:
  - TCI®
  - Fat to Protein Ratio
  - Udder Health
  - Early Loss/Lactation

- Provides measure for consistency of fresh cow management.
**AgSource Course of Action**

**STEP 2**

- Demonstrate data base and benchmarking capabilities. Provide training on AgSource products.
  - Set Direction/Plan
    - Nutrition
    - Financial
    - Genetic
  - Verify Performance
Herd Report Card

- Provides producers and their consultants a tool for identifying how they compare to peer group producers in five key areas:
  - Production
  - Reproduction & Genetics
  - Inventory
  - Udder Health
  - Fresh Cow Transition
- Track progress against similar AgSource herds
Profit Opportunity Analyzer

- Uses DHI data to illustrate the big picture of where producers should focus time to reap the highest profits
- Provides a tool to bring all key individuals in the management team together to address future
- **Underscores the value of working with the DHI team and provide data to a central information system**
- Brings all the DHI information together by comparing to peers and places an estimated number on financial opportunities
AgSource Course of Action

STEP 3

• Networking with consultants to produce new products or increase usage of existing reports
  – New ideas for future
  – Assistance in delivery and execution of planned usage
  – Improved industry, member/customer image
  – Improved employee morale
Training Networking Session
Thank you

• For more information:
  – pbaier@agsource.com
  – www.agsource.com

• Questions?