2009 ICAR Manufacturers’ Showcase
Challenges of ICAR members

• Fewer but larger farms
• Customers demanding more relevant information
• 80/20 rule
• Financial considerations:
  – Less state assistance
  – Competition
  – Structural change of businesses
ICAR member challenges

• Technological advances on and off farm
• Need to identify the real needs of customers, then develop services to fill these needs profitably
• Developments can be made by
  – Internal resources
  – External resources
• Mutual benefit by all parties is essential
Our speakers:
The use of automated data collection, mining and analysis for future farm management

Gil Katz
SAE Afikim
Validation of the PathoProof Mastitis PCR Assay for Bacterial Identification From Milk Recording Samples

Mikko Koskinen, Ph.D.
Director, Diagnostics
FINNZYMES Oy
Continued Expansion of the Value of the Dairy Records Database in Herd Management

Patrick Baier
Vice President DHI Operations
AgSource Cooperative Services