

# 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

