CRV web-based herd management
Combining highly qualified services, on-farm devices and SaaS management tools to make the farmers life more convenient

Bert van ‘t Land

Better Cows | Better Life
Facts CRV

50,000 customers (dairy and beef producers) world-wide

Co-operative: 33,000 members
- 25,000 members in the Netherlands
- 8,000 members in Belgium

Head Office at Arnhem (The Netherlands)
CRV International
Our Mission

‘CRV is a leading customer-focused cattle improvement co-operative, fully committed to adding value for farmers’

This means that CRV wants to deliver solutions that support farmers in their management by contributing to:

- an increase of the sale price of farm products
- a decrease in cost price
- efficient use of labour
- securing quality in farming
Expand dairy herd improvement activities to total farm management solutions

Collect data of Farms & Animals, e.g.:
- Breeding & Fertility
- (Herdbook-)Identification & Registration
- Milk production, Type classification
- Animal Health, Feed intake
- Genomic information
- Land usage, legislation and regulation
- Data exchange with Agri-Business partners

Process data in central database (IRIS/VeeManager)
- Supply farmers with management information (SaaS)
- Use data for selection programmes
- Genetic evaluation
VeeManager

Distinctive by simplicity, flexibility and linkages with process computers and other dairy chain partners for professional daily herd management (operational and tactical).


Almost all farmers are using a herd management system. Challenge to grow in more functionality and more new customers.
Veemanager 3.0

• Connection with:
  – Milking equipment
  – Feeding equipment
  – Heat detection
• Veemanager App
• Better usability
• New GUI
• Beter performance
• Ready for future developments
Connection Feed & Milk

Goal:
• Connect (almost-) all existing concentrate feeding & milking equipment
  – Preferable by worldwide accepted interfaces (ICAR ADR WG)
  – If not available: Customized solutions

Advantage for customer:
• Ease of use: control all different equipment and monitor all systems over the internet by multiple devices (PC, tablet, SmartPhone, TV)
• More efficient use of valuable equipment
Ease of use

Goal:
Make the farmers life more convenient

Examples:
• Dashboard
• Animal details
• PDF reports
• New GUI/Better navigation
• Small usability issues

• Software development team is using agile/scrum method:
  Every 2 weeks new functionality is added
  – feedback much faster!
GUI (User Interface)
VM-app:
BYOD: Native App for Apple and Android
Ovalert

- Total fertility solution to support farmers
- Integration of:
  - automatic heat detection,
  - AI-services
  - Consultancy/advisory service
- Focus on large and fast growing farms
- Innovative and distinctive
Ovalert

Koe 2310, Gerda 28, is tochtig. De laatste gebruikte stier is Kian, het stieradvies adviseert Spencer, Kian en Fidelity.
Future developments

iPod, iPhone, iPad, ?

Customer decides!