



ICAR Manufacturers Showcase

Wednesday 7 June 2006

Challenges for the industry



- Changing consumer and legislative requirements
- Fewer, larger herds in mature markets
- Expanding new markets
- Labour availability
- Technological innovation
- On-farm incomes
- Ensuring profitability

Views given in Tunis by Colin Kingston



Integrated herd recording and herd management value chain	Associated herd recording and herd management stakeholders
Milk meter manufacturers On-line sensor specialists <i>Added value- Quantitative and Qualitative milk data</i>	ICAR DHIA
Systems integrators <i>Open systems architecture</i> On-farm and off-farm connectivity <i>Added value - information management</i> - herd management automation - traceability	Breed societies <i>(progeny records)</i> Government agencies <i>(traceability records</i> <i>cattle movements etc.)</i> Milk Processors <i>(milk quality data)</i> Meat Processors <i>(health records etc.)</i>
Milking machine companies <i>Added value:</i> Integrated Milk harvesting & herd management information systems	Milking machine companies distribution chain <i>(Installation and hardware support)</i> Software and systems support organisations <i>(Training and software support)</i>
Dairy Farmers	Veterinarians Other decision support organisations

Opportunities



- Global markets



Our Speakers



- Pierre Broutin of *Bentley Instruments*
- Ole Lind of *DeLaval*
- Petra Galesloot of *CR-Delta*
- Steen Kold-Christensen of *Foss*

Finally



- This is your opportunity to listen to and to question leaders in their field.
- What manufacturers do will have a direct influence upon farmers and we, as service providers, structure our businesses and service provision.