A central database for the Australian Dairy Industry

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Speaker: Simon Jenkins
A Central Database for the Australian Dairy Industry

Simon Jenkins
(Contributing authors)
How Data has been viewed in our Industry
The Australian Dairy Industry

- Land Mass Roughly the same size as the continental U.S. Population 24M

The value of the farm, manufacturing and export industry:

$13.7b

3,043,000 tonnes (incl. drinking milk) is produced for the domestic market.

Dairy is Australia’s 3rd largest rural industry.

Milk production
9,539 m litres

Average annual milk production per cow
5,669 litres

Average herd size
273 cows

National dairy herd
1.66m cows
DataGene Origins

Herd Improvement Industry Software from HICO (MISTRO)

Software

Genetic Evaluation

Data

GES Replacement and Central Data Repository Programs
Herd Improvement Strategy 2020

Dairy farmers maximise their profit through a vibrant herd improvement industry offering effective and highly valued services.
The Herd Improvement Industry Vision

Turning data into information to make better decisions.
What does DataGene do?
• Data Entry
• Information Access
• Decision making

• Tools
• Research
• Efficiencies

• Data Driven Decisions
• R&D to Paddock
• Results

Data Gene
Solutions for Herd Development

• Farm Profits
• Leadership
• Collaboration
Single Entry – Multi Use
Creating the Connected Farm
Understanding the Farmers ‘Business Ecosystem’

One of the key deliverables of DataGene is to provide a mechanism for farmers to spend less time managing their data flow and have more time for analysis and other activities that add value in the farmers life.

Machine Data
Automatic data that is generated by Meters, IoT Devices and any other connected technology.

Test Data and Scientific Research
Test Data, Information from external research and analysis groups, value added data services

Social Media Data
Whether you tweet, Facebook or just read automatic news feeds the data within these streams can add value

Animal Data
Trait and Observation Data, Health Data, Monitoring Data.

Supply Chain Data
AI and Bull Companies, On farm Tanks, Feed Supplies, Upstream and Downstream business partners

Purchase History and Inventory
Linking the Data to your finances to provide better decision making

B2B and B2C Data
Managing a greater breadth and depth of data by breaching the B2B and B2C Data

Performance Data
Comparative reports, exception reports, measuring against KPI’s. A personalized view of what to do next.
The DataGene IT Team
Delivering ‘Information Systems’
Our team is made up of experts in the fields of Application Development, Database design, Business Intelligence, Infrastructure and Architecture, Mobile solutions as well as Business and Systems analysis.

Mohammed Abdelkader
Solution Architect
Responsible for the Design and Delivery of GESNP and CDR

Sundeep Shetty
Business Systems Architect
Responsible for the Design and Delivery of GESNP and CDR

Tim Sargent
Customer Systems Architect
Responsible for the Design and Delivery of Customer and On Farm Solutions

Duncan Robertson
Systems Administrator
Responsible for DataGene Cloud and on premise solutions

David Gorst
Mobility Lead
Responsible for the Design and Delivery of mobile Solutions

TMA Solutions
Development Partner
(30+ Software Engineers)
Data Management Simplified
Enhancing the ‘Customer Experience’

The ‘Customer Experience’ has been called out as a pillar for future needs in technology delivery. It has and always will be the central pillar for DataGene. We understand who our customers are. We want to work with you and for you. We want to build services and functionality that you want. The Customer experience portal and out mobility solutions will be tested with user groups to ensure we continue to meet the needs of farmers.

DataGene and our partners will provide the Apps and on farm software to support farmers when ever and where ever they are. We will provide tools for greater productivity and efficiencies and continuously monitor and improve our product offerings.

With the creation of the Customer Experience Portal Farmers will have access to data and be able to analyze using tools often reserved for the Statisticians and researchers. Access to insights and guided analyses will be a simplified option but will provide accurate and trusted decision support.

**Mobility**

DataGene and our partners will provide the Apps and on farm software to support farmers when ever and where ever they are. We will provide tools for greater productivity and efficiencies and continuously monitor and improve our product offerings.

**Customer Experience Portal**

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**Search and Analyses**

Simple but powerful tools that will guide, inform and help you to run a more successful business.
Enhancing Decision Making
Better On Farm Decisions, with ‘Analytics & Intelligence’
Dairy Intelligence

- Animal Management
- Farm Business Management
- Pasture & Feeding
- Industry Information
- Traits & Observations
- Genetic Evaluation
- Pedigree Information
- IT & Systems
- Health Data
- Scientific Research
- Industry Data
- Industry Engagement
Dairy Intelligence

- **Australian Dairy Industry**
  - Dairy Australia
  - Pedigree and Animal Data

- **On-Farm Systems**
  - Milk recording & Observations

- **Herd Testing**
  - Health
  - Enviro Data
  - Economical
  - Social
  - Media
  - Regulatory

- **Complimentary Data**
  - Interbull
  - Genomics

PORTAL / ETL / SERVICE BUS

- **Central Database**
  - Reporting
  - GESNP

- **Central Data Warehouse**
  - Industry Analytic
  - Researchers & Analysts
  - Project Y

- **Data Marts**
- **Project X**
- **Solvers MIX99**
Thank You…Any Questions?

I am based in the AgriBio building at La Trobe University, Melbourne, Victoria, Australia. Please reach out through email or Skype if you have questions or wish to catch up…I look forward to hearing from you….Thanks

Get in Touch

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