



Predict, Prescribe, Perform: integrating traditional and new data sources to enable Smart Herd Management

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Speaker: *Sijne van der Beek*





Three large, semi-transparent geometric shapes are positioned in the upper half of the slide: a red rectangle in the top right, a brown arrow-like shape pointing right in the middle left, and a light blue arrow-like shape pointing down in the middle right.

PREDICT – PRESCRIBE – PERFORM

Integrating traditional and new data sources to enable
Smart Herd Management

WE FACE SEVERAL CHALLENGES

DATA FORTRESS

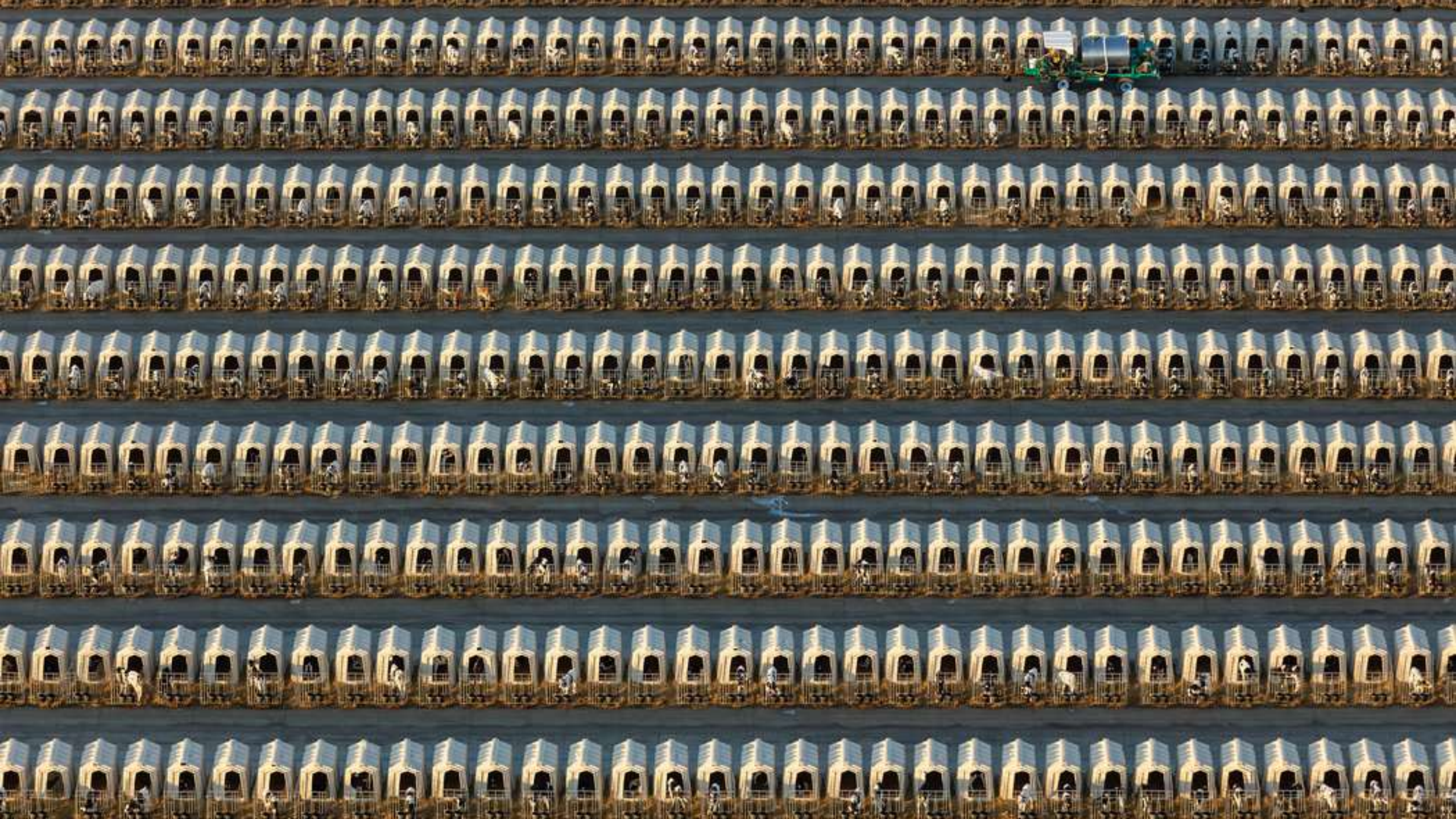


WE LIVE IN THE AGE OF PERSONALIZATION



WE LIVE IN THE AGE OF PERSONALIZATION





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Useful deadlines

Some useful deadlines for the upcoming August 2017 routine run:

Please note that new MACE data should always be uploaded before new GMACE data.
Therefore:

IDEA will be open for receiving **MACE and GMACE data** starting from Tuesday, July 4th.

Deadline for uploading of **pedigrees** for MACE, GMACE and Intergenomics is set for Tuesday, July 18th at 5 pm CET

Deadline for uploading and submitting **MACE data** into IDEA is set for Tuesday, July 18th at 5 pm CET

Deadline for sending **Intergenomics data** is set for Tuesday, July 18th at 5 pm CET, data should be placed on Interbull ftp server under /upload directory

Deadline for uploading and submitting **GMACE data** is set for Tuesday, July 25th at 5pm CET

Deadline for uploading **file733** and **file734** is set for Tuesday, July 25th at 5pm CET.

Pre-release of MACE results is scheduled for Thursday, July 27th

Pre-release of GMACE results is scheduled for Wednesday, August 2nd

Official release of MACE, GMACE & InterGenomics results is scheduled for August 8th, 2017

[News](#)**2017 Interbull Meeting***2017-04-28*

2017 Interbull Meeting in
subscription is now open

Useful deadlines*2017-04-25*

Useful deadlines for the

EXTENDED Call for a*2017-03-01*

Information about abstracts
more...

Season's Greetings f*2016-12-20*

Season's Greetings from
more...

**Launch of GenoEx-P
Interpretation Centre***2016-10-17*

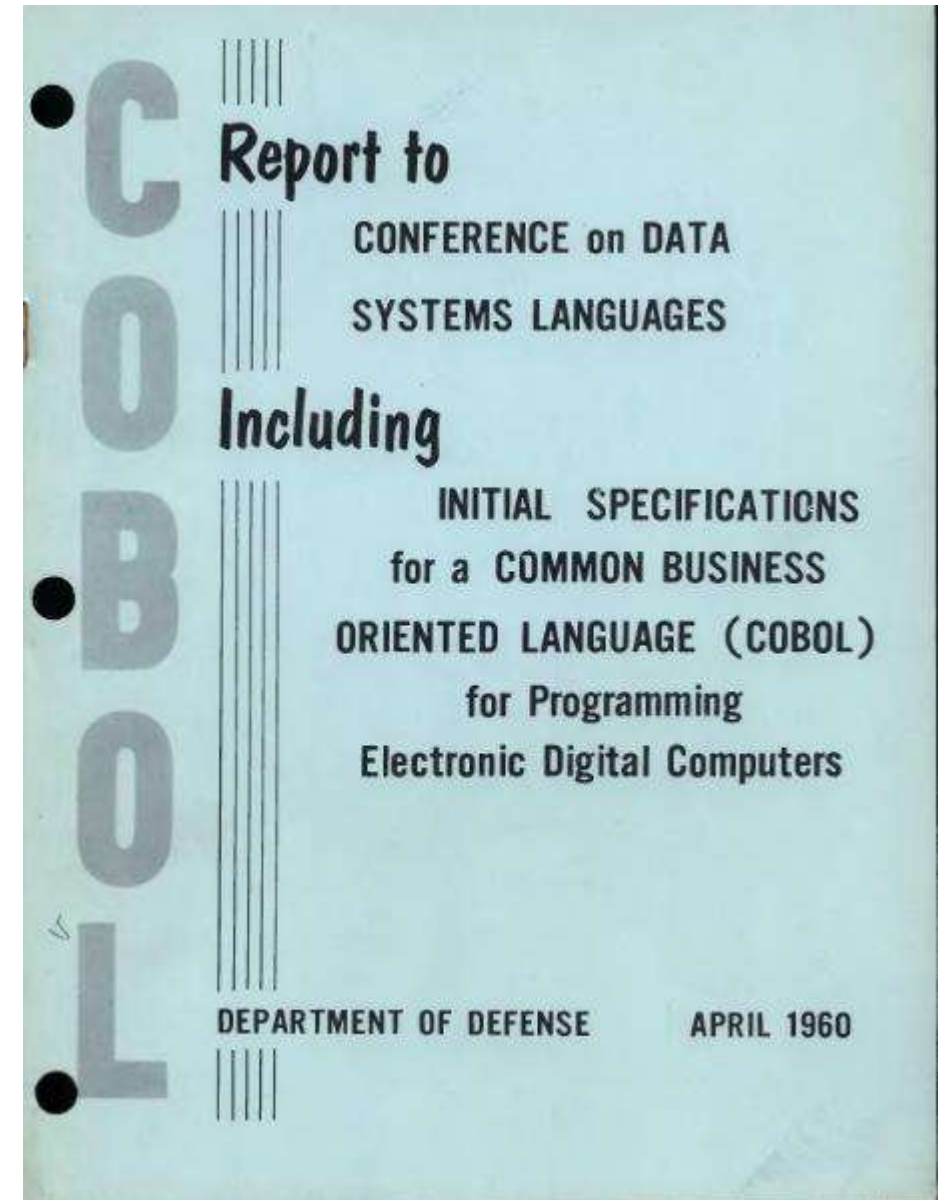
Information on the Launch
of DNA Data Interpretation



**WE LIVE IN THE AGE OF REAL TIME, BUT STILL
HAVE A COMPUTING 3 TIMES A YEAR RHYTHM**

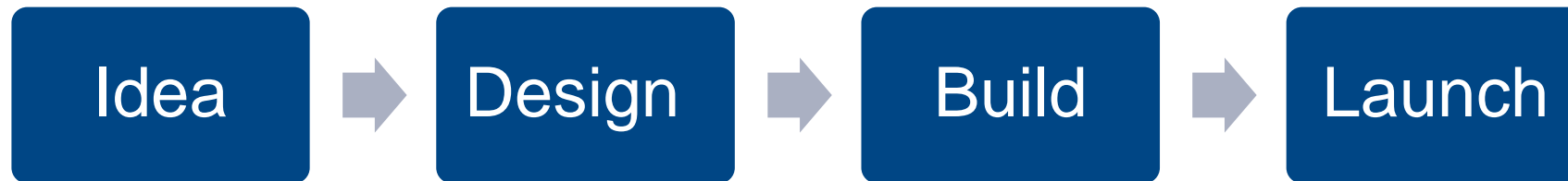
Decision support based on

- Old algorithms not updated with recent data
- Derived from small data sets
- Hard coded into management support software

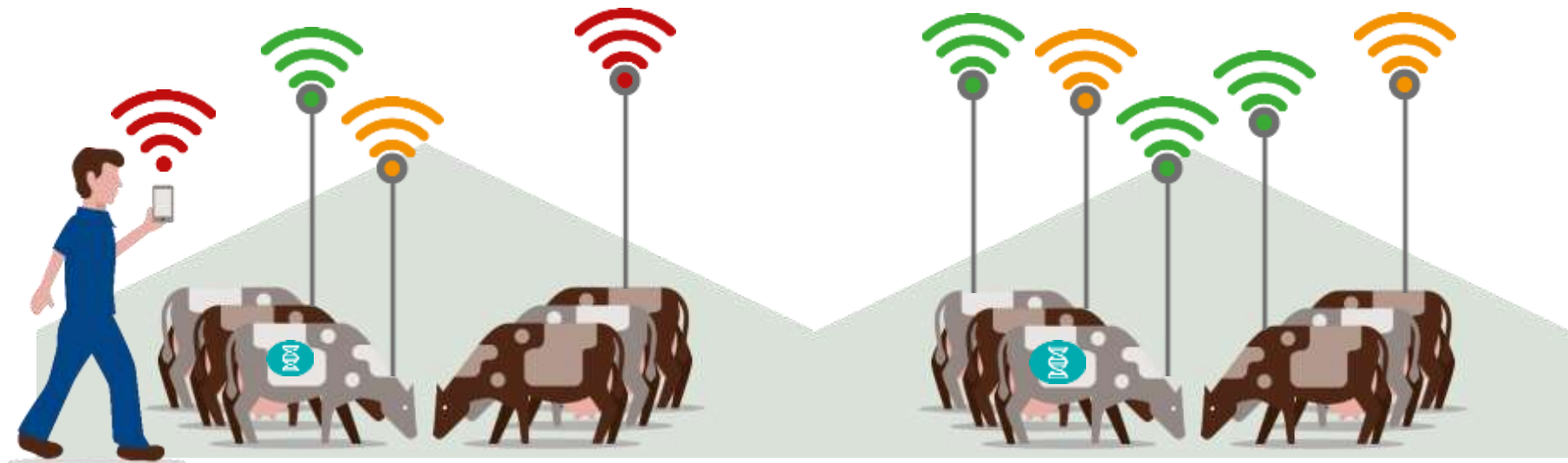


STAGE – GATE – DEVELOPMENT

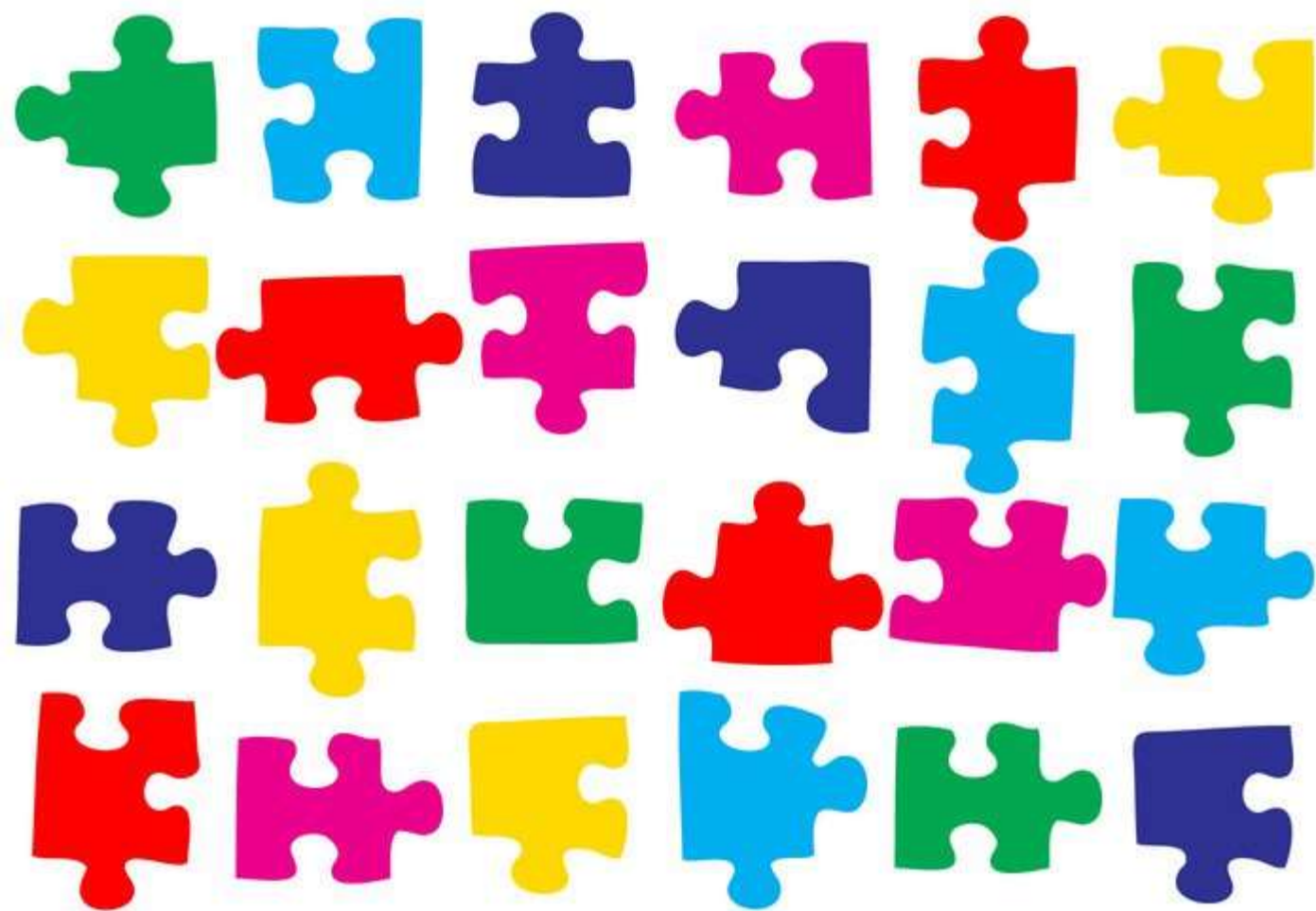
lacks speed and customer input



WHAT WE WANT



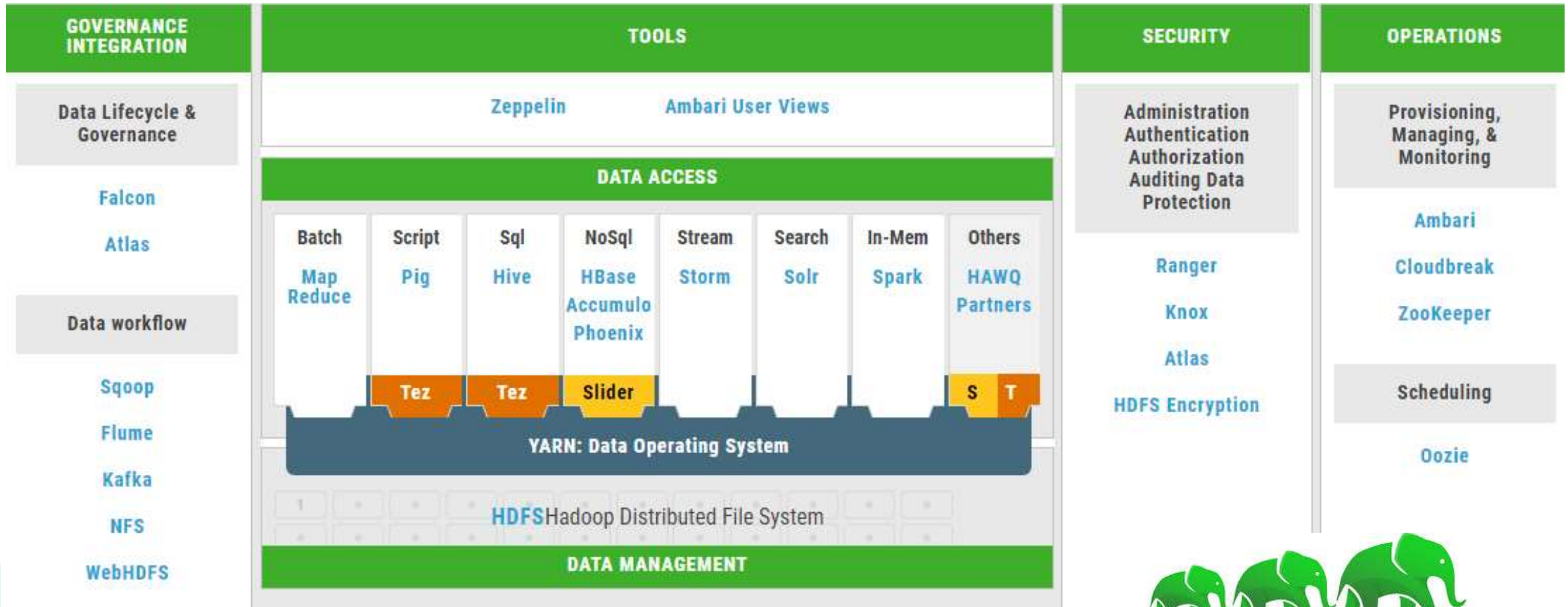
BETTER COWS | BETTER LIFE



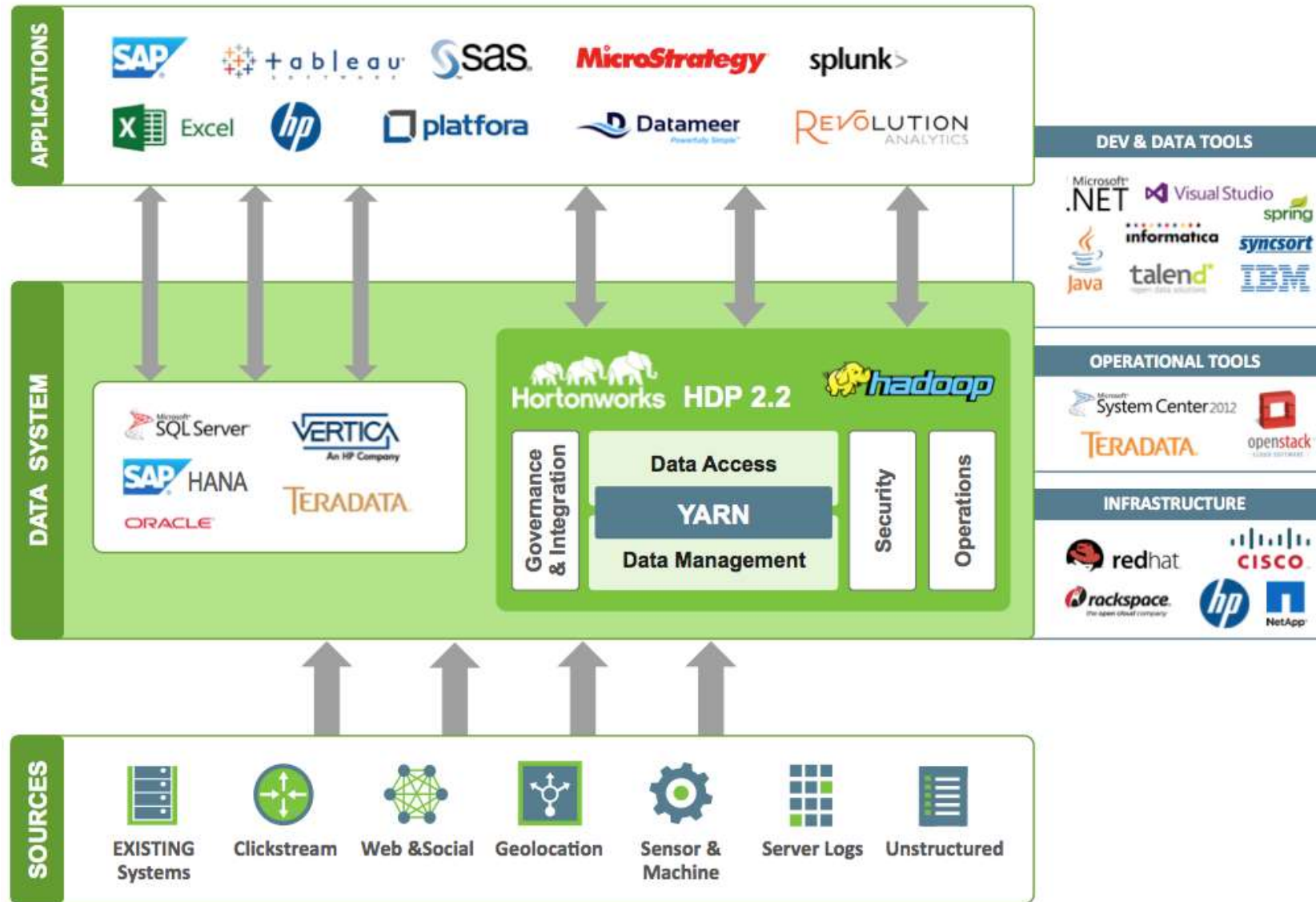
FIRST BRING THE PEOPLE TOGETHER THAT HAVE TO BRING THE PIECES TOGETHER



BRINGING THE PIECES TOGETHER



BRINGING THE PIECES TOGETHER



Transition application

- Period around calving
- Most diseases occur
- Cost a lot of money through loss of milk



Data to use

- Transition diseases registration
- Milk recording data
- Breeding values
- Milk production from automatic milking system
- Rumination data from sensor



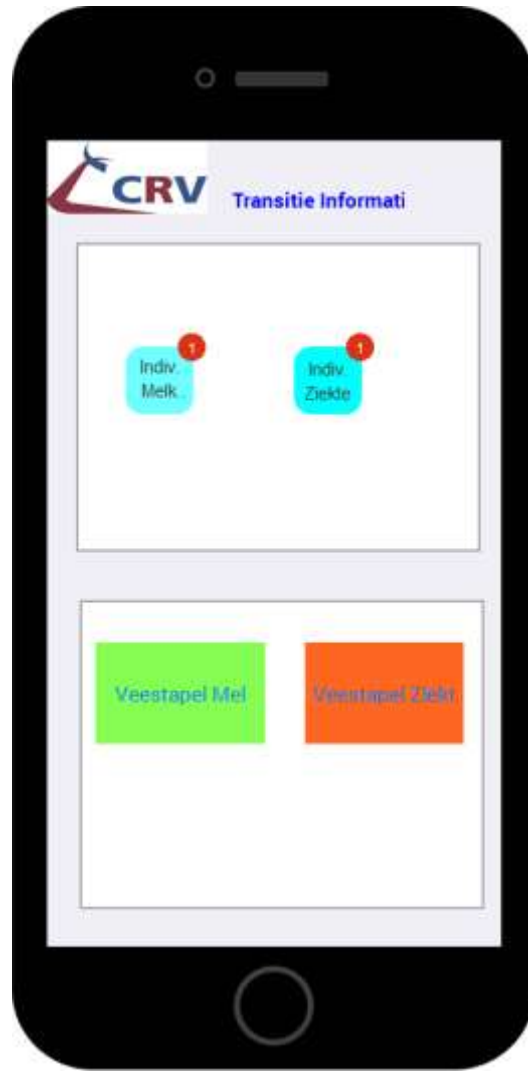


BETTER COWS | BETTER LIFE

WE HAVE TO ADD CREATIVITY TO THE MIX



PROTOTYPING



PREDICT – PRESCRIBE – PERFORM

In the end it is about enabling Smart Dairy Farming

