HOW TO KEEP AMS CUSTOMERS HAPPY?

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RYK provides milk recording for dairy cows. RYK are collecting annually about 5.5 million milk samples, serves 2,600 dairy farmers, and have a turnover of 15 million euro. We have 65 employees, and offices in Aarhus, Sorø, Holstebro, and Vojens.
OUR SERVICE

- Rent out sampling equipment
- Connection to milking box
- Disconnection
- Handling of vials
- Data handling
- Correction of animal ID in farm software
- Cleaning of sampler
## RYK AMS HERDS AND SAMPLING EQUIPMENT

<table>
<thead>
<tr>
<th></th>
<th>DHI Herds</th>
<th>AMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,500</td>
<td>620</td>
</tr>
<tr>
<td>Avg, cows</td>
<td>205</td>
<td>199</td>
</tr>
<tr>
<td>Avg. Boxes</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>Min-Max # boxes</td>
<td>1-14</td>
<td></td>
</tr>
<tr>
<td>Sampling units</td>
<td>285</td>
<td></td>
</tr>
</tbody>
</table>
OUR FIELD STAFF

• 40 Technicians
• 8 only on AMS
• 16 never on AMS
• 16 both AMS and conventional milkingsystems
THE TYPICAL SAMPLING

- Technician connects sampler
- Start sampling
- Checks sampling is working
- Checks amount of milk in vials
- Disconnect sampler
- Handling of vials
- Retrieve data
- Merge AMS data with samples
- Push data to database and lab
- Check or/and clean sampler
FARMERS TYPICAL CHOICE

- Technician connect equipment
- Stop milking
- Connect sampler
- Set up software (if needed)
- Start sampling
- Check first 1 or 2 cows sampled correct
- Farmer disconnect sampler
CHALLENGES

- Patience, patience, patience
- Pressure on valves
- Understand complexity
- Follow instructions
WHAT CAN GO WRONG
DATA AND NUMBERS
HOW DOES FARMERS RECEIVE OUR AMS SERVICE?

- 70% leave it to us
  - 30 minutes per box including cleaning
- 20% let us connect, and disconnect themselves
  - 10-15 minutes per box, all depending
- 10% both connect and disconnect
  - 5-10 minutes per box, all depending
- Field staff make local agreements
- Any help from us, is invoiced in blocks of 10 minutes
AMS OVER TIME

<table>
<thead>
<tr>
<th>Year</th>
<th>% herds</th>
<th>% cows</th>
<th>Size</th>
<th># boxes</th>
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<tbody>
<tr>
<td>2009</td>
<td>19.4</td>
<td>23.0</td>
<td>160</td>
<td>2.5</td>
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<tr>
<td>2014</td>
<td>23.6</td>
<td>26.1</td>
<td>181</td>
<td>2.7</td>
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<td>2019</td>
<td>24.8</td>
<td>23.6</td>
<td>199</td>
<td>3.0</td>
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THANKS FOR YOUR ATTENTION!