



IRISH CATTLE BREEDING FEDERATION

Electronic DIY – New Process Introduction (DAIRYGOLD experiences)

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1ST June 2007



Electronic DIY – Impact/Changes

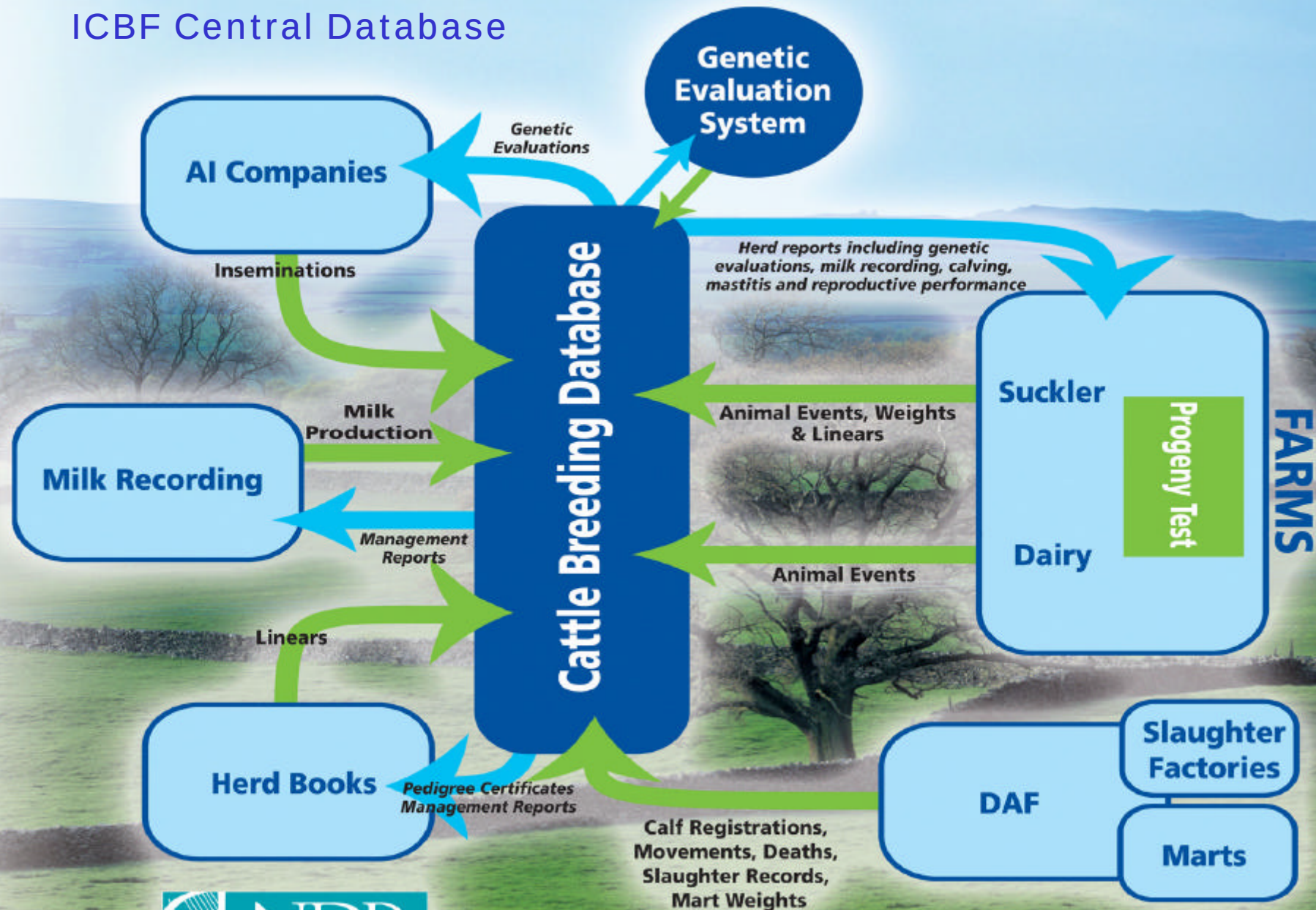
- ❑ **ICBF and National Milk Recording Profile**

- ❑ **EDIY**
 - ❑ New “Cellular” Operating Model
 - ❑ Calibration

- ❑ **Dairygold Changes**
 - ❑ Technician vs Manual recorder
 - ❑ Technican and Farmer Training



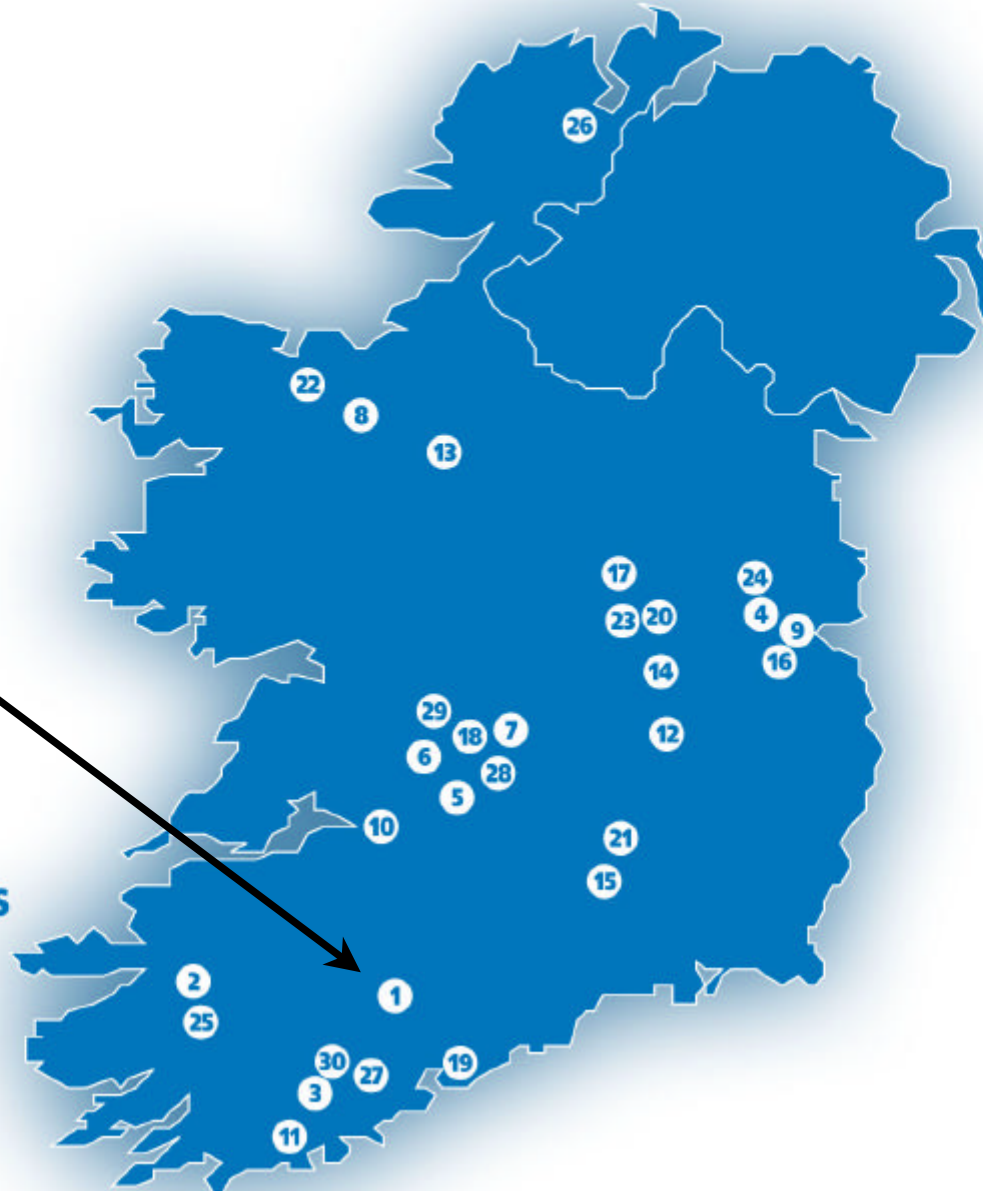
ICBF Central Database



One Database, Many Partners

less duplication and cost for farmers

- AI**
- Munster AI
- 1  Dairygold
 - 2 - Kerry
 - 3 - SWS
 - 4 Progressive Genetics
 - 5 Dovea AI
- Milk Recording**
- 1  Dairygold
 - 2 Kerry
 - 3 SWS
 - 4 Progressive Genetics
 - 6 Arrabawn
 - 7 Tipperary
 - 8 Connacht Gold
- Farm Organisations**
- 9 IFA
 - 10 ICMSA

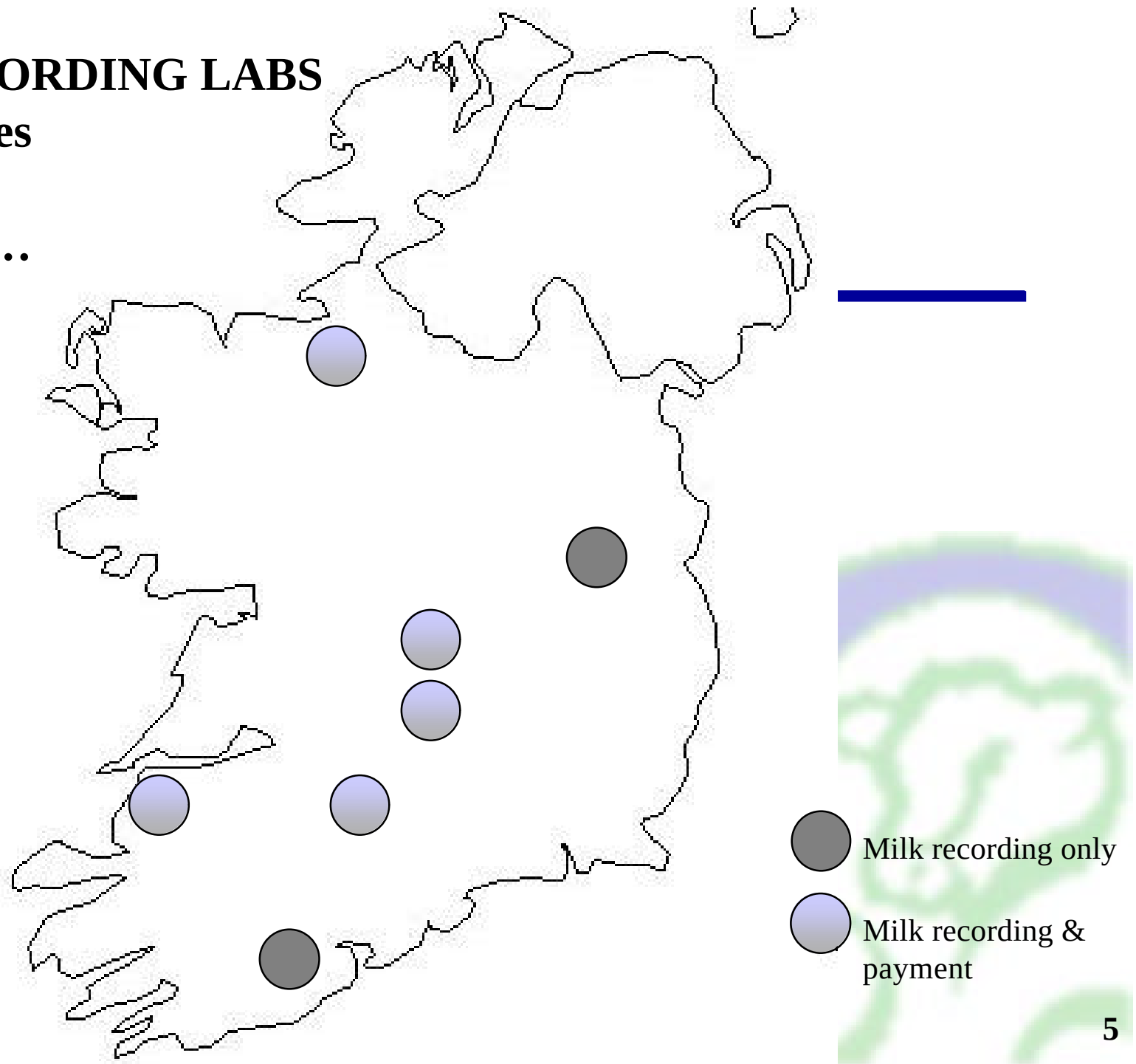


- Herdbooks**
- | | |
|--------------------|----|
| Holstein Friesian | 11 |
| Belgian Blue | 12 |
| Angus | 13 |
| Aubrac | 14 |
| Blonde d'Aquataine | 15 |
| Charolais | 16 |
| Hereford | 17 |
| Limousin | 18 |
| Normande | 19 |
| Parthenais | 20 |
| Piedmontese | 21 |
| Shorthorn | 22 |
| Simmental | 23 |
| Jersey | 24 |
| Kerry | 25 |
| MRI | 26 |
| Montbeliarde | 27 |
| Rotbunt | 28 |
| Saler | 29 |
- ICBF 30**

MILK RECORDING LABS

7 laboratories

Work to do...



Source: ICBF/IFA



Ireland Milk Recording

Milk Recording Organisation	2004 Cows
Progressive	145,976
	95,817
Kerry	63,995
SWS	53,970
Tipperary	8,851
Arrabawn	7,005
Connacht	7,120
Donegal	0
Total	382,734

Milk Recording Organisation	2006 Cows
Progressive	162,428
	104,498
Kerry	70,770
SWS	60,624
Tipperary	11,888
Arrabawn	11,099
Connacht	9,400
Donegal	5,281
Total	435,988

+ 14%



Electronic DIY Milk Recording System

Data Handler Auto Sampling
Electronic Meter



RF Comm
Link



Meter automatically
deposits sample into
Barcoded bottles

- ✓ Cows' IDs loaded direct from database
- ✓ Meter Records Milk Volume Electronically
- ✓ Meter automatically agitates/samples
- ✓ Barcoded vial, no writing, more accurate
- ✓ Milk Yields electronically loaded to dbase
- ✓ Lab results electronically loaded to dbase
- ✓ Meters delivered - No Capital Purchase
- ✓ 150 Farmers per cell (per technician)



Electronic DIY – Cell Equipment

Equipment required:

80 x Tru Test Electronic Milk Meters

7 x Data Handlers, (DHs)

1 x Portable Printer,

5,000 barcoded vials, and tray accessories etc

Laptop for data Xfer

Ancillary charging, data Xfer equipment, etc.

Ford Transit Van , 2.4d, LWB 1 tonne, custom

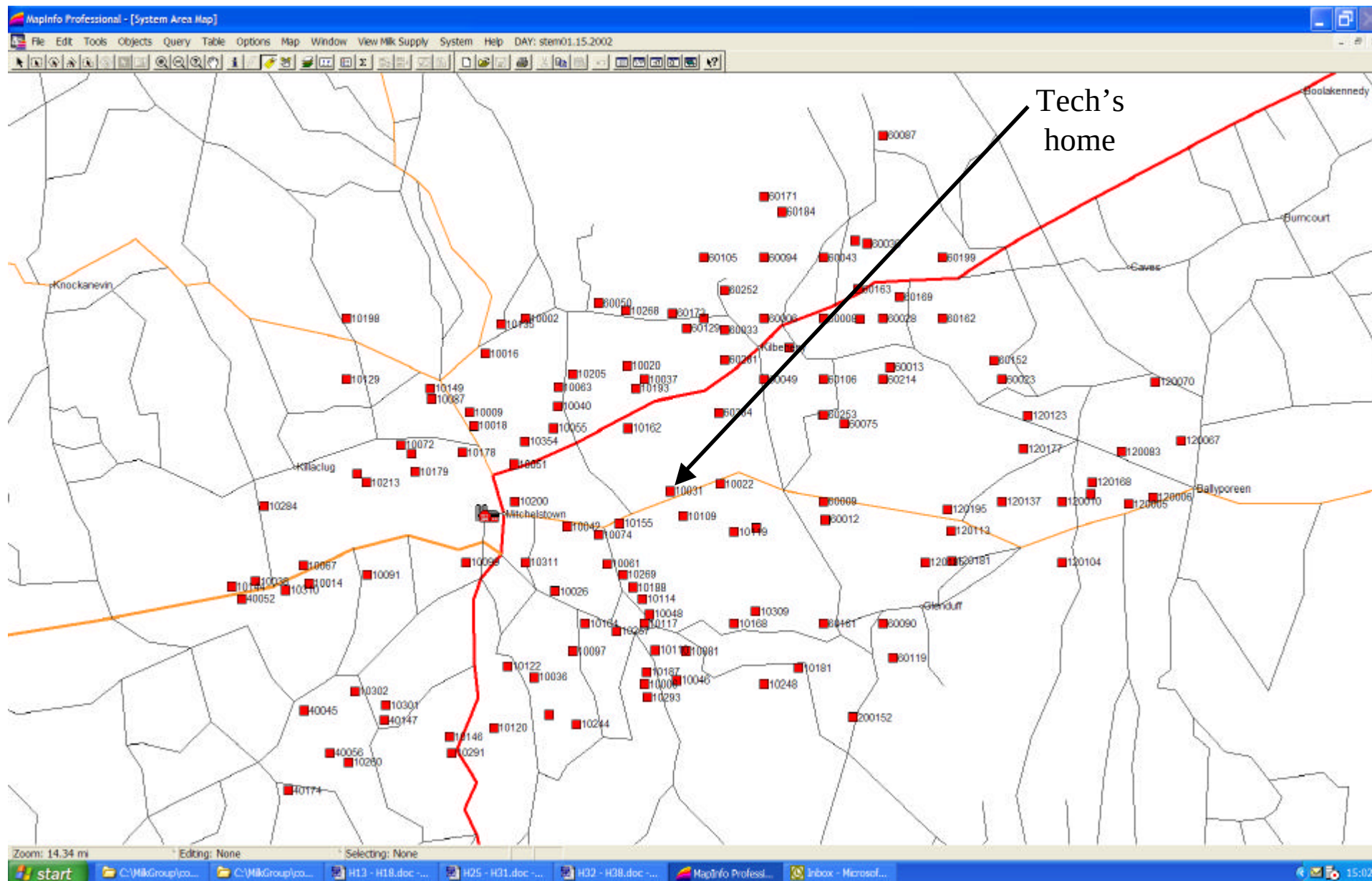
Total Capital = €90K approx serving 150 farmers

ICBF calibrate each meter annually.



Van customised so we meters
ara charged on the move

Electronic DIY – Example Cell Structure



Electronic DIY Calibration Lab - Moorepark

- **Meter Calibration Laboratory** set up 2006 in Moorepark, Fermoy
- 20 EDIY cells on the ground in 2007 – some 1600 e meters
- All meters get annual service/maintenance and calibration
- 3 Pieces of Test Equipment commissioned (total value €70K)
 - FFTR – Fast Flow test Rig
 - Calibaration Rig
 - Mega Test Rig

Electronic DIY Calibration Lab - Moorepark



Brian Coughlan – EDIY Tech support



Electronic DIY Calibration Lab - Moorepark



Calibration Rig

Calibrates the steel probes wrt flask chamber, 15 mins – bottleneck –required sply shift Dec – Feb.

Mega Test Rig

Functional ATE equipment which simulates and test farm operation



Dairygold Milk Recording

<u>2006</u> 1546 Herds 104,498 Cows	<u>EDIY</u> <u>Profile</u>	<u>Manual</u> <u>Profile</u>
No. Herds	461	1,085
No. Cows	29,608	74,890
No. Recorders or Technicians	3	96
No. Herds employee	154	11
No. Cows employee	9,869	780
Annual Employee turnover	0	15%
Avg Test Result Turnaround Time	3.5 Days	5.4 Days



Manual Recorder – Current Profile

- 98 recorders on books – taking a lot of management/supervisory time
- “Fringe” Labour – 95% very much part time – few with > 20 herds
- Average age Profile is getting older – close to 50
- Turnover increasing (15% 2006) – Retiring / moving to better paid jobs
- Virtually no new recruits – difficult to retain in “Celtic Tiger” economy
- Positive - Well experienced group

However its very difficult to grow or even sustain business if we have to depend on Manual Recording alone.



Electronic DIY – Personnel Profile / Selection

Requirements;

- Solid Dairy Farm background – best fit is Dairy Farmer's son/daughter
- Full Knowledge of system equipment – both meters and milking plant
- Computer skills a bonus but not critical – farm knowledge more crucial
- Very Good Customer Service – 150 farmers - customer is king
- Self starter – he/she must be self reliant, work on own initiative
- Running his/her own business – must have positive “can do” attitude!

The Right Technician is crucial to success of service.



Electronic DIY – Technician Training

Office

- 1 Day theory ICBF – meter and system, maintenance, cal overview
- 1 Day in with Milk Recording Staff in Dairygold – lab, records, system
- 1 Day on Laptop/PC training with Dairygold

Field

- Install meters at tech's home farm for 1 to 2 weeks – user experience
- 1 week on the road with experienced technician
- Assessment and validation by ICBF Technical staff – sign off



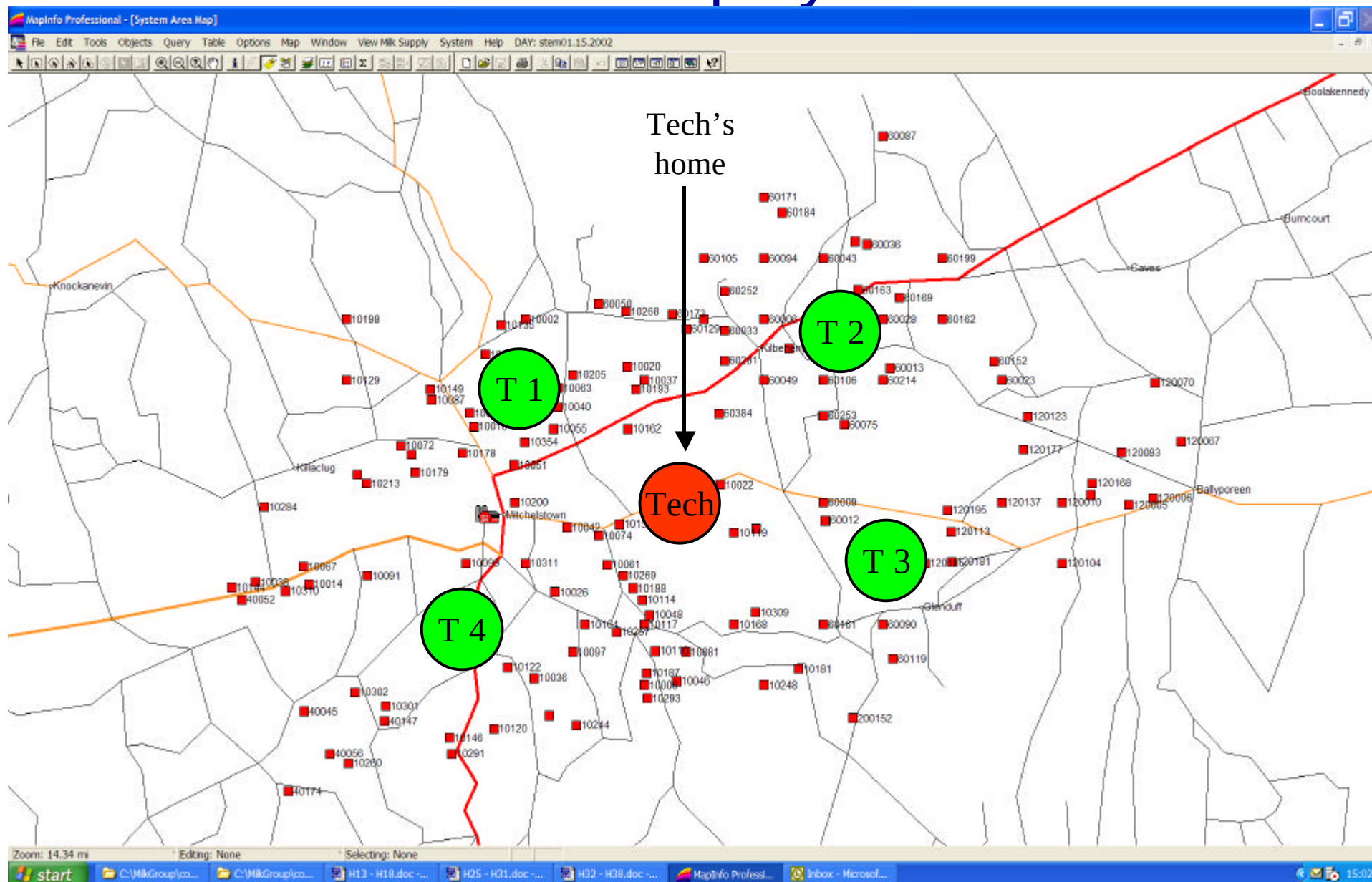
Electronic DIY – Farmer Training

Cell Trainers

- Each Technician has 3 or 4 trainers* in his area
- 4 Farmers can be trained on one day - technician drives to 4 farms and drops / sets up meters for Farmer and Trainer
- The Trainers' job is to turn up on farm and train farmer
- Simple Instructions (One Page-Laminated) left posted in parlour
- The Technician coordinates schedule
- In March & April – all new farmers need training – heavy training load could not be complete without “trainer” system.
- Ongoing Mobile phone support supplied by technician

* Trainer Profile – frequently these may be sons/daughters of farmers who are on EDIY service – trained by technician

Electronic DIY – Example Cell TRAINER Deployment



Electronic DIY – Summary

Comparison EDIY versus Manual MR structure & methods?

Criterion	Manual Rec.	E-DIY Cell	Adv?
Meter Utilisation	Once a month Farmer buys	Every test day No purchase for farmer	E-DIY
Cost of Office Keying	Every Herd	None	E-DIY
Cost Recorder	1 recorder for every test	1 tech for every 5 tests	E-DIY
Service Quality – field staff	Diff to recruit/retain & manage 100 recorders	Select Hi Q techs – easier to manage & motivate small groups	E-DIY
Service Quality – turnaround time	More steps between farm & dbase	Less steps from farm to dbase	E-DIY
Structured for growth	7 Orgs, 7 Cost centres, Fragmented marketing/education	Maximised efficiency, Minimised O/head, National Marketing/Educ.	E-DIY



Thank You !

