

Electronic DIY Milk Recording

This new technology from Tru-Test is an Electronic system for DIY Milk Recording. It provides a very favourable alternative to the existing Manual (Recorder based) method of recording cows in Ireland.

System Components :

There are 2 basic components to the new E-DIY system ;

1. Data Handler (DH)



- IP67 waterproof case
- 14 key entry
- 2 x 16 alpha numeric LCD
- RS232 interface
- RF communication with meter:
- 10 - 20 hr battery life

RF Communication
Link

2. Tru Test Electronic Milk Meter (TTEMM)



Proportional flow
metering head

Sample vial holder and
barcode reader – auto
sampling

Operating Model:

The country is divided geographically into **Milk Recording CELLS**. Each cell contains between 200 – 250 herds. At the center of the cell is the **DIY Technician** who services these 200 clients. His job is to deliver and pick up meters/samples, to train & support the MR clients in his cell, download herd ID info and upload recording results to database. The technician organises visit schedules by area, by no. cluster units in parlour and by scheme. By clustering farmers by area a Technician can do 6-7 farmers a day. ICBF install a PC into Technician's house & via the ICBF intranet he uploads and downloads to/from the database.

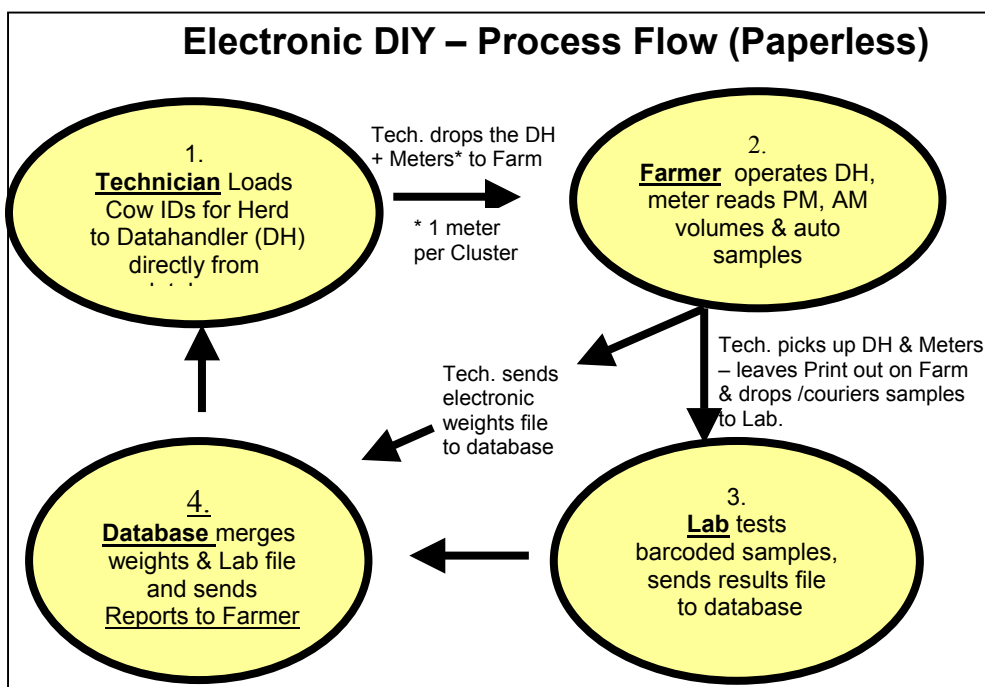
The capital cost of establishing a cell is some €65,000 (van, computer, 55 meters and 8 data handlers).

Operating cost per cell is substantially lower than for current milk recording system.

Day to day operation:

Technician loads 6 herds' cow numbers due that day to 6 datahandlers. He then drops a datahandler, the required no. meters & bottles to each of the 6 farmers in turn. (So a farmer with 10 units will get 10 e-meters and a datahandler with his cow IDs). Farmer

conducts DIY recording, remember, with the Electronic DIY system there is **no writing on bottles** in parlour (meter reads and links cow no., volume and barcode no), there is **no manual sample taking** (meter auto samples), there is **no writing on Input sheets** – there are no Input sheets! **No office keying of results**. The datahandler will, at the end of the recording, have captured the PM volume, the AM volume plus the barcode no. of the lab sample taken. After the recording the technician picks up the datahandler (which now has all results) the samples and the meters. He leaves a print out of cows AM and PM volumes from the datahandler on farm. Technician drops samples to Lab or courier picks up. His job is completed for the day when he uploads results to database from his PC at home. Results/Report turn around time to farmer is down to how quickly the lab can test samples.



Comparison with current system (Manual Recorder)

<u>Criterion</u>	<u>Manual Recorder (Existing)</u>	<u>Electronic DIY (New)</u>	<u>Adv ?</u>
Cost Meter Utilisation	Large Upfront Capital for farmer as he has to buy manual meters - & only uses once/month.	No upfront cost for farmer – this removes a major impediment /reason for not taking up Milk Recording. Also Meter utilisation is better as it's used every day versus once a month!	E-DIY
Cost of Recorder	One recorder per herd test – hi cost ! Nat. Average is 10 herds/recorder.	One Technician can do 6-7 herd tests/day. With E-DIY some 200 – 250 herds per technician!	E-DIY
Cost of Office	Every herd milk volumes have to	No keying so no office staff	E-DIY

<u>Criterion</u>	<u>Manual Recorder (Existing)</u>	<u>Electronic DIY (New)</u>	<u>Adv ?</u>
Keying	be keyed by Office staff from handwritten results provided by the recorder.	required as data is electronically transmitted to database.	
Service Quality – field staff	Difficult to recruit/retain & manage 600-700 recorders – not sustainable in future	Select high quality technicians – easier to manage & motivate small groups.	E-DIY
Service Quality – turnaround time	More steps between farm & dbase means average now is 6 – 7 days.	Less steps from farm to dbase – huge opportunity to get down to 1 to 2 days.	E-DIY
Structured for growth	7 Orgs, 7 Cost centres, Fragmented marketing/education.	Maximised efficiency, Minimised O/head, National Marketing/Educ.	E-DIY

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