



IRISH CATTLE BREEDING FEDERATION

ICBF HerdPlus Services & Teagasc Discussion Group Reports

Open Dairy Farmer Meetings
January 2007.

Why HerdPlus?

- Many new & valuable reports are being developed from central database.
- No clear mechanism for delivering this data to farmers (i.e., not part of milk recording, AI or herdbooks).
- HerdPlus – new “user-pays” service focused on delivery of this information.

HerdPlus Profit through Science



**SIRE ADVICE &
INBREEDING**



EBI REPORT



**HERD FERTILITY
MANAGEMENT**

**PERSONALISED POCKET
NOTEBOOK**



**ON-LINE HERD
MANAGEMENT**



**BREEDING
CHART**



**DIRECT HELPLINE TO
ICBF STAFF**

Herd Management Tools For Increasing Profit

IDENTIFY MY BEST PERFORMERS TO BREED FROM



WHICH COWS ARE COSTING ME MONEY?



HOW DO I COMPARE WITH THE TOP 10%

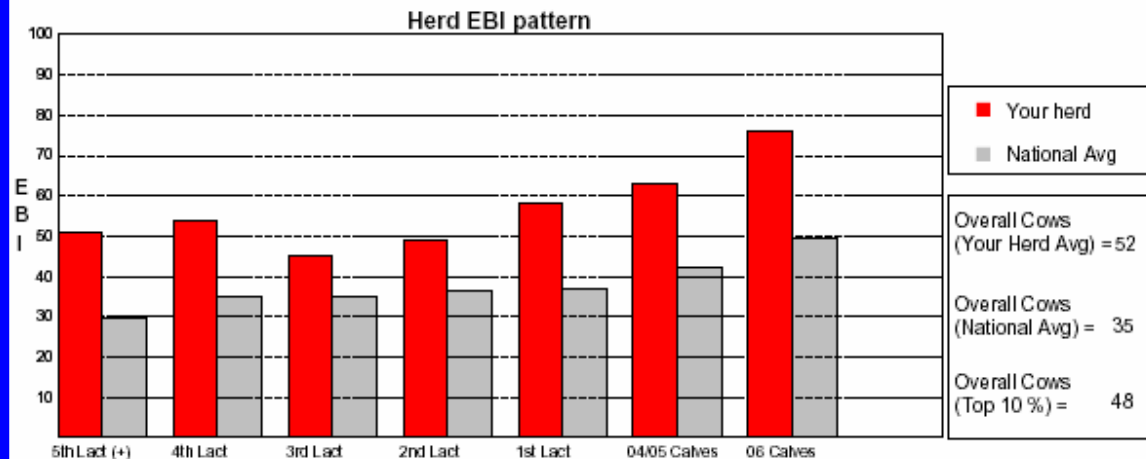


AM I MAKING THE CORRECT BREEDING DECISIONS?

Group	Num of Cows	M Kg F Kg P Kg	F% P %	Surv% CI Days	Milk Solids % Contrib	Fertility % Contrib	Calving % Contrib	Beef % Contrib	Health % Contrib	EBI €
Overall Cows	97	200			€ 45.9	€ 5.8	€ 0.3	€ 2.1	€ -2.4	
		7.7	0.00	0.4	84.8%	10.8%	0.6%	3.8%	0%	€ 52
		9.6	0.06	-0.2						
1st Lactation	22	210			€ 48.3	€ 8.8	€ -0.1	€ 3.5	€ -2	
		8.3	0.01	0.5	79.7%	14.5%	0%	5.7%	0%	€ 58
		10.1	0.06	-0.5						
2nd Lactation	25	231			€ 51.1	€ 0.4	€ 0.1	€ 0.8	€ -3.2	
		8.1	-0.01	0.2	97.5%	0.8%	0.2%	1.6%	0%	€ 49
		11.0	0.06	0.3						
3rd Lactation	14	124			€ 36.3	€ 10.2	€ 0.1	€ 0.4	€ -2.3	
		5.7	0.03	0.5	77.2%	21.7%	0.2%	0.9%	0%	€ 45
		7.2	0.06	-0.7						
4th Lactation	10	174			€ 49.4	€ 5.4	€ -0.1	€ 1.5	€ -2.1	
		9.0	0.05	0.3	87.7%	9.6%	0%	2.7%	0%	€ 54
		9.5	0.07	-0.3						
5th Lactation (+)	26	213			€ 42.9	€ 6.1	€ 1.1	€ 3.2	€ -2.3	
		7.4	-0.01	0.5	80.4%	11.5%	2.1%	6%	0%	€ 51
		9.3	0.04	-0.1						

2. Dairy Youngstock

06 Spring Calves	25	216			€ 50.5	€ 18.8	€ 3.7	€ 4.1	€ -1.2	
		10.0	0.04	0.8	65.5%	24.4%	4.8%	5.3%	0%	€ 76
		10.1	0.06	-1.4						
All 04/05 Calves	59	242			€ 52.2	€ 6.5	€ 1.2	€ 4.4	€ -1.3	
		8.8	0.00	0.4	81.2%	10.1%	1.9%	6.9%	0%	€ 63
		11.2	0.06	-0.3						



EBI – Euro value of the genes an animal will pass on to its offspring.

DOES EBI WORK FOR YOUR HERD? THE ANSWER IS YES



WE COMPARE THE TOP
& BOTTOM TWO COWS
FROM EACH BIRTH
YEAR (1999 & 2003)



AVG. DAILY YIELD FOR
MILK, FAT & PROTEIN
OVER COW'S LIFETIME



RESULTS PROVE HIGH
EBI COWS PRODUCE
MORE MILK, FAT &
PROTEIN, LEAVING
YOU MORE PROFIT

Top					Lifetime yield (kg/day)					
Cow FB No.	EBI	Birth Date	Lact	Days milked	M Kg	F Kg	P Kg	F%	P%	
3600	€ 69	15-Sep-99	3	1270	20.4	1.01	0.75	4.95%	3.68%	
3730	€ 80	04-Oct-99	4	1402	26.25	1.25	0.95	4.76%	3.62%	
467	€ 81	09-Oct-00	3	936	25.1	1.15	0.96	4.58%	3.82%	
487	€ 102	19-Nov-00	2	635	22.9	1.15	0.89	5.02%	3.89%	
537	€ 88	06-Sep-01	1	629	23.84	1.1	0.88	4.61%	3.69%	
566	€ 84	09-Dec-01	2	631	24.13	1.09	0.88	4.52%	3.65%	
582	€ 82	19-Feb-02	1	550	22.38	1.01	0.85	4.51%	3.8%	
628	€ 61	17-Oct-02	1	319	20.89	0.94	0.79	4.5 %	3.78%	
674	€ 76	14-Feb-03	1	321	22.3	1.12	0.81	5.02%	3.63%	
690	€ 81	02-Apr-03	1	272	21.03	0.91	0.75	4.33%	3.57%	
A	AVE	€ 80	09-Aug-01	1.9	696.5	22.92	1.07	0.85	4.68%	3.71%

Bottom					Lifetime yield (kg/day)					
Cow FB No.	EBI	Birth Date	Lact	Days milked	M Kg	F Kg	P Kg	F%	P%	
3380	€ 34	11-Feb-99	5	1723	24.24	1.07	0.88	4.41%	3.63%	
3590	€ 30	15-Sep-99	4	1409	25.01	1.08	0.83	4.32%	3.32%	
424	€ 22	16-Feb-00	2	1084	27.77	1.12	0.93	4.03%	3.35%	
480	€ 25	01-Nov-00	1	1018	21.09	1.07	0.85	5.07%	4.03%	
508	€ 25	14-Feb-01	2	768	20.22	1.12	0.76	5.54%	3.76%	
530	€ 8	27-Mar-01	2	952	23.2	1.05	0.82	4.53%	3.53%	
593	€ 12	09-Mar-02	1	327	15.69	0.64	0.52	4.08%	3.31%	
604	€ 17	17-Apr-02	1	313	27.62	1.09	0.89	3.95%	3.22%	
664	€ 48	01-Feb-03	1	324	19.62	0.83	0.68	4.23%	3.47%	
683	€ 45	13-Mar-03	1	291	21.78	0.82	0.71	3.76%	3.26%	
B	AVE	€ 27	16-Apr-01	2	820.9	22.62	0.99	0.79	4.39%	3.49%

Difference			M Kg	F Kg	P Kg	Profit
C	Difference	€ 54	0.3	0.08	0.06	
	Economic Values		€ -0.08	€ 1.55	€ 5.27	
D	Profit/Day		€ -0.03	€ 0.12	€ 0.32	€ 0.41
	Profit/Lactation (305 day)		€ -9.15	€ 36.6	€ 97.6	€ 125

Comparison of Top & Bottom EBI Cows – Proof EBI Works

HOW DO I COMPARE WITH THE NATIONAL FIGURES?



WHAT ARE MY SUBMISSION AND CONCEPTION RATES?



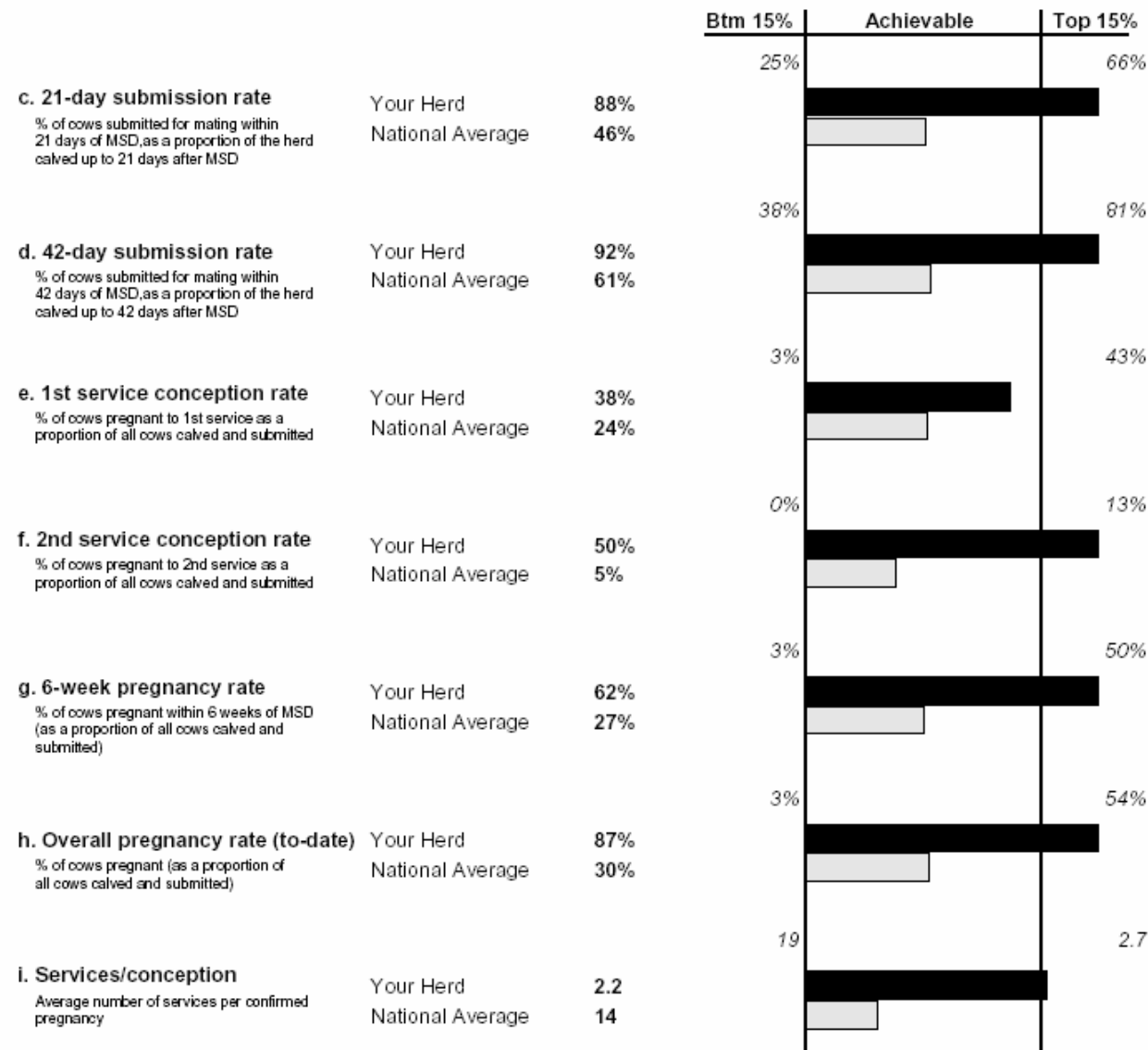
HOW MANY SERVES PER CONCEPTION?



BREAKDOWN OF RESULTS BY LACT., CALVING EASE & DAYS CALVED

2. Herd Performance (continued)

The performance of your herd has been expressed relative to other recorded herds (with a minimum of 30 calvings)



Fertility Performance Reports during the breeding season to help you manage your herd .

On-Line Profiles

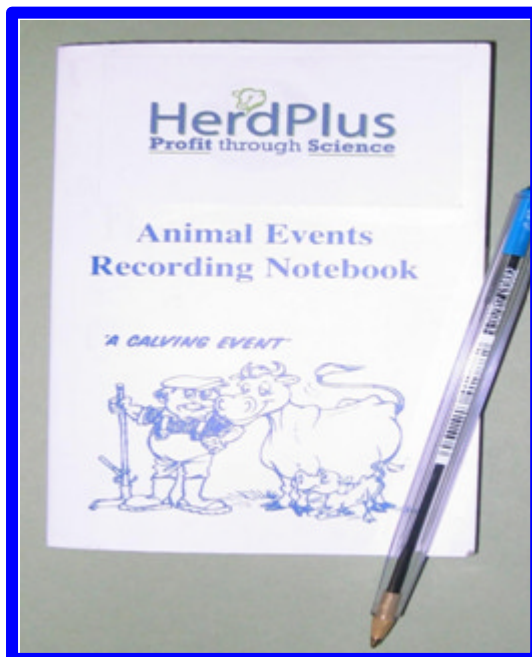
- Basic
- Pedigree
- Dairy EBI
- Fertility
- Milk Production

EBI Herd Profile

[Download File](#)

Total Number of animals: 259

FB Jumbo	Animal Number	DOB	Sex	EBI €	Milk €	Fert €	Calv €	Beef €	Health €	Milk Kgs	Fat Kgs	Prot Kgs	Fat %	Prot %	Calv Int Days	Surv %
8	IESNYH0008G	01-FEB-96	F	86	63.2	25.1	-6.3	4.5	0	108	.22	.1	16	9	-1.53	1.31
67	IESNYH0067P	14-SEP-96	F	60	19.3	33.9	5.2	-4	1.7	7	.11	.04	6	2	-2.46	1.51
136	IESNYH0136W	07-FEB-97	F	86	51.9	25.7	7.9	5.4	-4.4	248	0	.05	9.5	11	-1.22	1.57
148	IESNYH0148P	21-FEB-97	F	91	60.5	19.3	5.6	7.5	-2.2	230	.01	.09	9	12.5	-1.36	1.55
167	IESNYH0167K	22-MAR-97	F	44	23	8.6	5.1	11	-3.3	127	-.04	.03	3	5.5	.05	.83
200	IESNYH0200Q	21-OCT-97	F	51	31	13.7	1.3	1.7	3.3	91	.02	.06	4.5	6	-1.38	.35
205	IESNYH0205E	24-OCT-97	F	58	72.7	-10	-2.7	-2.4	0	301	.13	.06	19	13	0	-.93
208	IESNYH0208X	27-OCT-97	F	25	41	-8.8	-6	-4	-4	258	.03	0	11.5	8.5	1.32	.06



PERSONALISED POCKET NOTEBOOK

PRE-PRINTED BOOK WITH ALL YOUR COWS LISTED

ALLOWS YOU RECORD YOUR :

-  CALVINGS
-  SERVES & PREG TESTS
-  DRY-OFFS & OTHER EVENTS

SAVES YOU TIME DURING THE YEAR

OnLine Reports – Up to date information to help manage your herd.



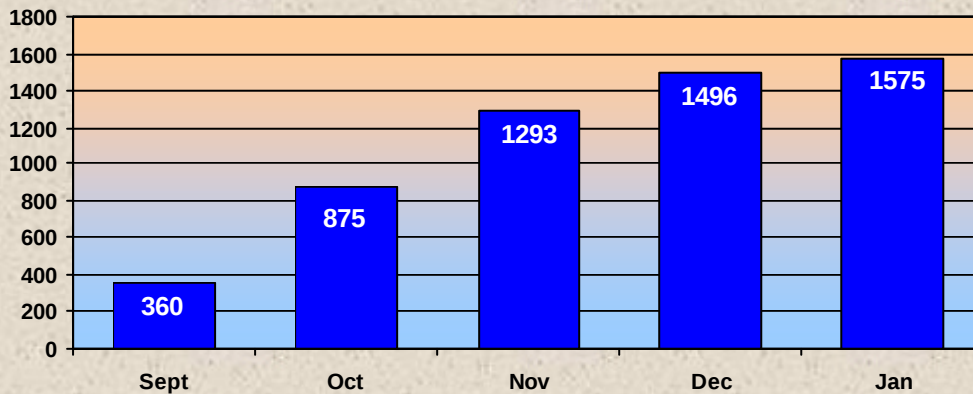
www.icbf.com



HOW MUCH DOES HERDPLUS COST?

	<u>ANNUAL FEE</u>	<u>DIRECT DEBIT OFFER (1st YEAR)</u>
Reports On-Line	€60 (Incl. VAT)	€20 (Incl. VAT)
Reports by Post	€120 (Incl. VAT)	€80 (Incl. VAT)

Number of HerdPlus Clients
(Sept 20th - Jan 12th)



HerdPlus Client Profile Statistics

Service Option	72% Electronic	28% Postal
Payment Method	96% Direct Debit	4% Cheque
Existing Farm Software	43% E-Reg	57% Non E-Reg
Mobile Numbers	97% with Mobile Phone Numbers	



On Average, 100 Farmers Are Joining HerdPlus Every Week.

Sign up to HerdPlus – Low Call 1850 600 900

On-Line Animal Events



Record your Animal Events On-Line

AI/Natural Serve, Preg Test, Dry-Off, Missing Sires, Health, Weights, Freeze Brands, etc.

Management Style Reports

- View all your AI/Natural Serve details.
- Identify animals due to Repeat/PregTest.
- See when your cows are due to Calve & due to Dry-Off.

AI/Natural Serve Recording									
Incorrect serve data entered? Click here to delete.									
Total: 146 animals Selected: 0 animals									
To prevent broadband/dialup timeout issues please save your data once you have 15/20 records entered.									
FB Jumbo	Animal Number	Lact No	Last Calved Date	Last Served Date	Num Serves	Last Served Bull	DATE Day / Mth / Year	Bull Used	Sire Check
8	IESNYH0008G	9	07-FEB-06	25-OCT-06	2	LLO			
67	IESNYH0067P	9	18-NOV-06		0				
136	IESNYH0136W	8	19-APR-06	10-MAY-06	1	BYJ			
148	IESNYH0148P	7	25-SEP-06		0				
167	IESNYH0167K	8	05-APR-06		0				
200	IESNYH0200Q	6	06-OCT-06		0				
205	IESNYH0205E	4	26-FEB-04	24-MAY-05	10	KDG			

Teagasc Discussion Group Reports

Why have discussion group reports?

- Farmers learn from farmers
- Benchmarking is very useful
 - within group
 - and nationally
- Valuable for setting targets
- Opportunities to measure progress

Teagasc Discussion Group Reports

Suite of Dairy Reports - Spring '07

- Membership Report
- EBI
- Milk Production
- Fertility
- Lameness
- SCC/Mastitis
- Digestive/Health



EBI Group Report

Discussion Group Members EBI's

- Only Available to Advisor and members within the discussion group.
- No more posting of information to your advisor prior to meetings.
- Compare yourself with Group Averages, Group Top & National Top 15%.

Discussion Group Name: Teagasc/ICBF HerdPlus							EBI Report October 2006					
Name	Herd Size	Herd EBI, €	Milk Subindex		Fertility Subindex		1st lactation animals			04/05 heifers		
			€	%	€	%	No.	EBI, €	v herd	No.	EBI, €	v herd
	70	58	34	57	20	34	11	69	11	27	68	10
	85	51	20	60	5	18	6	75	15	25	65	2
	90	40	30	67	12	23	15	68	36	33	69	14
<i>Top performer in group – what can we learn?</i>												
Group Average	81.7	43.0	28.0	61.3	12.3	25.0	10.7	70.7	20.7	28.3	67.3	8.7
Group Top	90	58	34	67	20	34	15	75	36	33	69	14
National Top 15%	79	35	28	68								

Teagasc Discussion Group Reports

What do you need to do?

- 1. Make sure you are part of a discussion group**
- 2. Join Herdplus**
- 3. Sign release form for Teagasc**
- 4. Ensure your data is recorded (Animal Events, etc)**

Summary

- HerdPlus – Up & Running.
- Positive response from farmers.
- New developments being introduced.
 - EBI & fertility reports.
 - Personalised Pocket Notebooks.
 - Teagasc discussion group reports.
- Are you signed up?