



IRISH CATTLE BREEDING FEDERATION

Using Information Technology to Deliver Benefits to Irish Cattle Farmers and the Breeding Industry.

ISITA Conference – 2nd November 2006

Technology adoption : Theory, practice and analysis.

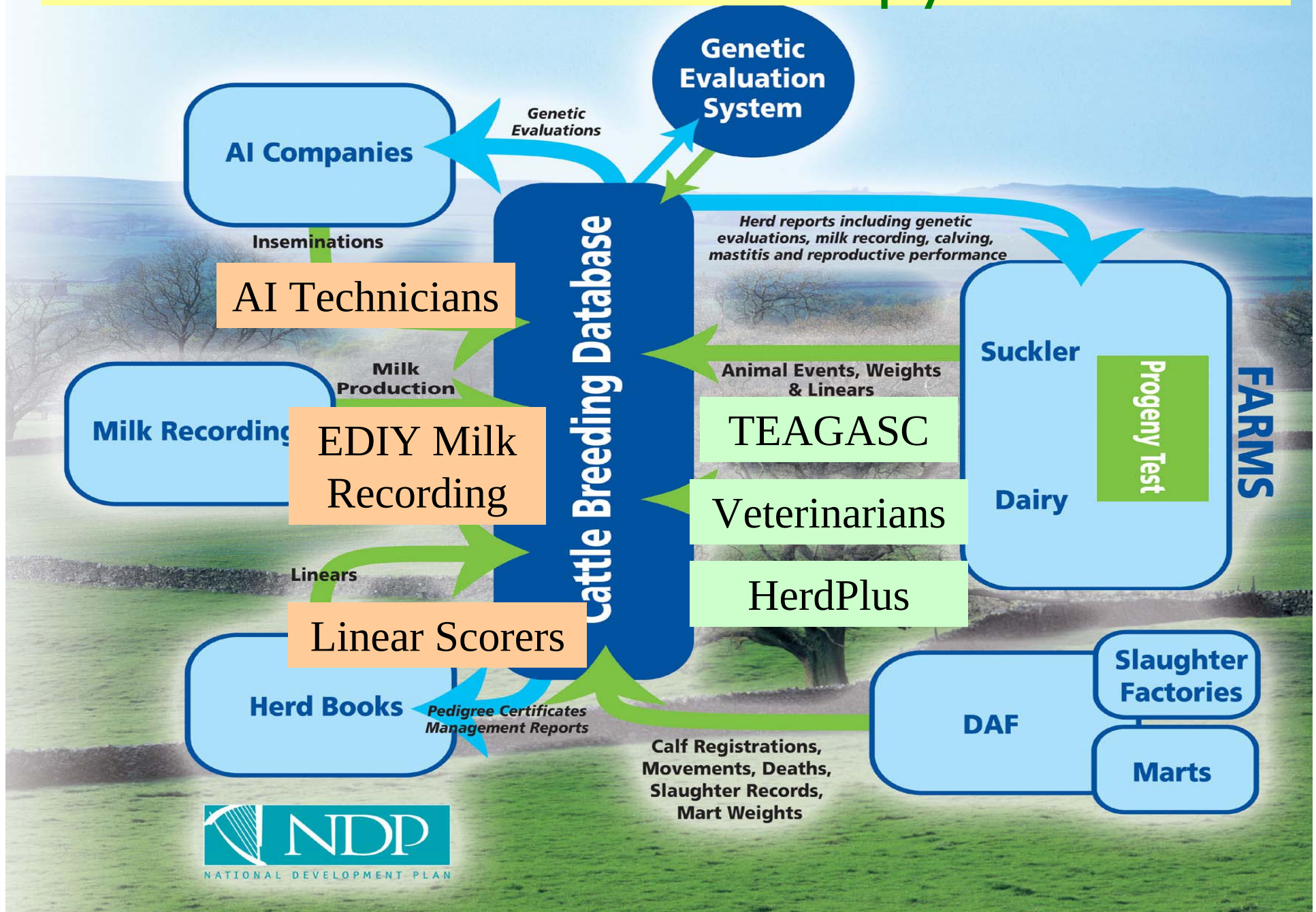
Brian Wickham
Chief Executive

Outline

- **Background**
- **Data collection**
 - Animal Events
 - EDIY Milk Recording
- **Information provision**
 - Advisors
 - HerdPlus
- **Potential for the future**



Shared Access & One Copy of Truth



Data Collection

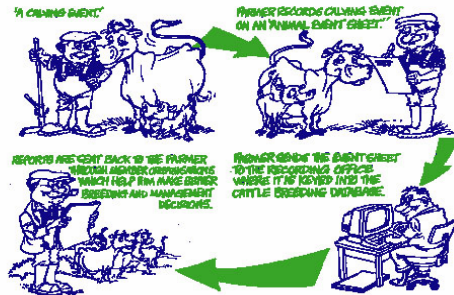
- Principles
 - Single entry & shared usage
 - Electronic capture close to source as possible with immediate validation
 - Live database updated ASAP

On-farm data collection

Animal events recording scheme

Calving Details

Prototype Booklet for Recording Animal Events



Prototype Event Recording Office
Slingsh House
Bandon
Co. Cork

This book has been developed by ICBS for its herdbook, milk recording and AI member organisations. Its purpose is to assist these organisations in the collection of data that will be used in their services to Irish cattle farmers.
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Data for DAF calf registration & passport, Pedigree/HB registration

Other events:
Insemination, Weights, Dry off, Treatments, Culling reason

is the reference number of this Animal Events Sheet

Note: Please return completed forms every 7 days

Section 1a - Details for National Bovine Animal Birth Registration Service*

AE Line No.	Year of Event		Dam of Calf Details				Sire of Calf Details				Calving Details	Pedigree Name of Calf
	Day	Month	Demo Ear Tag Number	Breed of Dam	First 7 digits of calf tag	Last 5 digits of Calf Tag	Sex of Calf	AI Code/Ear Tag/Herdbook/Within-Herd Number	Breed of Sire			
01												
02												
03												
04												
05												
06												
07												
08												
09												
10												

Note: Always circle the appropriate code. Example 1: Sex of Calf **M** indicates a Male Calf. Example 2: **D** indicates a calf that was born dead.

Date of Event	Within Herd ID of Animal	Ear Tag Number of Animal	Section 2 New Within Herd ID	Section 3 - Insemination or Service	Section 4 - Others
Day	Month	(Not always required - see below)		Sire ID (AI Code/Ear Tag/Herdbook/Within-Herd ID)	Health PD Weight Dry-off or Wean
11			1 2	1 2 3	1 2
12			1 2	1 2 3	1 2
13			1 2	1 2 3	1 2
14			1 2	1 2 3	1 2
15			1 2	1 2 3	1 2
16			1 2	1 2 3	1 2
17			1 2	1 2 3	1 2
18			1 2	1 2 3	1 2
19			1 2	1 2 3	1 2
20			1 2	1 2 3	1 2

DECLARATION FOR NATIONAL BOVINE ANIMAL BIRTH REGISTRATION Declaration of owner/keeper of Herd in which animal was born: I hereby declare that the details given by me in all sections of this Application form to be true and accurate: This application to be completed by owner/keeper of the Herd in which animal was born, at the time of tagging, and printed immediately in the registration service

Signature of herd owner: _____ Date: _____

PLEASE ENSURE YOU HAVE FULLY COMPLETED SECTION 1a AND SIGNED & DATED THIS FORM BEFORE POSTING.

*Please record all calving events. Only those that result in the birth of a live calf will be used for National Bovine Animal Birth Registration. Those that result in the birth of a dead calf will be used by ICBS for cattle breeding purposes only. Please record dead calves by leaving the calf ID field (last 5 digits of the calf tag blank).

On-farm data collection

Animal events recording
scheme

Calving Details

Multiple options:
Paper, PC Packages, DAF Website,
ICBF Website

Data for DAF calf
registration & passport,
Pedigree/HB registration

Other events:
Insemination, Weights, Dry
off, Treatments, Culling
reason

11 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Note: Ear Tag Numbers are only required when a calf is born. If a calf is born with a tag, the tag number must be recorded in the 'Ear Tag Number' column. If a calf is born without a tag, the tag number must be recorded in the 'No Tag' column.

2. Recording all events: an animal must be recorded in the 'Birth' column. If a calf is born, the birth date must be recorded in the 'Birth Date' column. If a calf is born, the birth date must be recorded in the 'Birth Date' column.

DECLARATION FOR NATIONAL BOVINE ANIMAL BIRTH REGISTRATION Declaration of owner/keeper of herd in which animal was born: I hereby declare that the details given by me in all sections of this Application form to be true and accurate: This application to be completed by owner/keeper of the herd in which animal was born, at the time of tagging, and posted immediately to the registration service.

Signature of herd owner: _____ Date: _____

PLEASE ENSURE YOU HAVE FULLY COMPLETED SECTION 1a AND SIGNED & DATED THIS FORM BEFORE POSTING.

*Please record all calving events. Only those that result in the birth of a live calf will be used for National Bovine Animal Birth Registration. Those that result in the birth of a dead calf will be used by ICBF for cattle breeding purposes only. Please record dead calves by leaving the calf ID field (last 5 digits of the calf tag blank).

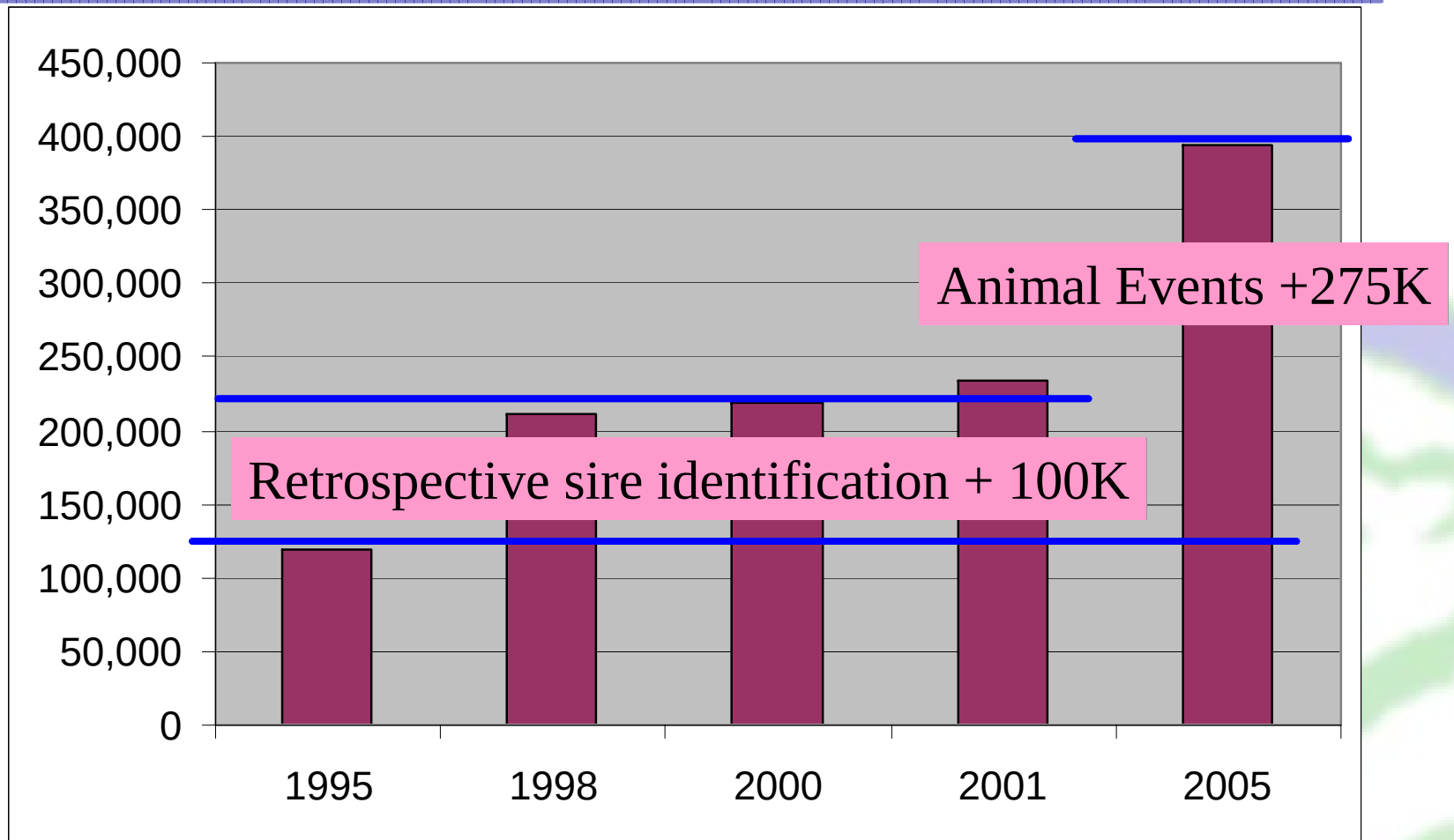
ICBF – Website

On-line services

- Web access to PDF copies of all reports.
- Herd profiles – live database query
- Data recording – live recording against known information and database updating (all events except registrations)

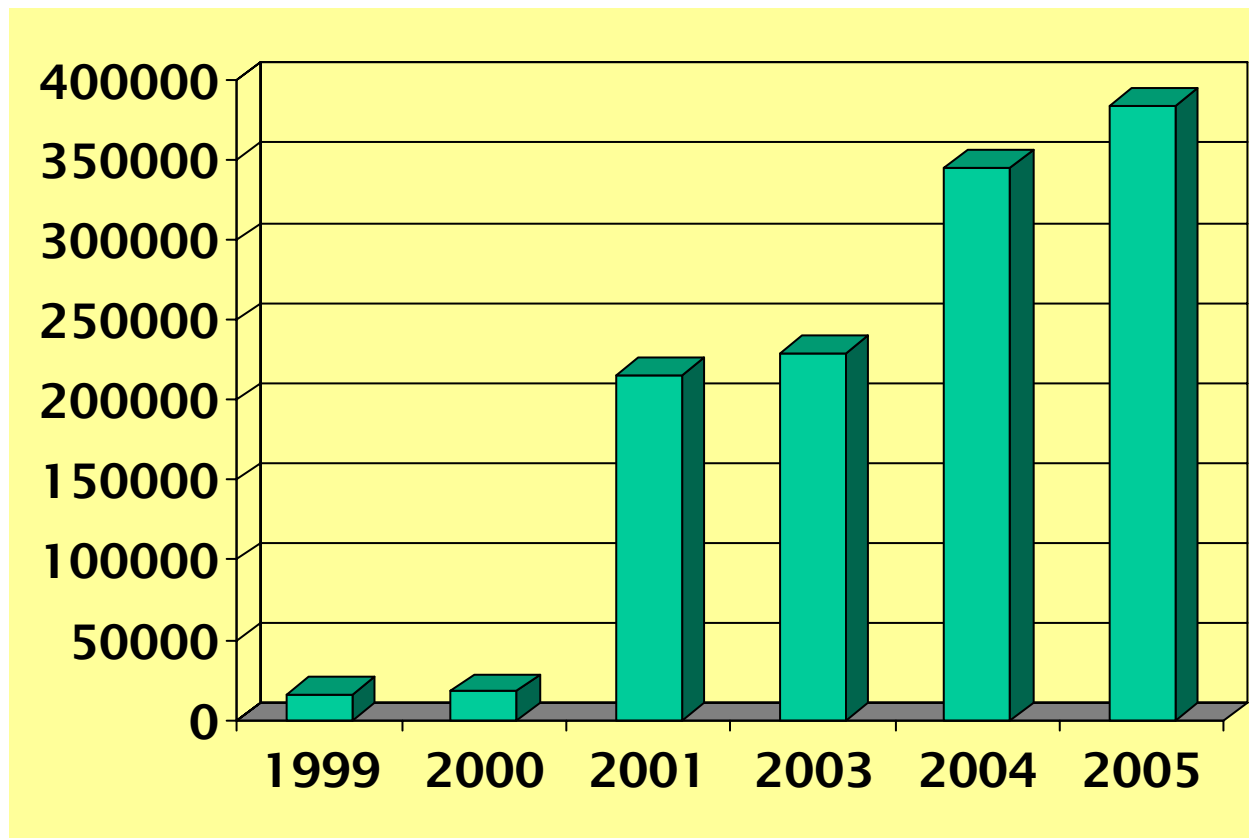
Success:

cattle with known sire by year of birth



Success:

calving ease records



Data collection: Electronic DIY Milk Recording



- Electronic meter and data handler.
- **Twelve** cells – van, 65 meters, 8 data handlers, printer, home computer, bar-coded sample vials, driver. Each cell services 4 to 5 herds per day.



Meter automatically collects milk sample into bar coded bottle for laboratory testing.



Success

- 1,000 herds on EDIY in 2006
- 50% of herds are new to milk recording
- 7% increase in cows milk recorded in 2006 over 2005
- Still large growth potential



Information Provision

- **Principles**

- Farmer controls access
- All data available for potential inclusion in reports
- Use of best science to summarise data into information
- All accessible via ICBF website to authorised persons

- **Advisors** – from www.icbf.com

- TEAGASC some 7,000 dairy & beef herds
- Veterinarians – small numbers so far

Information Provision - farmer



- Launched 13th September '06
- **Whole herd:** breeding and reproduction
- **Includes:** EBI report, animal events notebook, breeding chart, calving report, help desk ... User Pays
- Electronic & Postal with price difference
- **Goal:** high percent of all dairy and beef herds
- **Early days:** 75% signed for electronic – driven by price differential

Opportunities for the future

- Animal Events:
 - Increase usage from 25% to 80% of calf registrations.
 - Increase use of electronic options from 18% to 50%+.
- Milk Recording:
 - 100% increase.
- Artificial Insemination
 - Electronic technician data (160,000 in 2006 out of potential 500,000+).
 - 100% increase in AI.
- Animal Health:
 - Veterinarian access to database reports
 - Veterinarian data collection
 - Laboratory data collection