How to make technology work for you!

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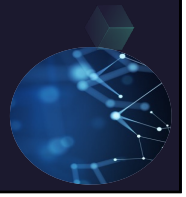
Systems Currently in Use on Farms

How many of these do you use?

- Herd Management Software
- Feed Management Software
- Parlor Milk Weights
- Activity/Rumination System
- Sort Gates
- Artificial Intelligence Cameras
- Automated Feeding
- Sensor Systems
- Milking Robots
- Other Robots



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Why Do We Use These System?

- Reduce Labor
- Automation
- Cow Health
- Compliance
- Data Analysis
- Improved Workflows
- Employee Engagement
- Quick ROI or High Present Value

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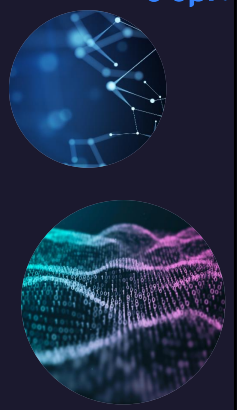
Questions to ask about the data?

- Who owns the data?
- How can I manage who has access?
- Where is the data being stored?
- What is the value of this data?
- What is the difference between raw and computational data?
- Is the data standardized between farms?
- Can I incorporate this data with other data on farms?
- Can I streamline the data?



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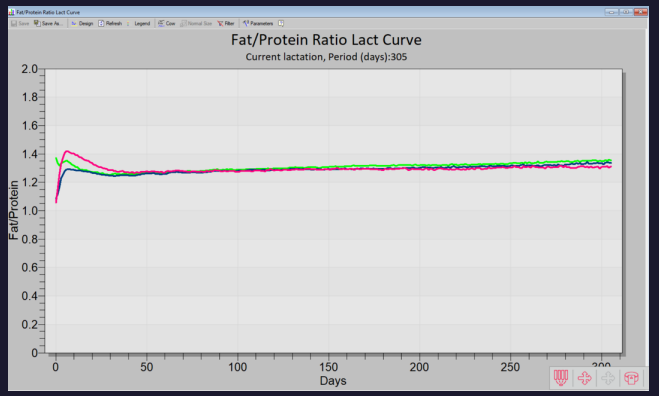
Computational Data



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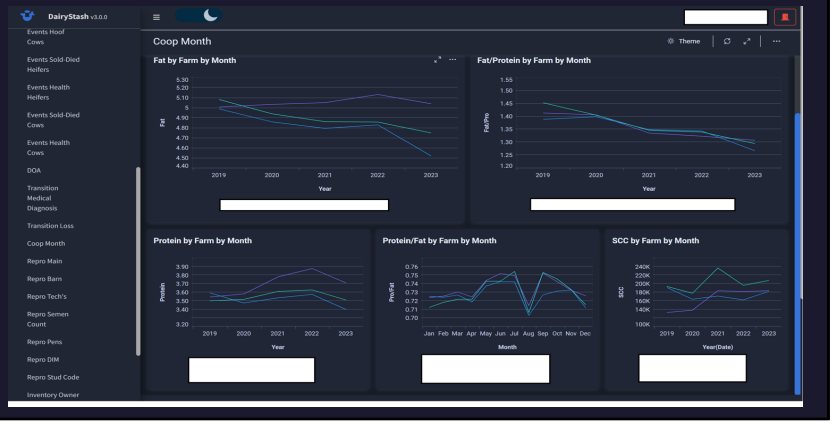
Customized Data Production



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Vertical integration

- Is the data accessible?
- Is the data clean?
- Where is the data being generated?
- Where is the data being stored?
- Does data integrate with many sources.
- Does it cost money to retrieve the data?

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Questions before purchasing new technologies.

- Does the technology provide adequate support / ongoing service?
- Is the data functionally useful? (is it nice to know or need to know)
- What is the timeline and process for implementation?
- Can I build on the technology?
- How much time and money for upkeep?
- What changes need to be made before installation?
- Who owns the data and where is it stored?
- How many employees or teams does it affect?
- Is this a short term or long-term investment?

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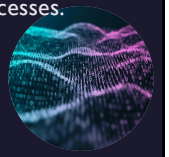
Things to consider for implementation?

- Which process can or will be automated with the new technology?
- Is the system cloud based or native (locally installed)?
- What system will integrate with the new technology?
- Adequate internet speed for operation / support?
- Employee engagement and understanding what's to come.
- Incorporation into current farm processes or creating new processes.
- Time needed to implement technologies.



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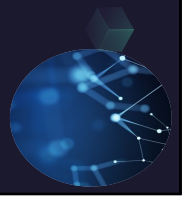
How to succeed after implementation

- Regular maintenance of operating systems and equipment.
- Make the data work for you.
- Protocol compliance analysis.
- Engaging with employees.
- Monitoring effectiveness of system.
- Maintaining the culture between, the people, the cows and the technology.



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Real life case study

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Technologies Implemented

- 86 stall rotary replacing 2 parallel parlors.
- Sort gates with breeding lane and collective sorting pens.
- Scales to weigh cows every shift.
- Milk meters with fat and protein per cow.
- Activity system (monitoring)
- New herd management system
- Everyday enrollments and tasks.
- Post dip robots.

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ROI on investment

- Reduced 10 employes in milking parlors.
- Gained 10 lbs of milk across 6000 cows.
- Reduced lockup times to 0 on milk cows
- Automated breeding and health work.
- Preg rate went from a 26 to 35
- Culling decisions based on ECM and daily body weight to calculate feed efficiency.
- Everyday enrollments to spread herd work across the week for better compliance.
- Full herd automation.

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The Future of Dairy Technology

- Automate wherever possible.
- Moving your data to the cloud.
- Artificial Intelligence
- API integration between multiple systems.
- Real time data – even if you're 2000 miles away.
- Increased data points
- Vertical Integration between multiple software's

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Thank You

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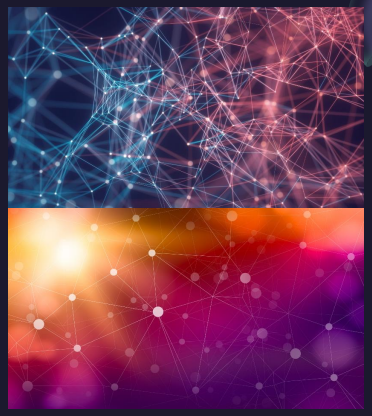

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