

"Accurate data on every cow literally "in your pocket" gives me such an advantage. Data can be updated on the spot, as it occurs. Updates from multiple users keep everyone current on the status of all animals. It's a powerful tool in our arsenal."

D. James, NE

"Automatic updates are great! The fact I have it with me all the time is the best!"

C. Timmerman, IL

"This is a highly useful tool for me as a herd manager. It allows me to get the most current information cowside, make more knowledgeable decisions and make the best use of my time and resources."

Laura Flory, VA

"Readily available information is a big time saver. You never forget cows or have to run to the computer to check something. It's all right at your fingertips!"

Lynae VanBronkhorst, MI

"We wonder how we managed before Pocket-Dairy! The information on the phone has tremendous value. It benefits what we do every day."

J. Shockey, DVM, WV

The PocketDairy app allows you to view and enter vital information on your phone or tablet cowside. No need for a clipboard!

- View lifetime health, vaccination and protocol history.
- Customize what shows on individual cow or heifer pages.
- Action lists for vet check, breeding, dry off, and calving.
- Add inputs for individual or groups of cows and heifers.
- RFID compatible.
- VetPMaxx feature for tablets puts all data needed on one screen.



drms.org

Raleigh (919) 661-3100

Ames (515) 294-2526

The top section of the advertisement features the 'POCKET DAIRY' logo in large green letters with a white cow silhouette to the right. The background is a green grid with faint numbers and letters, suggesting a data-rich environment.

An app for Android phones or tablets that syncs with PCDART for mobile herd and cow management

A hand is shown holding several smartphones, each displaying a different screen from the Pocket Dairy app. The screens show various data entry forms and reports, such as 'Cow 8511', 'Cow 7665', and 'Cow 8067', with fields for dates, weights, and breeding information.

**The Power of PCDART
Anytime. Anywhere.**

The DRMS logo is repeated at the bottom of the advertisement, centered below the text 'The Power of PCDART Anytime. Anywhere.'.

Vital Information at Your Fingertips

View

View individual data, health, protocols, action lists and custom items including genomic data.

Cow 96

Group 1	Grp Days 148
DIM 221	Lac # 3
Curr Milk 96	Curr SCC 31
Prev Milk 102	Prev SCC 0
Repro B	Bred # 4
Recheck ---	Since Bred 86
Since VWP 152	Due In 195
To Heat ---	Dry In 145
B/H Intrvl 4	
Reg/Ear 66453995	
RFID 982000023600304	
LTDmilk 17263	
SireNmCde NORSKI	
SCCAct 31	

Cow Page with custom items

Cow 96		
CMNT	---	09/26/14
CMNT	COLIFORM	09/26/14
CMNT	LUT	09/26/14
BRED 4	AN1523 (175)	07/23/14
BRED 3	138HO3417 (179)	07/19/14
PALP	LF2 RCL3F2	07/16/14
CHOR	PGF	07/16/14
PALP	LCL3 RF1	07/09/14
CHOR	GnRH	07/09/14
CHOR	J-5	06/30/14
BRED 2	138HO3656 (223)	06/05/14
CHOR	BSGFPHB	04/29/14
CHOR	J-5	04/29/14
CHOR	Trim	04/29/14
HOOF	N ^ 1	04/29/14
PROT	LacTrim	03/10/14
PROT	FrshTrim	03/10/14
PROT	FrshVac1	03/10/14
---	Most Recent Calv	03/10/14

Lifetime Health

Idx	Grp	Rpro	Rck	DIM	DSB	Num	Tech	SSire
8361	3	B	---	148	60	1	9	COLTON
8416	3	B	---	131	60	1	3	DOMAIN
8657	17	B	---	0	60	3	9	COLTON
8679	17	B	R	0	60	3	3	COLTON
8685	17	B	---	0	60	2	3	DOBERMAN
8706	17	B	---	0	60	1	9	GARRISONS
8711	17	B	R	0	60	1	9	DETOXS
7998	1	B	V	210	67	2	9	AFTRSHOCK
8098	1	B	R	266	67	4	9	COLTON
8111	1	B	R	181	67	2	9	DOMAIN
8135	3							
8394	3							
8511	3							
8700	17							
8718	15							
8699	17							

Repro List in small format

55999999 To Calve (7)

Cow 8254	Days Dry 49	Twins? ---
Cow 8645	To Calv 3	Lac Num 1
Group 44	Days Dry 49	Twins? ---
Cow 8687	To Calv 3	Lac Num 1
Group 44	Days Dry 49	Twins? ---

Input

Enter information such as Bred, Heat, PGH, Calved, Dry, Left, Health, Repro, Protocols and more.

Cow 96 Repro B, Group 1

Bred
ET
Heat
PGH

Breeding #4	07/23/2014	AN1523
Breeding #3	07/19/2014	138HO3417

Bred Date

7HO9264

Optional

B# T#

MOUNTING

Bred, Heat, PGH

Calved

Hfr 8752 (peach)

DOB 08/30/10	Age(mo) 26
Group 19	Due In 227
Repro B	Bred # 6
Recheck ---	Since Bred 54
Reg/Ear 68865806	
RFID ---	
GenomicChip LD	
GnomSampID US40824	
GnomDate 10/05/20	
DauStillbrth 6.0	
DauPregRate -0.2	
DairyFormG 1.84	

Heifer Page with custom items

Bull 968 (8378s1)

DOB 05/31/11	Age(mo) 3
Group 10	Due In ---
Repro ---	Bred # 0
Recheck ---	Since Bred ---
Brd HO	
BrthDate 05/31/2011	
AvgDailyMwt ---	
Proj305MEM ---	
SireNmCde SENTRY	
DamIndex 8378	

Bull Page with custom items

Tools

Group Check, Work List, Vet ✓ Maxx

Group 3

OK	Missing	Wrong Group
251	138	9079 Group 19
8567	223	8902 Group 8
8800	545	96 Group 89