



BovineBio

When Cow Level Oversight Slips, So Do Outcomes

It's easy to spot herd-level trends when you're tracking daily numbers. But what about the cow that's quietly underperforming without making a ripple in the averages? Missed insights at the individual level can snowball into health issues, reproductive inefficiencies, or even premature culling.

On busy dairies, this is a common problem. You're juggling priorities, putting out fires, and keeping your eye on the big picture. But overlooking the details of a single animal's story can come at a cost, especially when that cow has the data to tell you something important.

Good management means having the ability to zoom in and out, from herd performance down to individual cows, without losing context. That kind of oversight helps producers and consultants alike make proactive decisions rather than reactive ones.

One simple but effective step is building consistent workflows for checking in on high-priority animals. Whether it's peak lactation cows, fresh animals, or animals being bred, defining who and what is reviewed builds a rhythm of accountability into your routine. Pairing that with organized, accessible data ensures you're not just finding problems, you're preventing them.



That's where BovineBio can help. As part of the HerdHQ platform from DRMS, BovineBio gives you a customizable, cow-level view of exactly the data you want to see. It pulls from standardized records and displays everything from health and reproduction to genetics and lifetime trends. Create custom alerts allowing you to focus on data of importance. Because it's cloud-based, you can access it from the barn, office, or anywhere in between. And when you want to dig deeper, BovineBio integrates seamlessly with CowCompass to give you the full picture.

Knowing your herd starts with knowing your animals. BovineBio helps make that possible.



HerdHQ: Backed by Data. Built for Action.

See what's happening in your herd with HerdHQ
www.drms.org/HerdHQ/What-Is-HerdHQ