



DRMS

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FOR IMMEDIATE RELEASE

DRMS Introduces FreshFocus Featuring Fresh Cow Index (FCI) — A New HerdHQ Tool to Help Evaluate Transition Cows with Confidence

Raleigh, N.C. [September 23, 2025] – DRMS announces the launch of FreshFocus, featuring the Fresh Cow Index® (FCI®), the newest addition to the HerdHQ® decision platform. FreshFocus is a set of transition cow reports within DairyDepot®, built to help consultants and producers evaluate early lactation programs with confidence. At its center is FCI, a new metric that combines 25 individual cow variables from DHIA test-day data and CDCB genetic evaluations into one clear, actionable score. Developed in collaboration with researchers from the University of Florida, FCI provides a powerful, research-backed benchmark for transition cow management.

With FreshFocus reports, users can view herd-level FCI distributions, SCC summaries, culling rates, and fresh cow health outcomes by calving month. From these reports, they can also drill down into CowCompass® to see detailed information on individual cows — turning a single benchmark score into practical, cow-level decision support.

“Fresh Cow Index (FCI) is the ratio of actual to predicted energy-corrected milk yield at first test, multiplied by 100,” said Robert Fourdraine, PhD, DRMS Assistant Director of Product Development. “FCI is calculated for first and older lactation cows between 5–40 days in milk. A value of 100 indicates expected performance. Cows above 100 are outperforming predictions, while cows below 100 are more likely to produce less or leave the herd earlier. With FreshFocus, we’ve made complex transition cow data both accessible and actionable.”

FreshFocus and the Fresh Cow Index are available now within the HerdHQ platform and will be included in the Dart® herd management system in 2026. Producers and consultants can evaluate cow performance by calving month, compare predicted versus actual

performance, and monitor month-over-month changes in feeding, management, and herd performance impacts.

“The Fresh Cow Index is a shining example of how innovation and collaboration can turn complex data and scientific rigor into real-world impact”, said Asha Miles, PhD, DRMS Director.

The launch of FreshFocus featuring the Fresh Cow Index (FCI) comes as DRMS prepares to showcase the tool at World Dairy Expo in Madison, Wisconsin. Attendees can see FCI in action at the DRMS booth and during a Knowledge Nook presentation on Friday, October 3, at 11:30 AM.

For more information about HerdHQ, FreshFocus and the Fresh Cow Index, visit www.drms.org/HerdHQ/What-Is-HerdHQ.

About Dairy Records Management Systems (DRMS)

*Dairy Records Management Systems (DRMS) is a **trusted dairy information and decision tools provider**, serving producers and consultants across the U.S. for over 65 years. As a non-profit connected to North Carolina State University and Iowa State University, DRMS delivers research-backed software, standardized data, and practical tools that help dairy professionals make informed, faster herd decisions. From the proven Dart platform to mobile tools like PocketDairy and cloud-based analytics with HerdHQ, DRMS bridges science and daily dairy life. Through deep collaboration with DHIA service affiliates, partners, and universities – and backed by exceptional, responsive customer support – DRMS empowers informed decision-making for every herd, every day. Learn more at drms.org.*



Images available for download:

Image: [DRMS Logo] Dairy Records Management Systems (DRMS) provides trusted dairy information and decision tools. A nonprofit with deep roots at NC State and Iowa State,

DRMS delivers research-backed software, standardized data, and practical support to help producers and consultants make faster, informed herd decisions every day.

Image: *[HerdHQ Logo]* HerdHQ® is the decision platform for today's dairy herds, delivering fast, visual insights built on trusted DRMS data.

Image: *[DRMS_HerdHQ Barn]* FreshFocus featuring the Fresh Cow Index® (FCI®) in HerdHQ® – turning complex transition cow data into one clear, actionable score for consultants and producers.

