



HerdHQ Case Study:

How a High-Producing Herd Used HerdHQ to Cut Antibiotic Use by 78%

This case study is built from real DRMS testing data collected over several months and reflects actual herd-level outcomes. While the farm is not identified, the example reflects a real situation and is intended to show how HerdHQ tools like DecisiveDry can translate performance data into clear, economic value.

Background

A high-producing, 2,100-cow herd in the Midwest began DHIA testing with DRMS to evaluate whether ongoing testing and the data tools available through HerdHQ® could deliver measurable return. The herd already used a herd management program and collected daily weights. After four months on test, they were averaging 86 lbs of milk across all cows (96 lbs for milking cows), with a 26% pregnancy rate. During this same period, the somatic cell count (SCC) dropped from 186,000 to 142,000. While the herd was already performing well, they wanted to see how DHIA testing and HerdHQ tools could help unlock even more value from the data.

The Problem

This high-performing herd had no major issues to solve. SCC was low, reproduction and production were strong, and herd management software was already in use. They wanted to explore whether DHIA testing and HerdHQ could help uncover additional opportunities to add even more value to an already successful operation.



The Solution

With HerdHQ, the team used the DecisiveDry tool to evaluate whether there were financial savings to be gained from making more selective treatment decisions at dry-off.

- Being on test and having individual SCC values made it possible to treat cows individually rather than as a group.
- They used a threshold of below 200,000 SCC for selective dry cow therapy (SDCT) eligibility, a 60-day dry period, \$20 drug cost, and \$3 labor per treatment.
- They reviewed the most recent test to evaluate cows scheduled to dry off in the next 30 days.

The Results

**↓Antibiotic
use down 78%**

Cut antibiotic use by 78%

- The herd did not have individual SCC values prior to going on test.
- With individual values, only 30 cows needed treatment at dry-off due to SCC above the 200,000 threshold.
- 112 cows scheduled for dry-off in the next 30 days were eligible for SDCT.

**↓Treatment
costs
\$2,576/mo**

Saved \$2,576 in treatment and labor costs over a 30-day period

- Based on not treating the 112 cows
- Cost to treat the 30 cows that did require therapy totaled \$690

**↓Annual
Costs \$30,000**

Projected annual savings of over \$30,000

- Based on repeating the same monthly savings



HerdHQ: Backed by Data. Built for Action.

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