



FAQ: What is HerdHQ?

What is HerdHQ?

HerdHQ® is an entirely web-based integrated suite of dairy decision tools, designed to pull together data sources and deliver fast, visual, and actionable insights. It's built to simplify complex data and provide a single, consolidated view for decision-making. The platform is visual, mobile-friendly, and user-focused, helping producers and consultants spot trends, monitor performance, and make timely, informed decisions. There is no software to install. HerdHQ runs on most modern internet browsers and is available to herds that process records through DRMS. Dart herds uploading through DartSync can access their most current data on the platform.

What data does HerdHQ incorporate?

HerdHQ relies on producer data from either the test day or the most recent DartSync backup, so the most recent data can be continuously viewed and analyzed.

Is HerdHQ customizable?

HerdHQ is highly customizable! Products can be tailored to a specific need or application. Dashboards, grids, reports and alerts can be created and edited to match user preferences.

Who uses HerdHQ?

- Producers looking for a clear, consolidated view of herd data
- Consultants supporting farms with strategic insights and on-farm recommendations
- Cooperative partners and industry affiliates working with herds on performance, efficiency, and herd health

Key Tools Within HerdHQ

CowCompass®

- Access individual cow and heifer records from anywhere with internet access
- View ID, lactation, testday, breeding, health, and genetic data
- Includes support for Zoetis genetic information

DairyDepot®

- Build custom dashboards using over 100 charts, tables, and graphs
- Monitor all major herd performance areas
- Track historical trends and current performance

HerdHighlight

- Stay informed on herd-level changes over time
- Select from over 20 standard activity reports
- Monitor health, breeding, culling, and chores by month, week, or day

MilkMetrics®

- Analyze test day performance and set benchmarks
- Monitor current vs. prior year test-day data
- Configure alerts across 100+ metrics to identify focus areas
- Benchmark against over 9,000 herds by region, size, and breed

HeiferHub

- Project future replacement heifer inventory and potential surplus value
- Analyze replacement needs based on past breeding and culling
- Estimate income from surplus animals
- Incorporates semen usage, costs, and market values

KeepOrBeef

- Support culling and breeding decisions based on future economic return
- View “Keep Value” and “Keep Percentile” for each cow and heifer
- Suggests optimal breeding strategies (sexed, conventional, or beef semen)
- Designed for long-term herd profitability

DecisiveDry

- Evaluate selective dry cow therapy (SDCT) options
- Identify cows eligible to avoid blanket dry off antibiotic treatment
- Use health and milk recording history to inform decisions
- Customize guidelines to match herd protocols and goals

HotSheetPro

- Generate real-time reports shortly after lab results are available
- Enhanced flexibility, filters, and sorting options
- Access individual cow records from the report
- Customizable and available within 15 minutes of DRMS data processing

How does HerdHQ support better decisions?

By connecting data across systems and presenting it visually, HerdHQ reduces the complexity of decision-making. Users can focus on what matters most without sifting through spreadsheets or logging into multiple programs. HerdHQ is built to be practical, fast, and user-focused. It provides the right level of detail when needed, from big-picture trends to individual cow performance.



HerdHQ: Backed by Data. Built for Action.

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