

HerdHQ

DECISIONS FOR THE WAY YOU DAIRY



What is HerdHQ?

A suite of new data and decision tools for dairy producers and herd consultants
– brought to you by Dairy Records Management Systems



How is HerdHQ different?



ACCESS ANYWHERE, ON ANY DEVICE

- Cloud access – no software or apps to install
- Any device – Android, iPhone, Windows
- Via most current internet browsers



INTERACTIVE WITH VAST DATA POINTS

- Powerful analytics using data collected daily
- User-driven dashboards and drill downs
- Changeable parameters empower improvement
- Regional benchmarks for peer comparisons



REAL-TIME DATA

- Current data for instant decisions and actions
- Day-to-day impacts from management changes
- Most current data for Dart herds that upload with DartSync



ALERTS AND ACTIONS

- Cut through info overload
- Designed for the way you dairy
- Tailor to your priority areas



AVAILABLE FOR ALL HERDS THAT PROCESS THROUGH DRMS



What's the story on this cow?
INDIVIDUAL ANIMAL LOOKUP

- Search cows, heifers and bulls based on ID or name, both current and archived
- All individual animal detail you need, displaying ID data, lactation, test day, breeding, health, and genetic traits, including Zoetis
- Dart herds can also view parlor, hoof health and group changes



How's the herd doing?
DESIGN-YOUR-OWN HERD DASHBOARD

- Quickly monitor herd performance in all major areas - using current data and historic trends
- Identify areas of concern and opportunities
- Customizable dashboard select over 100 tables and graph options
- Drill-down to individual cow data via CowCompass



What's the priority action?
HERD ACTIVITY REPORTS

- Track herd activity by month, week, or day
- Identify areas of concern and opportunities
- Over 15 reports for culling, health, breeding, chores and other key management activities
- Historical data in animal lists and reports, all in one setting



Will we have the right replacements at the right time?
HEIFER AND HERD FLOW CALCULATOR

- Ensures enough future replacement heifers
- Evaluate different breeding strategies
- Computes potential income from surplus animals, given current market prices and semen usage
- Pulls in all of your herd factors that impact inventory – heifer loss, conception rate, culling and more



Who to cull, or breed and to what?
ANIMAL CULLING AND BREEDING DECISIONS

- Calculates future economic return and herd ranking for every cow and heifer
- Maximizes economic return for individual breeding options (dairy conventional, dairy sexed and beef semen)
- Keep Value predicts animal's future economic return
- Keep Percentile is within-herd ranking for every cow and heifer



How are we doing versus goals and peers?
TESTDAY ALERTS FOR BENCHMARKING

- Testday data for analysis, timely decisions and prompt actions
- Identify areas for attention each month
- Monitor key performance parameters using most-current data possible
- Performance benchmarks using 9,000+ dairy farms, customized by herd size, breed and region



Where can I reduce antibiotic use in my herd?
DATA FOR DRY-OFF DECISIONS

- Determine cows eligible for SDCT based on a cow's udder health data and history
- Save time and expense by only treating the cows that need antibiotics at dry off
- Uses milk recording and herd health data
- Customizable to meet individual herd needs



Where is my Bulk Tank SCC coming from?
IMPACT OF ANIMALS ON BULK TANK

- Compares SCC data to previous test day
- Flags chronic, new and new/fresh
- Shows Milk lost
- Show bulk tank contribution by animal