More Milk, More Profit

Turn clear insights into higher milk yields — and measurable ROI

HerdHQ turns your test day and DartSync data into fast, visual insights — helping you uncover bottlenecks, compare to peers, and act where it counts. Peak milk sets the tone for the entire lactation, and even a small boost — just a few pounds — can translate into thousands in added income across the herd. Factors like dry period length also play a role. This how-to guide provides an example of how HerdHQ may help identify production gaps and highlight areas where ROI could be realized.

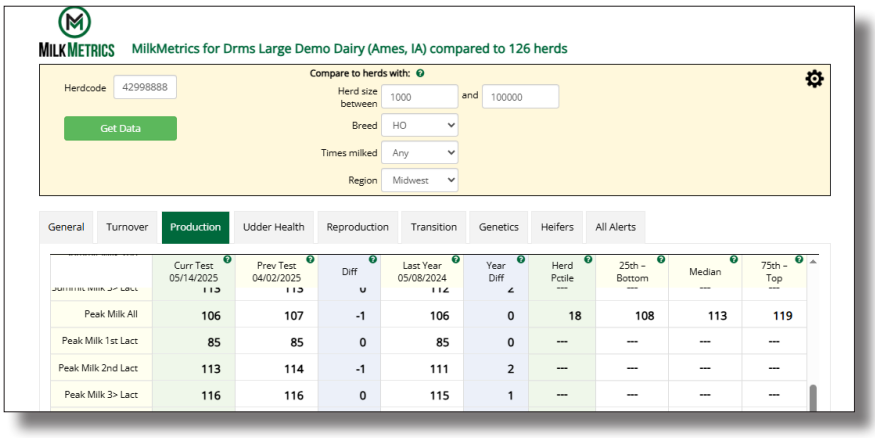
ROI Highlight

$160–$200 per cow annual gain

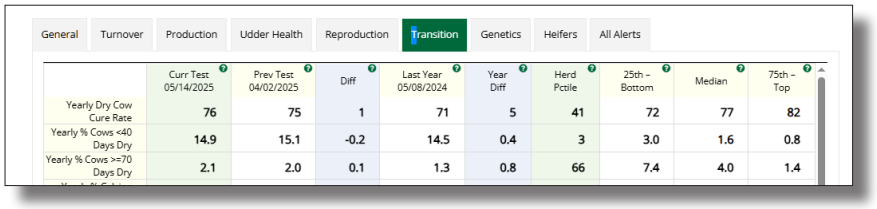
HerdHQ® highlights cows with suboptimal peak milk, enabling you to take action to boost production by 4 lbs. and capture more profit.[1]

Use **MilkMetrics®** and **DairyDepot®** to pinpoint improvement areas and monitor progress over time

- **Benchmark Performance**
  - ◇ Use MilkMetrics to compare management factors with peers
    - » Evaluate Peak Milk by various lactation groups
    - » Compare % cows <40 and >70 days dry

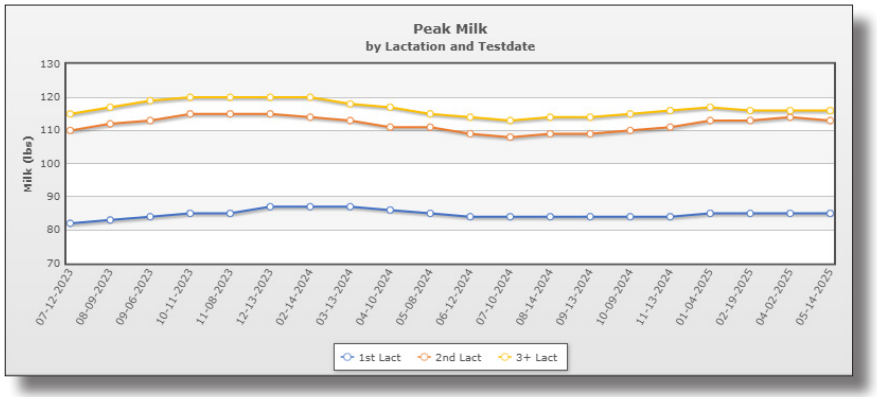


	Curr Test 05/14/2025	Prev Test 04/02/2025	Diff	Last Year 05/08/2024	Year Diff	Herd Pctile	25th - Bottom	Median	75th - Top
Peak Milk All	106	107	-1	106	0	18	108	113	119
Peak Milk 1st Lact	85	85	0	85	0	---	---	---	---
Peak Milk 2nd Lact	113	114	-1	111	2	---	---	---	---
Peak Milk 3> Lact	116	116	0	115	1	---	---	---	---

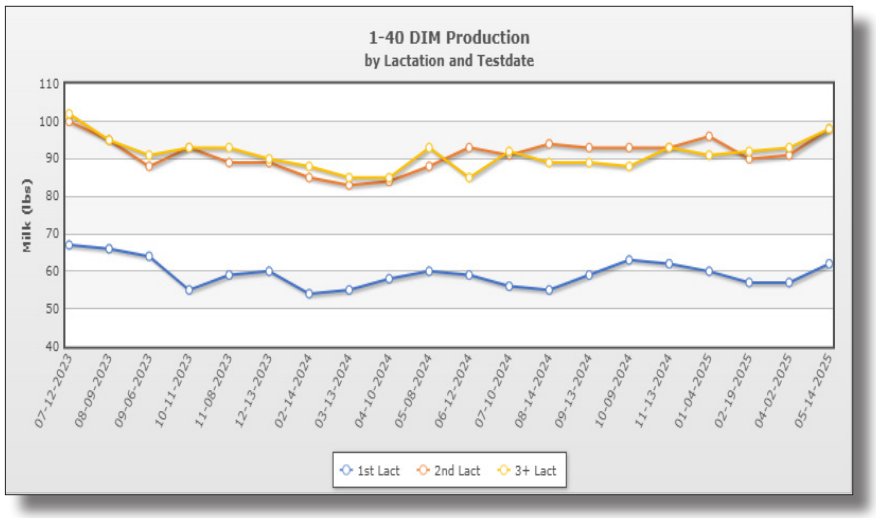


	Curr Test 05/14/2025	Prev Test 04/02/2025	Diff	Last Year 05/08/2024	Year Diff	Herd Pctile	25th - Bottom	Median	75th - Top
Yearly Dry Cow Cure Rate	76	75	1	71	5	41	72	77	82
Yearly % Cows <40 Days Dry	14.9	15.1	-0.2	14.5	0.4	3	3.0	1.6	0.8
Yearly % Cows >=70 Days Dry	2.1	2.0	0.1	1.3	0.8	66	7.4	4.0	1.4

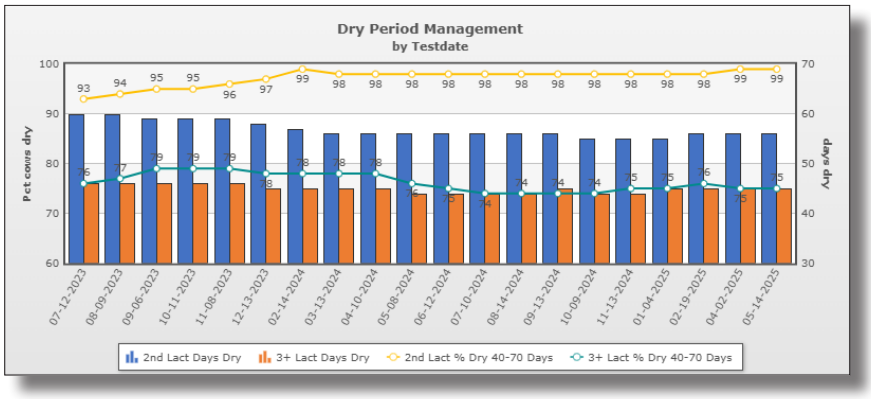
- **Track Peak Milk Trends**
  - ◇ Use DairyDepot and select Peak Milk by Lactation and Testdate graph
    - » Evaluate the lactation groups to determine if one group is falling behind compared to the herd. Lactation 1 should be about 75-80% of second lactation cows and 2nd lactation about 90% of 3+
    - » Use the same graph to monitor progress



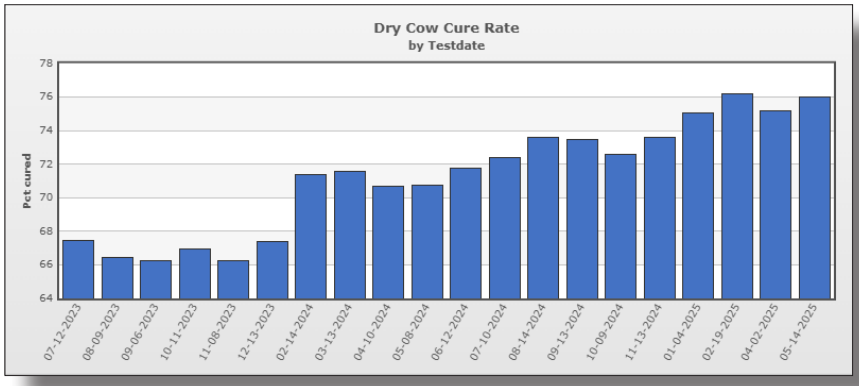
- **Monitor Fresh Cow Performance**
  - ◇ Use DairyDepot and look at 1-40 DIM Production
    - » Evaluate lactation groups to determine if one group is falling behind compared to other lactation groups
    - » Use the same graph to monitor progress

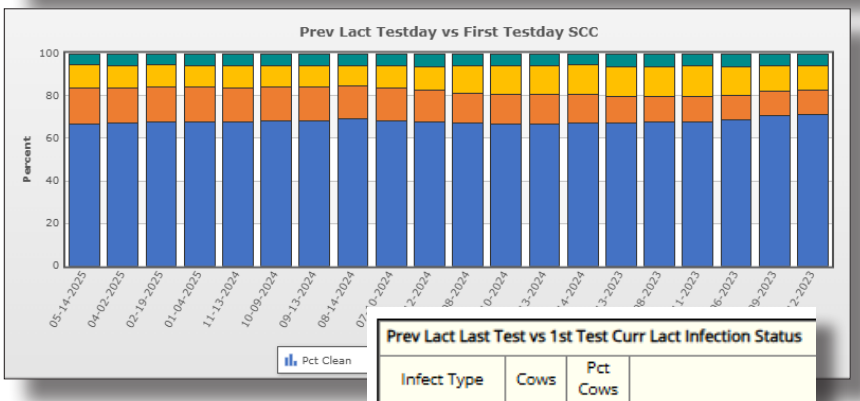


- **Evaluate Dry Period Management**
  - ◇ Use DairyDepot and select Dry Period Management by Testdate
    - » Analyze lactation groups for average days dry along with abnormal dry periods
    - » Use the same graph to monitor progress



- **Assess Dry-Off Impact**
  - ◇ Use DairyDepot and select Dry Cow Cure Rate and Prev Lact Testday vs First Testday SCC.
    - » This will help monitor if there is a problem with dry cow management and/or dry off protocol
    - » Use the same graph to monitor progress





Prev Lact Last Test vs 1st Test Curr Lact Infection Status

Infect Type	Cows	Pct Cows
Clean	1540	68
Cured	387	17
Newly Infected	231	10
Not Cured	120	5

Assumptions

- 4 lbs. increase in peak milk = 800–1000 lbs. more milk per lactation
- Milk price estimate = $20/cwt.
- Revenue gain per cow = $160–$200 (800–1000 lbs. ÷ 100 lbs. × $20)
- For a 1000-cow herd = $160,000–$200,000 annual revenue gain

Footnotes:

[1] Based on a 4 lb. increase in peak milk yielding 800–1000 lbs. more milk per lactation at $20/cwt.

Sources: Amaral-Phillips, D. M. Using Peak and Summit Milk to Evaluate Your Dairy's Management Programs. University of Kentucky Cooperative Extension Service, 2012.
University of Minnesota Extension. Improving Peak Milk Yields. Regents of the University of Minnesota, 2025.
https://extension.umn.edu/dairy-milking-cows/improving-peak-milk-yields