



## Backed by Data. Built for Action.

From complex data to confident action — powered by DRMS—standardized test-day data or your most recent DartSync backup.

### Too Much Data. Not Enough Clarity.

You're collecting the right data —  
but it's scattered across tools that don't connect.



Breeding  
Calendar



Lab Data



Reports



Herd  
Software

### The HerdHQ Portfolio Brings It Together.

Whether it's test-day insights or DartSync backups, **HerdHQ® consolidates trusted data into one visual platform.** Tools like CowCompass® and DairyDepot® make it easy to spot patterns and take action — and if you need help getting started, DRMS and your local DHIA service affiliate are here to assist.



COWCOMPASS



DECISIVEDRY



DAIRYDEPOT

### What Happens When Data Becomes Action?

HerdHQ brings your herd data into one visual, connected view — helping you act sooner and more confidently. These examples show how clearer insights may translate into measurable improvements and real ROI.



#### More Milk, More Profit

**\$160–\$200 annual gain  
per cow**

HerdHQ highlights cows with suboptimal peak milk, enabling you to take action to boost production by 4 lbs. and capture more profit.<sup>1</sup>



#### Capture Hidden Profits

**\$45–\$105 annual gain  
per cow**

A 3% pregnancy rate improvement can lead to major economic gains. HerdHQ helps you spot breeding and health trends faster—so you can act sooner and improve repro outcomes.<sup>2</sup>



#### Reduce Treatment Costs

**\$11 saved  
per cow**

HerdHQ's DecisiveDry tool supports Selective Dry Cow Therapy (SDCT), helping identify which cows might not need antibiotics at dry-off, reducing costs and unnecessary treatments.<sup>3</sup>



See What's Happening in  
Your Herd with **HERD HQ®**.



**Footnotes:**

<sup>1</sup> 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>

<sup>2</sup> Based on Economic value of a 1% increase in pregnancy rate: \$15–\$35 per cow annually. 3% PR gain = \$45–\$105 per cow annually

Source: Fetrow, J. The Dollar Value of a Pregnancy. Proceedings of the Western Dairy Management Conference, 2006.

<sup>3</sup> Based on a 55% reduction in antibiotic use at dry-off through Selective Dry Cow Therapy (SDCT). Assumes \$20 treatment cost per cow.

Source: University of Minnesota Extension. "Selective Dry Cow Therapy (SDCT)." Dairy Milking Cows, Regents of the University of Minnesota. Accessed June 10, 2025.

<https://extension.umn.edu/dairy-milking-cows/selective-dry-cow-therapy#sdct-infographic-2754010>