

Minnesota DHIA News

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Exciting, new herd management tools available with HerdHQ

A new suite of herd management tools called HerdHQ is now available for use by herd owners & managers, and their consultants. HerdHQ is the **next generation of data-driven dairy decision tools!** Created by Dairy Records Management Systems (DRMS), the tools offer **fast and convenient information** at your fingertips, from anywhere in the world with internet connectivity. They operate right from your internet browser with no software or apps to install.



What is HerdHQ?

HerdHQ is available to ALL herds processing with DRMS. DART is not required. However, DART users have access to outputs generated from day-to-day data and HerdHQ results from each cow can be loaded into DART.

What makes HerdHQ unique?

- Easy to set up for herd owners managers with **no need for special programming and software**
- Pre-designed reports allow for easy modification **on your own time and without external support**
- Input data comes from either your daily DartSync upload (DART users) or your monthly test day results.
- Fast insights and decision making!

Minnesota DHIA is working with developers and supporters at DRMS to fine-tune knowledge and training around HerdHQ for dairy producers and consultants—and we're learning too! **HerdHQ is free during December; plus, member accounts will be given a 30-day free trial** for each of the 6 tools starting in 2024. Each trial period may be initiated separately. Ongoing pricing for HerdHQ will be forthcoming.

Be an early adopter! Join Minnesota DHIA and our DRMS partners for a **free HerdHQ test drive during our trial period, through the end of 2023.** Please email AmyL@mndhia.org for more info and to get started.

In this month's *Minnesota DHIA News*, we will take an in-depth look at CowCompass and KeepOrBeef. Check out January and February *Minnesota DHIA News* for a deeper look at the other four tools.

CowCompass

A fast and easy way to **access lifetime data for individual cows and heifers** anywhere that internet is available. Cows that have left are also viewable. Each cow card includes tabs that show information on identification, lifetime lactations, testday results, parlor, breeding, health, pen moves, genetic data, including Zoetis traits, and more. CowCompass interfaces with several other tools provided in HerdHQ, facilitating a fast drill-down view of individual cows.

Cow 629

42760051

Breed **XX** Barnname **629**
 Group **9** DHI ID **XX982000369973524**
 Birthdate **03/04/2014** RFID **982000369973524**

Active

Back to Cow

Current	ID	Events	Lactation	Testday	Breeding	Genetic	Health	Protocols	Chores	Sick	Growth	Zoetis
Calving date 06/10/2023		Status calv 2+ lact		Days dry ---		Curr breed date 08/18/202						
Lact# 8		Status date 06/10/2023		Dry date ---		Serv sire 078LM190						
DIM 98		Repro status bred		Days open 69		Num breedings 1						
CE 1		Repro date ---		Due date 05/26/2024		Days to 1st serv 69						
Curr TD milk 107		Curr LSSCC 4.3		Lact avg SCC 196		Rating B						
Prev TD 120		Prev LSSCC 4.0		Lact avg LSSCC 4.0								
Summit milk 114		Peak milk ---		Peak DIM ---								
150 day milk 91												
Persistence 100												

Current Lactation Production

	Lifetime	LTD	P305D	ME305D	HMate avg	HMate dev
Milk	206330	10253	25433	26959	23911	2499
Fat	8661	405	1177	1259	1125	110
Protein	6714	290	750	799	771	23

Body Condition Scores

Early	---
1st svc	---
Preg chk	---
Late lact	---

KeepOrBeef

A one-of-a-kind profit optimization tool that **provides economic returns (“Keep value”)** and **ranking within herd (“Keep Percentile”)** for future profit potential of each cow and heifer. Then, for cows eligible to inseminate, KeepOrBeef advises on whether to breed immediately and, if so, **rank profit potential among Sexed, Conventional, or Beef semen**. Breeding decisions are specific to each cow and **based on all available genetic plus performance information**. KeepOrBeef maximizes profit by considering previous herd performance, heifer raising cost, cull cow revenue, milk prices, calf market values, semen cost and feed cost. Run this report weekly (or at least monthly) to account for up-to-the-minute events and updates of all herd mates simultaneously.

Results
Summary

KeepOrBeef Results as of 10/25/2023 3:30:17 PM

Report Name: **34559999**

HerdCode: **34559999**

Data source: **DartSync**

Animals Included: **Cow & Heifer**

[Export Results To CSV](#)

[Download Results to Dart](#)

Animal Type	Animal Index	Barn Name	Birth Date	Breed	Keep Value (\$)	Keep Percentile	First Semen Choice	Second Semen Choice	First Over Second Choice (\$)	Breed Now
C	8550	8550	3/6/2021	HO	3600	100	S	C	61	Y
C	7567	7567	5/28/2019	HO	3469	100				
C	8240	8240	8/25/2020	HO	3246	100	S	B	17	Y
C	8172	8172	7/12/2020	HO	3093	100	S	C	37	Y

Posted on September 20, 2023 by Florence Becot and KC Elliott, MA, MPH



- **Cloud Access**
- **Real-time data**
- **Regional Benchmarks**

Check out the fantastic new features on the DRMS website for herd management. **HerdHQ** provides powerful analytics using the wide array of dairy data collected daily.

- No software or apps to install
- Works through most current internet browsers
- Available for all herds that process records through DRMS
- Dart herds that upload with DartSync can see their most current data

CowCompass

- Individual Cow and Heifer data anywhere that internet is available
- Displays ID, lactation, testday, breeding, health, genetic, and even Zoetis genetic data

DairyDepot

- Build your own personalized dashboard from over 100 tables and graphs to monitor your herd's performance in all major herd management areas
- View historic trends and current performance
- Drill down capability to CowCompass to view individual cow data

ActivityAlerts

- Stay on top of herd changes – by Month, Week or Day
- Select from over 15 reports and monitor activities (Culling, health, breeding and chores)
- Use CowCompass to drill down to view individual cows

MilkMetrics

- Producers or consultants may monitor key performance parameters using actual data or changes in data using current and prior year testday data
- Easily find focus areas for attention each month by user-definable alerts on over 100 data points
- Compare/benchmark against over 9,000 dairy farms (by herd size, breed, region)

HeiferHub

- Projects future replacement heifer inventory using past breeding and culling performance
- Computes potential income from surplus animals given current market prices and semen usage/cost
- Flexible—uses producer or consultant inputs

KeepOrBeef

- Assists in making culling and breeding decisions by providing users with future economic return (“Keep Value”) and “Keep Percentile” (Ranking within the herd) on each cow and heifer
- Guidelines based on greatest economic return for breeding to dairy sexed, conventional and beef semen

Data-Driven Dairy Decisions



Interested in using Herd HQ? Email Amy Loeschke at AmyL@mndhia.org. Please include your herd code, contact name and phone number. Amy can then grant you access.

We wish you a *Merry Christmas* and a *Happy New Year!*

November Milk Quality Leaders, ranked by SCC then Log SCC							
Producer Name	Town	SCC	COWS	Producer Name	Town	SCC	COWS
HARMONY HILLS DAIRY	VICTORIA	30	50	WIRTLAND HOLSTEINS	LEWISTON	86	541
*OLAF F + MERTON NELSON	ELLEDALE	31	8	*JIM & MARILYN SCHUMER	ST STEPHEN	87	82
*JIM AND MARY EVANS	PIPESTONE	33	111	KRAIG&RACHELLE KRIENKE	LESTER PRAIRIE	88	632
KIMM'S DAIRY	PELICAN RAPIDS	36	88	LUX-URY HOLSTEINS INC.	EDEN VALLEY	89	115
GEHL ACRES FARM	CAMERON, WI	42	142	RICHARD&MICHELLE SCHWEER	MILBANK, SD	89	48
*JEFF PETERMEIER	MELROSE	42	54	*ROBERT & RANDY SLIVNIK	RICE	90	44
SCHEFERS BROTHERS	PAYNESVILLE	46	70	*ADAM & SARAH MELLGREN	ZUMBRO FALLS	90	73
RKB DAIRY	FARIBAULT	48	139	*GARY SCHLAUDERAFF	FRAZEE	91	611
HOEFS' DAIRY	NEW PRAGUE	49	285	JIM KLAPHAKE	SAUK CENTRE	91	57
HOUDEK DAIRY LLC	CALEDONIA	50	496	EMERY DAIRY	DENNISON	93	163
*MARK KLEHR	BELLE PLAINE	51	58	EMPIRE FARMS	PAYNESVILLE	94	27
VIRCHOW DAIRY	GLENVILLE	52	38	*ALICIA THURK-HIEBERT	BROWERVILLE	94	37
*RYAN KNISLEY	EDEN VALLEY	53	58	MERTON + TRUDY NELSON 2	ELLEDALE	95	21
RIVER VALLEY DAIRY LLC	SHELL LAKE,WI	54	107	*MICHAEL BANSE	EITZEN	96	109
WALTER BROS FARM	PLUMMER	56	426	MERDAN DAIRY INC	AVON	96	80
ERICKSONS DAIRY	BECKER	59	58	*JOHN & KRIS MILLER	PLAINVEIW	96	378
BLUE VIEW DAIRY FARM	CALEDONIA	61	305	REMIGER DAIRY LLC	WOODLAKE	96	128
*JOHN AND CONNIE DONNAY	GLENCOE	61	59	SCHEFFLER DAIRY	ZUMBROTA	97	152
*JEREMY BEYER	UTICA	62	40	*NICK + DENNIS TATGE	FARIBAULT	97	256
HIGH POINT DAIRY	MELROSE	63	150	*MAREN & JEREMY HOLST	LAKE CITY	97	130
LINDAHL FARMS	LINDSTROM	64	114	BONOW FARMS	LEWISTON	97	298
TRAIL SIDE HOLSTEINS	FOUNTAIN	64	734	*JOHN + KARYL DIERSEN	CALEDONIA	98	175
DNA FARMS INC	LINDSTROM	65	87	SUNSHINE ACRES	ST CHARLES	98	212
BEAVER OAK DAIRY	ALTURA	66	137	CORY&JANELLE DAIRY	PRAIRIE FARM,WI	99	87
*ROGER ALDINGER	WINONA	67	112	LAX-PIETIG DAIRY LLC	FAIRFAX	100	1067
SELKE FARMS	DAKOTA	67	250	BITZAN BOVINES	GARFIELD	101	68
*DENNIS AND WAYNE WOLTERS	LITTLE FALLS	68	151	*ROGER AND MICHELLE BENRUD	GOODHUE	101	100
MARSHALL KORN	ATWATER	68	58	*PETER+DAVID BURFEIND	GOODHUE	101	397
*BRIAN AND JULIE LIBBESMEIER	WATKINS	70	65	KUECHLE DAIRY	WATKINS	101	244
WALNUT ROW FARM LLC	SPRING GROVE	72	22	VOGT DAIRY LLC	SAUK CENTRE	103	318
MC NAMARA FARMS	SPRING VALLEY	73	49	*MARK BROSIG	ALTURA	103	251
*TREVOR DICKE	GOODHUE	74	95	*NATHAN & BRIDGET GIBBS	ROLLINGSTONE	103	213
IHRKE FARMS	EYOTA	74	135	JOHNSON DAIRY	HERON LAKE	104	92
BROOKSIDE DAIRY	CLITHERALL	74	520	*ADAM WHITEAKER	MANTORVILLE	104	67
*RONALD BEHOUNEK	HAYFIELD	76	314	CHAIN O LAKES DAIRY	BLUE EARTH	104	276
*FRANCIS & THERESA RYNDA	MONTGOMERY	76	50	PRIGGE FARMS LLC	WINONA	104	330
DAHNING DAIRY FARM	DETROIT LAKES	77	49	FELTMANN DAIRY	NORWOOD	105	189
FUNKS MIDWAY DAIRY	MELROSE	77	808	JOHNSON DARREN+LYNN	WINONA	105	245
BILL & NORMA ROUSAR	RICE LAKE,WI	80	48	HILKE ERIC	ALTURA	105	179
CURRIER BROTHERS	MANTORVILLE	80	108	REILAND FARMS	LEROY	106	506
*DWIGHT + DARLA BURKHOLDER	CLAREMONT	81	60	REUTER FARMS	HASTINGS	108	138
*BOB & KAYLIE GRUBER	PIERZ	83	279	MACLAND HOLSTEINS	ELGIN	108	43
TWIN SPRUCE	ROSE CREEK	84	89	HEMMESCH DAIRY INC.	MELROSE	108	122
*ANDREW PRIMUS	MELROSE	84	40	MUNDT DAIRY	UTICA	108	250
GLEN-D-HAVEN HOLSTIENS	ALTURA	84	286	CASEY O'REILLY DAIRY	RED WING	109	104
MCANDREWS DAIRY	SAUK CENTRE	85	473	*RANDY WAGNER	WEBSTER	109	365
ZUMBRO VIEW FARMS LLC	ZUMBROTA	85	80	THELL CENTURY FARM	FOLEY	110	59
*BILL & ALAN MILLER	THEILMAN	85	292	SOLUM HOLSTEINS	SPRING GROVE	110	63
*STEVEN SEIFERT	SLEEPY EYE	86	117	*LLOYD AND JULIE BLOMMEL	FREERPORT	110	165
CLARK FARMS,LLC	ROLLINGSTONE	86	706	*SCOTT FEINE	RUSHFORD	110	73