

Exciting, new herd management tools available with HerdHQ

SUMMARY

- *HerdHQ is a set of herd-management tools that enhance profitable decision-making.*
- *HerdHQ is available to ALL herds processing with DRMS.*
- *Tools are available on a web-based platform and include:*
 - *Easy access to expansive data on individual cows and heifers,*
 - *A personalized dashboard of over 100 herd performance tables and graphs,*
 - *Over 15 activity tables and reports to stay on top of herd changes,*
 - *A new generation of alerts and benchmarking tools,*
 - *Projection of future replacement heifer inventories with the profit or loss from calves produced, and*
 - *A decision maker for culling and semen selection that incorporates cow performance plus genetics simultaneously.*
- *Be an early adopter! Join in for a free HerdHQ test drive during our trial period, through January 31, 2024. Please email AmyL@mndhia.org.*

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. Tools operate right from your internet browser with no software or apps to install.



What is HerdHQ?

What makes HerdHQ unique?

- Easy to set up for herd owners and 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 information comes from test day results. And, DART users have the option to use daily information from their DartSync upload
- **Integrates timely performance info with genetic data** for fast insights and decision making!

Minnesota DHIA is working with developers at DRMS to fine-tune knowledge and training around HerdHQ for dairy producers and consultants—and we're learning too! We welcome you to check it out, and provide feedback. **All new users will receive a free, 30-day introductory period to each HerdHQ tool**, no matter when they start using HerdHQ. Those who are already using HerdHQ will receive a longer trial period. On Jan. 31, HerdHQ users will be unsubscribed and will need to reenroll to begin a 30-day no-charge period. An email will go to all subscribed herds before February 1st reminding them that they are about to be unsubscribed.

Need more info?

Ask questions or enroll for your free dairy producer or consultant trial. Please email Amy Loeschke at AmyL@mndhia.org and provide your name, herdcode, and phone number to get started.

Read on for a deeper look at the features in each of the 6 tools. Additional tools for HerdHQ are in development for later in 2024.

CowCompass

A fast and easy way to **access lifetime data for individual cows and heifers** anywhere that internet is available. Each cow card includes tabs that show information on identification, lifetime lactations, testday results, daily parlor weights, breeding, health, pen moves, genetic data, including Zoetis traits, and more (see image below). 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** Active

Group **9** DHI ID **XX982000369973524**

Birthdate **03/04/2014** RFID **982000369973524**

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 br
Lact# 8	Status date 06/10/2023	Dry date ---	
DIM 98	Repro status bred	Days open 69	Num b
CE 1	Repro date ---	Due date 05/26/2024	Days to

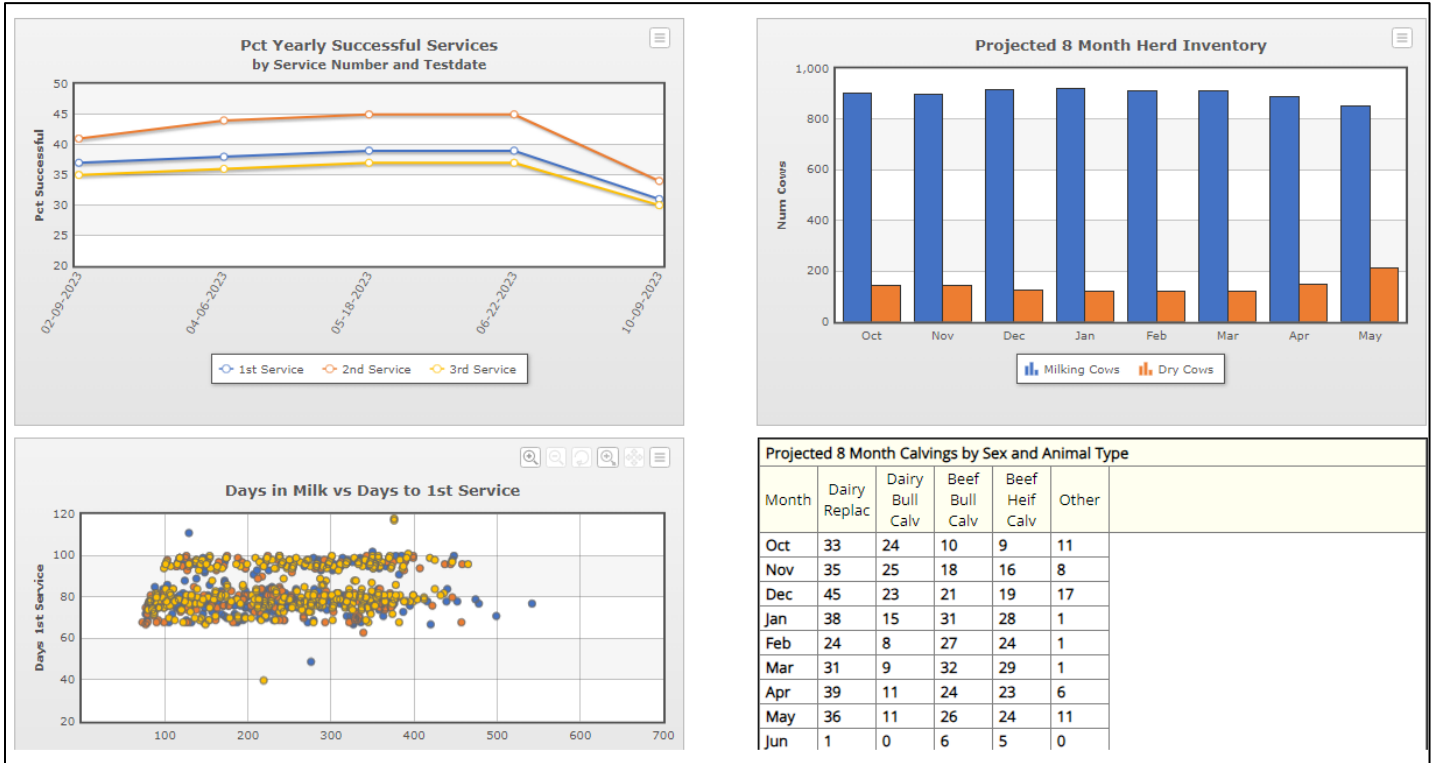
Curr TD milk 107	Curr LSSCC 4.3	Lact avg SCC 196
Prev TD 120	Prev LSSCC 4.0	Lact avg LSSCC 4.0

Summit milk 114	Peak milk ---	Peak DIM ---
150 day milk 91		
Persistency 100		

Current Lactation Production							Body Con
	Lifetime	LTD	P305D	ME305D	HMate avg	HMate dev	Ear
Milk	206330	10253	25433	26959	23911	2499	1st s

DairyDepot

Build your own personalized dashboard from over 100 new tables, charts, and graphs to monitor herd performance across a variety of herd management areas (example image below). **View historic trends and current performance** of your herd beyond the presets available in DART. Includes several click-able grids and graphs to view individual cow data.



ActivityAlerts

Monitor herd activities across time—by months, weeks, or days. Select from over 15 report types to track events such as inventories, culling, health, breeding, and chores. Drill down to view individual cows with CowCompass.

Quickly answer questions like:

- Are the numbers of cows culled for mastitis increasing with time? (image below)
- Are completed fresh cow chores aligned with calving numbers?
- Are vaccinations getting done consistently?

Herdcode

Start date

Summary

Data type

Group data

Week starts on

Cows Sold

Date	Reason	Cows
11/2023	Sold Mastitis	5
10/2023	Sold Mastitis	4
9/2023	Sold Mastitis	12
8/2023	Sold Mastitis	20
7/2023	Sold Mastitis	6
6/2023	Sold Mastitis	24
5/2023	Sold Mastitis	5
4/2023	Sold Mastitis	10
3/2023	Sold Mastitis	6
2/2023	Sold Mastitis	20
1/2023	Sold Mastitis	3
12/2022	Sold Mastitis	7

MilkMetrics

The **next generation of benchmarking tools** enabling you to compare your current performance with previous test day and one-year-ago test day. Set a **color-coded alert to highlight changes in time** from over 100 data points (image below). Furthermore, MilkMetrics is able to benchmark your herd with over 9,000 other herds in the DRMS database. External comparison can be stratified by herd size, breed, region, and milking frequency.

General	Turnover	Production	Udder Health	Reproduction	Transition	Genetics	Heifers	All Alerts
		Curr Test 11/29/2023	Prev Test 10/09/2023	Diff	Last Year	Year Diff	Herd Pctile	25th
Daily Value \$		20	19	1	23	-3	---	
Milk MH		97	100	-3	98	-1	96	
Milk TH		84	86	-3	86	-3	95	
Standard 150D Milk		101	106	-5	101	-1	95	
Fat %		4.5	4.3	0.2	4.3	0.2	81	
Protein %		3.2	3.2	0.0	3.1	0.1	23	
Milk All		97	100	-3	98	-1	96	
Milk 1st Lact		78	83	-5	83	-5	---	
Milk 2nd Lact		101	106	-5	98	3	---	
Milk 3> Lact		108	110	-2	109	-1	---	
ME Milk All		31165	31941	-776	31477	-312	90	

HeiferHub


Use your breeding, culling, and calving performance to **project inventories of future heifer replacements under various semen usage scenarios**. Then, input your market prices for heifers, dairy bull calves, and beef-on-dairy bull calves plus semen cost to **compute profit scenarios from your semen usage** (example below). Use HeiferHub's flexibility to adjust desired outcomes and make semen purchase decisions with confidence. Both 9-month and 30-month projected heifer inventories are calculated. Monitor recent weeks and months to see whether your herd is on track to achieve breeding and replacement goals.

Breeding Month :	12/2023	
# Cows to bred this Month :	100	
# Breedings to Sexed semen :	13	?
# Breedings to Conv semen :	21	?
# Breedings to Beef semen :	66	?
# Heifers to bred this Month :	80	
# Breedings to Sexed semen :	45	?
# Breedings to Conv semen :	35	?
# Breedings to Beef semen :	0	?
# Total Breedings resulting in Dairy Replacement Calves :	76	?
# Total Breedings resulting in Dairy Bull Calves :	38	?
# Total Breedings resulting in Beef Calves :	66	?
# Dairy Replacement Pregnancies (Cows) :	9	?
# Dairy Replacement Pregnancies (Heifers) :	30	?
# Dairy Bull Calf Pregnancies (Cows) :	5	?
# Dairy Bull Calf Pregnancies (Heifers) :	14	?
# Beef Calf Pregnancies (Cows) :	28	?
# Beef Calf Pregnancies (Heifers) :	0	?
Replacements Birth Month :	9/2024	?
# Dairy Replacement Births (Cows) :	9	?
# Dairy Replacement Births (Heifers) :	29	?
# Total Replacement Calves :	35	?
# Dairy Bull Calves :	17	?
# Dairy x Beef Calves :	25	?
Replacements Calving Month :	6/2026	?
# Replacements Available :	27	?
# Minimum Monthly Replacements needed :	21	?
# Minimum Monthly Replacements needed including Sales :	32	?
# Shortage/Excess Heifers excluding Sales :	6	?
Revenue from Sale of excess Replacements \$:	\$300.00	?
Revenue from Dairy Bull Calves \$:	\$2,040.00	?
Revenue from Dairy x Beef Calves \$:	\$10,000.00	?
Semen Costs \$:	\$3,698.00	?
Net Revenue Selling Replacements and Calves \$:	\$8,642.00	?

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. For cows eligible to breed, KeepOrBeef advises on whether to breed immediately and, if so, **calculates profit differential among Sexed, Conventional, or Beef semen** (example below). Breeding decisions are specific to each cow and **based on all available genetic plus phenotypic 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.

For best results, run this report weekly, after any vet check and testday inputs, to account for time-sensitive and dynamic event and DIM changes across herdmates. Import Keep Value, breeding recommendation, and semen choice to DART for use in reports, mating programs, or other advanced analysis.



KeepOrBeef

+ Create New KOB Report Setup

[← Back To Setup](#)

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
C	6945	6945	2/2/2018	HO	2787	100				
C	8442	8442	12/26/2020	HO	2728	100				
C	8473	8473	1/16/2021	HO	2674	99	S	C	34	Y
C	8183	8183	7/15/2020	HO	2667	99				
C	7805	7805	10/24/2019	HO	2644	99	B	S	10	Y
C	8422	8422	12/10/2020	HO	2636	99	S	C	28	Y
C	8223	8223	8/10/2020	HO	2619	99	S	B	4	Y
C	8410	8410	12/4/2020	HO	2589	99				
C	7784	7784	10/6/2019	HO	2583	99	B	C	18	Y
C	8348	8348	10/17/2020	HO	2567	99	B	S	2	Y
C	8545	8545	3/2/2021	HO	2538	99	S	C	20	Y