



## **Manager's Report**

Thank you.

Your participation in DHIA has far reaching effects beyond your dairy, but that is likely not why you use DHIA services. We plan to continue to provide services, and are planning new ones that enable you to streamline the dairy information you and your consultants use to manage your cows and your dairy.

Your data has allowed for generations of genetic progress and for evaluating management strategies. Data from 4 million cows each month has provided a very powerful and accurate research database. Your data enabled scientists, lead by USDA, to develop genomic testing and will provide the basis for new traits and recalibration of the old ones as we move forward. Your data funneled through the genetics that move from the U.S. to the international market have provided a great source of nutrition, especially to children around the world.

Thank you for your good and dedicated work in caring for your animals all day, every day. Given the milk price, labor and feed issues, and ever changing weather of the past couple of years, it probably isn't as rewarding or as much fun to dairy as it used to be. It is ever more important work to which you have dedicated your life, and the time of your family as well.

Thank you for how well you treat our field and support people when they visit your farm or on the phone or email or text. Your positive attitude inspires us all.

Things in our world have changed much in the past couple of years. We have always known that filling field tech positions is our most important work. The challenge of finding people those different hours and conditions is not new, but is ever challenging. As our aging and dedicated workforce retires (average field tech has now worked for DHIA for 25.5 years), we will need to work at how we provide field services as well as who will do it. Thank you for your good cooperation as we work through this challenge.

Please remember that with DHIA, you have a certified field person using internationally approved and certified meters tested in an approved meter center annually. And you have lab services that are certified and whose value is well documented. And you have certified data handling that brings in data from more sensors each year, contributing to the usability of the information on your dairy, and in the world.

Thank you again.

*Bruce Dokkebakken*