

# Herd And Cow Profiles

**LARRY SPECHT**  
Professor of Dairy  
Science, PSU

**UNIVERSITY PARK**—The DHIA program will take a new approach to the verification of production data in 1996. The new Herd and Cow Profile system when put in place should help protect individual DHIA affiliates from costly lawsuits that arise over disagreements between individual herd owners and their DHIA service providers.

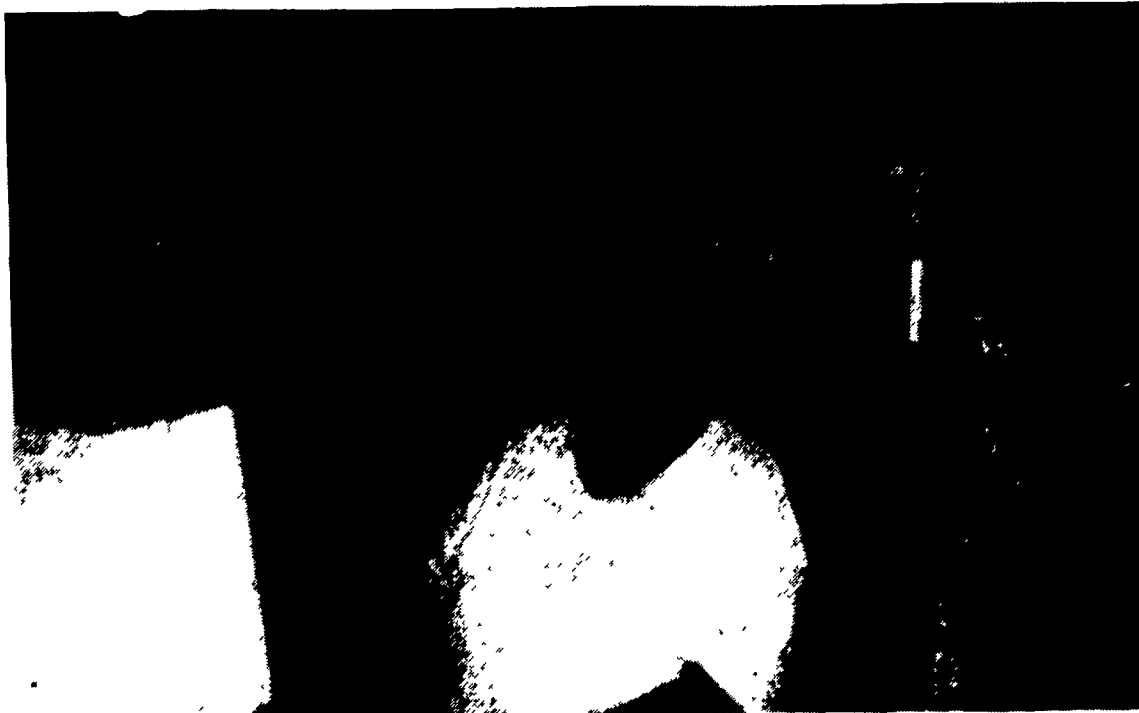
There will be no change in the procedures for the proper collection of production and identification information but rules that dictate a producers code of ethics will be replaced by the Herd and Cow Profiles. Central to the "profile" concept is the idea of "open disclosure." This means that all

potential users of a herds information will be able to access it. Potential users are AI units interested in buying or contracting for young sires as well as breed associations or individuals who want to check on the credentials of animals that are to be sold at promotional sales or farm dispersals. Other segments of the industry responsible for documenting production increases and genetic gain such as the USDA Animal Improvement Program Lab (AIPL) and Extension personnel would also have access to such information. Producers who refuse to agree to open disclosure of their herds information would not gain the confidence of potential buyers and could lose sales of breeding stock.

Dr. Todd Meinert, research scientist with the National Dairy Improvement Association says that "Herd profiles will provide information that allows all users of DHIA data to determine the quality (accuracy) of the data produced by the herd, as well as the characteristics of the herd." If users don't feel that the data are accurate, they can choose not to do business with the herd.

What sort of information will be available under "open disclosure?" Many items are recorded such as the rolling herd average for the past twelve months, the number of cows on test and the number of cows with identification changes in the last year, the percentage of cows, sires and dams with valid identification, and the percentage of cows completing 305 day lactations in a year. Lactation curves are plotted for individual cows and for their contemporaries. A comparison of the test day milk weights versus the bulk tank weights will be shown. Bulk tank comparison pro-

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Surrounded by members of a Polish extension agent delegation to the United States, Pat Toretti, senior computer programmer for Pa.DHIA, sits at a computer and demonstrates the abilities of modern data processing equipment and technology to serve dairy farmers.

responsibilities and work flow of Pa.DHIA and the services it provides for its members.

## District Meetings

PA DHIA district meetings will be held Jan. 23, 1996 through Feb. 5, 1996.

Location	Date	District
Bonanza Rest., Franklin	Feb. 5	1 and 2
Hoss's, Greensburg	Jan. 31	3 and 6
Ox Yoke Inn, Galeton	Jan. 30	4
Bonanza Rest., Wysox	Jan. 29	13, 14 & 16
South Ridge, State College	Jan. 23	5
Crosskeys Rest., Crosskeys	Feb. 1	9 and 10
Family Restaurant, Mifflintown	Jan. 24	11 and 12
Happy Hollow Rest., Saxton	Feb. 2	7 and 8
Hoss's, Exton	Jan. 25	18
Blue Mt. Rest., Shartlesville	Jan. 26	17 and 15

**DAVE SLUSSER**  
General Manager

**STATE COLLEGE (Centre County)**—The PA DHIA Board action over the last six months can be categorized into four major areas: Long Range Planning and new services; Educational Programs; Business Management; and Membership.

### Long Range Planning and New Services

The board appointed a Long Range Planning Committee to set the course for PA DHIA into the next century. The committee will explore the cooperative's structure, the changing dairy industry, the role to be played by PA DHIA, the possibilities of corporations with other farm cooperatives, and the development of new services.

MUN (Milk Urea Nitrogen) analysis was introduced to provide a new nutrition management tool for our members, and a MUN Herd Summary Report was developed by PA DRPC. A Performance Economics Program was developed to be introduced to the members so they can better evaluate their production cost for the herd, groups within the herd, and individual cows.

The board gave top priority to the development of a PC based data processing program. PA DHIA does not plan to purchase a new main frame computer, but move to a PC based system which is more economical to run.

## Summary Of Board Action

As part of the marketing plan, field technicians received training in marketing, and an advertising and promotion program was developed. The Westfalia Dairy Plan Program is being marketed by our technicians and has been put on the laptop computers to leave test day reports to our members.

### Educational Programs and Seminars

Three technicians training programs and local training sessions were conducted during the year. Information was given on the MUN program and its benefits to our members, as well as other technician responsibilities.

Seminars for veterinarians and nutritionists were held throughout Pennsylvania to seek advice and suggestion on PA DHIA service. Educational meetings were held on the MUN program with the help of Dr. Jim Ferguson and Dr. Linda Baker from New Bolton Center.

Plans are underway to hold educational meetings throughout Pennsylvania on the Performance Economics Program that has been developed.

### Membership Action

The director districts were rearranged to include new members in New York, New Jersey and Maryland.

The one day Annual Meeting held last year was evaluated, and

the same format will be followed at the February 16, 1996 meeting. A survey of the members attending indicated an overwhelming support to continue with a one day meeting. The same roundtable discussion format was approved for the district meetings. Besides the normal business conducted at the district and annual meetings, Dr. James Ferguson will make a presentation on MUN, and Dave Slusser will present the Performance Economic Program.

The structure of the Executive Committee was changed to include: President, Vice-president, Secretary, Treasurer and Executive Committee Member at large, and the immediate past President. The President can only succeed himself 3 consecutive years then a new President is elected. The immediate past President is on the Executive Committee one year after being President without voting rights. He must be off the executive committee one year before being eligible to be elected back on the executive committee. The executive committee member at large has voting rights but cannot be re-elected in that position.

The planning committee reviewed the entire recognition program at the local and state level and recommended a uniform program of recognition at each county annual meeting. The board approved the recommendation.

### Business Action

The board reviewed the credit

there boost milk production.

While in Poland, the Slussers witnessed the establishment of DHIA services there, and met with several of the agents during that time.

Now, those Polish agents got an opportunity to see the modernization of Pa.DHIA services and how milk samples are conducted and reports created.

On several occasions, members of the Polish delegation remarked on the high production and superiority of American dairy cattle. They said they were amazed to see the high records of American cows.

The group toured the Pa.DHIA laboratory and data processing center, meeting with employees while getting an explanation of the

policies of the co-op and made changes. The basic policy is that payment for service is due test day. A uniform system was approved for fees, pay, bonus and benefits for all employees. The board sets the policies and approves the budget by which the management runs the cooperative. The board hires the General Manager who in turn hires other

## Performance Economics

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cost per cow lactation total to date. 4) Net income per cow lactation total to date and 5) after cow completed lactation, net income for each cow. On Individual Cow Page: 1) Net income per lactation including lifetime profit.

PA DHIA has requested time on Dairy Day Programs to present this program to you. We are also requesting our county DHIA committees to schedule county meetings on Performance Economics. Dr. Steve Ford or Dave Slusser will conduct these meetings. If you cannot wait for a meeting, contact Judy Walker at PA DHIA. Our address is Orchard Road, University Park, PA 16802, or call 1-800-DHI-TEST and Judy will send the program out to PA DHIA members free.

employees he needs in order to provide the service to the members. The manager must follow the policies set by the board, and he is the only employee of the board.

The just completed fiscal year included a good improvement in the finances and new services to members. It was a busy and productive year for the board.

## PA DHIA EIGHTH ANNUAL CORPORATE MEETING

AT THE  
HOLIDAY INN  
1450 SOUTH ATHERTON STREET  
STATE COLLEGE, PA.

YOU ARE INVITED  
BY THE  
BOARD OF DIRECTORS OF THE PA DHIA  
TO ATTEND THE  
EIGHTH ANNUAL CORPORATE MEETING  
FRIDAY, FEBRUARY 16, 1996.

FEATURE SPEAKER  
JAMES FERGUSON, VMD  
OF NEW BOLTON CENTER, UNIVERSITY OF PENNSYLVANIA  
ON  
MILK UREA NITROGEN

REGISTRATION WILL BE SENT TO YOU LATER. LOOK FOR IT WITH YOUR MONTHLY REPORTS IN DECEMBER AND JANUARY