

Pressrelease – January 2008

## A revolution in dairy herd management

### The management tool of the future, Herd Navigator® will soon be available for Danish milk producers.

This new dairy herd management system will allow Danish milk producers to be the first in the world to identify significantly more cows in heat than can be seen with visual checks and to spot mastitis before it affects the milk. Milk producers will also be made aware of cows affected by different metabolic disorders before actual symptoms are visible.

The new system will give the milk producer a better overview of the whole herd while providing valuable information on individual cows.

Herd Navigator is rated as three star Europe news at Agromek 2008 in January in Messecenter Herning.

The Herd Navigator concept has been developed in close co-operation between FOSS, DeLaval International AB and the Danish Cattle Federation.

“Herd Navigator is a significant innovation in herd management as the system automatically measures different components in the milk while the cow is being milked” says Jesper Bagge Pedersen, General Manager for Herd Navigator Denmark A/S.

#### Improved economy and animal welfare

Herd Navigator provides the opportunity to improve the financial result from each cow: early warnings alert the milk producer to the appropriate quick action needed for individual cows, for reproduction, health and nutrition. Proactive action will also improve animal welfare and food safety.

#### Herd Navigator focus areas

The analytical result is processed using sophisticated bio modeling software. Results are presented on the milk producer's computer in a clear form that makes it easy to spot animals which need special attention, including:

- Cows in heat, cows with cysts or cows that are pregnant
- Cows with Ketosis or with an imbalance in their feed
- Cows with mastitis

#### Facts on Herd Navigator

Herd Navigator is developed in a close cooperation between FOSS, DeLaval International AB and Danish Cattle Federation, who individually are leading in their own fields such as:

- Dedicated analytical solutions of amongst other things milk and dairy products
- Development and sales of milking equipment and other advanced equipment to the dairy producer.
- Advising and education in the whole cattle sector.

Herd Navigator is the professional dairy farmers herd management system for the future, made for the farmer who desire advanced information every day linked with easy to act on messages providing him with information on which measures he should do in order to gain better control over his dairy herd.

Other advantages pointed out by Danish farmers who have tested Herd Navigator on their dairy farms:

- Herd Navigator provides flexibility and a quick overview
- Herd Navigator makes the farm more attractive to staff, and makes it easier to use unskilled labour
- Herd Navigator makes it possible to “look inside the cow” and be proactive when the feed is changed, for instance.

Freddy Dransfelt, a Danish milk producer from Bramminig who has tested the system, said: “The more cows you have, the more difficult it is to maintain both the grand overview and control over individual animals. With Herd Navigator you achieve both. It provides security and freedom because I can check up on the cows even when I’m not the one milking all the time.”

### Training for the dairy farmer

The Herd Navigator package includes education and training for the individual milk producer, his advisor and veterinarian, in order to achieve the best possible results from the system. If the milk producer wishes, online access can be given to the veterinarian and the advisor for on-the-spot advice regarding the management or treatment of animals.

### Further information

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