

Dairy Rhythms – Manage Your Holstein Herd’s Information Like Never Before!

New software designed with Holstein breeders in mind

BY LINDSEY WORDEN

Herd management software can be a great asset for any dairy producer to manage the massive amounts of data associated with each animal. Having breeding and health records, herd inventories and sorting lists readily available are essential tools that help life on the dairy run smoothly. Wouldn't it be convenient if there was a simple way to integrate your herds' genetic data with a program, instead of having to look up pedigrees in a file or online? Your wait is over! Holstein Association USA is excited to announce a brand new herd management software program – Dairy Rhythms. Even if you do not currently use a computer herd management program, Dairy Rhythms is worth a look. For a small investment, you can replace notebooks of information and unlock the potential of your Holstein data.

Dairy Rhythms was developed specifically with Holstein breeders in mind; not only does it store all the management and production records you have come to expect from a herd management program, but it is able to sync directly with the Holstein Association USA database. This unprecedented feature puts all of your animals' genetic, pedigree, and classification information at your fingertips, allowing you to not only effectively keep up with your herd, but to efficiently manage your Registered Holstein enterprise unlike ever before.

Dairy Rhythms – Bridging a Gap

While Holstein Association USA has provided software programs, such as EASY ID and Red Book Plus/MultiMate, to assist Holstein breeders for years, creating a herd management program was an endeavor unlike anything we had developed before. Owning a dairy records processing center, AgriTech Analytics (ATA), places both Holstein Association USA and ATA in a unique position, as we have the ability to bring the production records processing and registry systems seamlessly together in one program on the farm. It also strengthens the breadth of services ATA provides and opens doors to a new customer base, herds which may or may not currently do

business with Holstein Association USA or own registered cattle. For producers who do milk Registered Holsteins, your Association now has a tool which integrates genetic, production, and phenotypic information into one easy-to-use package that allows dairy producers to put it to real use and adds value in the information.



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What Sets Dairy Rhythms Apart

As mentioned above, Dairy Rhythms is, above all, a herd management system with a core function of storing and giving dairy producers access to the day-to-day information needed to manage their herd. Dairy Rhythms is able to store, query, and build reports on the various health, calving, breeding, and production information which will be familiar to anyone currently using a computerized herd management program. What makes Dairy Rhythms unique are the added features, specific to the needs of Registered breeders. The following sections will touch on some of these key benefits.

Dairy Rhythms is able to sync directly with the Holstein Association USA database, giving you access to the latest information about your animals, as soon as it is available. After each national genetic evaluation (in April, August and December), or after your herd classifies, Dairy Rhythms can pull information from the Holstein database into your computer, giving you the most up-to-date information available on your Holsteins. Dairy Rhythms also archives past evaluations so you may compare how your animals change over time. Data on all classifications performed on each animal is available with the click of a mouse, including final scores and individual breakdowns.

Store individual pedigrees and access family tree information with the touch of a button. With an internet connection, Official Holstein Pedigrees can be downloaded and stored for any animal. Holstein COMPLETE members can use the pedigrees included with COMPLETE, and non-COMPLETE herds will be billed the standard \$3 per pedigree. Family tree information can be accessed free of charge.

Sync with ATA for complete production record information.

To take full advantage of Dairy Rhythms capabilities, herds must process their dairy records through ATA. Once that link is made, production record information can be downloaded as soon as it is processed and available in the ATA system. See the following pages for more information about ATA and special discounts available for Holstein COMPLETE herds.

Easily manage embryo and semen inventories with Dairy Rhythms. The program includes a module to track embryos individually from recovery, freezing, implantation, or sale, through birth of the calf. The semen inventory function will automatically update when you record a breeding, eliminating questions of which bulls are available.

Quickly and easily access any data stored in the program with flexible reporting and query functions. Dairy Rhythms has a query and reporting module that allows you to access and manipulate the vast amount of information stored in the program to meet your needs. Along with several commonly used, pre-built reports, breeders can create their own queries and save them for future use. Once reports are generated, users may arrange and sort them by any criteria, export the reports to a spreadsheet, or print them.

Dairy Rhythms is designed to be intuitive. Program developers have worked to ensure the program is easy to learn for new users. Data is laid out cleanly in tabbed sections, so

viewing an animal's page will be almost like flipping through a file of well-organized information.

Make Dairy Rhythms a Part of Your On-Farm Management Team

If you are interested in Dairy Rhythms, contact your regional representative, or call Dan Meihak at 800.952.5200, ext. 4260, for details on how you can start making the transition. Dairy Rhythms is offered on a monthly subscription basis, with options for Holstein COMPLETE and non-COMPLETE herds. Non-COMPLETE herds will be charged a one-time \$300 installation fee, and then \$35 per month. COMPLETE herds taking advantage of the new Dairy Rhythms option (see page 15 for details) will pay just \$25 per month, with the installation fee waived. Your monthly subscription offers full access to all features, and unlimited syncing with the Holstein Association USA database.

Still curious? Sign up for our webinar!

We want to give people a chance to see this new software product first-hand! Holstein Association USA will be hosting a free webinar on Monday, March 12, at 1 p.m. Eastern time.

During the webinar, Dairy Rhythms project manager Adam Griffin will give an overview of the program, and attendees will have the chance to ask any questions they may have about the program. Visit <http://bit.ly/RhythmsWebinar> to sign up today! With questions about the webinar, contact Lindsey Worden at 800.952.5200, ext. 4096, or Lworden@holstein.com.

