



**Decoding milk data,
building robust insights.**

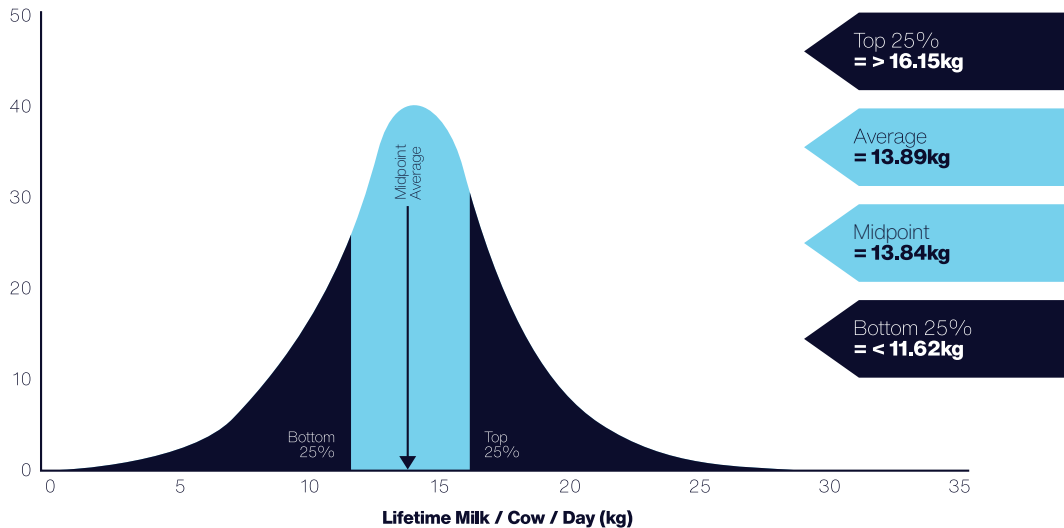


Welcome

The challenges facing the UK dairy farmers have never been greater with the combined pressures of higher input costs and demands to demonstrate and build sustainability credentials. There are many ways in which dairy farmers can improve their sustainability performance, but often these come with a significant price tag that is not necessarily matched with a financial reward. At NMR we believe that improving sustainability starts with maximising output per unit of input. In short this means healthy and fertile cows that achieve good levels of feed conversion efficiency - all of which will deliver a commercial as well as environmental gain.

As a service provider to UK dairy our challenge is ensuring our services help our customers identify areas of strengths and weaknesses in the herd, identifying both culprits and high-flyers within the herd where management decisions are needed. At NMR we know that up to date and reliable cow information leads to better decision making so our focus is on presenting the right information in the right format as quickly as possible.

Range in the average lifetime milk / cow / day in NMR herds in 2023



Benchmarking

In order to aid decision making for the farmer our focus is on helping our customers identify how they are doing relative to others on comparable systems. This is done through reference to the total NMR data set. Knowing where you sit against your peers is valuable for target setting and monitoring progress over time. In this catalogue you will find infographics showing the performance for NMR herds in 2023 for a range of key measures. Keeping an eye on progress is straightforward for NMR customers using the Key Performance Indicator report in Herd Companion.

Data sharing

Another priority for us is ensuring our customers are able to provide access to their data in a simple yet secure way to relevant third parties, such as vets, nutritionists and consultants. Through our web portal we are able to allow our customers to specify their data sharing requirements and maintain this in a straightforward and controlled way.

Innovation

Alongside the more conventional services set out in this catalogue we are pleased to be able to offer innovative new services that we consider to be very relevant for the modern dairy farmer. Having recently invested in a state of the art genomic testing at our Wolverhampton-based laboratory we are also now able to offer GenoCells – a novel method for the accurate measurement of individual cow SCCs without the need for individual cow sampling. This service can be used independently or in conjunction with NMR milk recording.

Customer service

As well as looking to provide unrivalled service excellence (most of our results are reported within 48 hours) we also back this up with service reviews for our customers. These reviews ensure our customers are gaining the maximum benefit from their engagement with NMR and are able to make better decisions drawing on the robust and timely data that NMR provides.

We look forward to working with you to help improve the commercial and environmental performance of your dairy enterprise.

Mark Frankcom

Managing Director, NMR



Contents

Milk Recording 7

| | |
|--------------------------------|----|
| Why Milk Record? | 8 |
| Milk Recording Options | 10 |
| Essential Sampling | 11 |
| Grazing Herd Recording Options | 12 |
| Shuttle Hire Service | 14 |
| Energy Balance | 15 |
| Milk Pregnancy Testing | 16 |

Milk Quality 19

| | |
|----------------------|----|
| Bulk Milk Testing | 20 |
| Milk Quality Monitor | 21 |
| Mastitis ID | 22 |
| Parlour Hygiene | 23 |

Health Testing 25

| | |
|-----------------------------------|----|
| Johne's Disease | 26 |
| Johne's Testing Options | 28 |
| HerdWise | 29 |
| BVD Testing | 30 |
| Bulk Tank and Cow Disease Testing | 31 |

Genomic Testing 33

| | |
|------------------|----|
| GeneEze | 34 |
| inGENEious | 36 |
| Genomic Partners | 37 |

GenoCells 39

| | |
|-----------|----|
| GenoCells | 40 |
|-----------|----|

Software 43

| | |
|----------------------|----|
| Herd Companion | 44 |
| UNIFORM | 45 |
| InterHerd+ | 46 |
| Training and Support | 47 |

Nordic Star Tags 49

| | |
|----------------------|----|
| Nordic Star Ear Tags | 50 |
| Ear Tags Range | 51 |

Herd Management 53

| | |
|-----------------------------------|----|
| NMR Herd Management Diary | 54 |
| Total Herd Registrations | 55 |
| 500 Herds KPI Study | 56 |
| Data Sharing | 57 |
| NMR/RABDF Gold Cup | 58 |
| APR, Awards and Herd Competitions | 60 |



The data produced when you milk record provides you with insight into the health of each individual cow and enables you and your on-farm team to make decisions which will improve your herd health, welfare and production.

Milk Recording

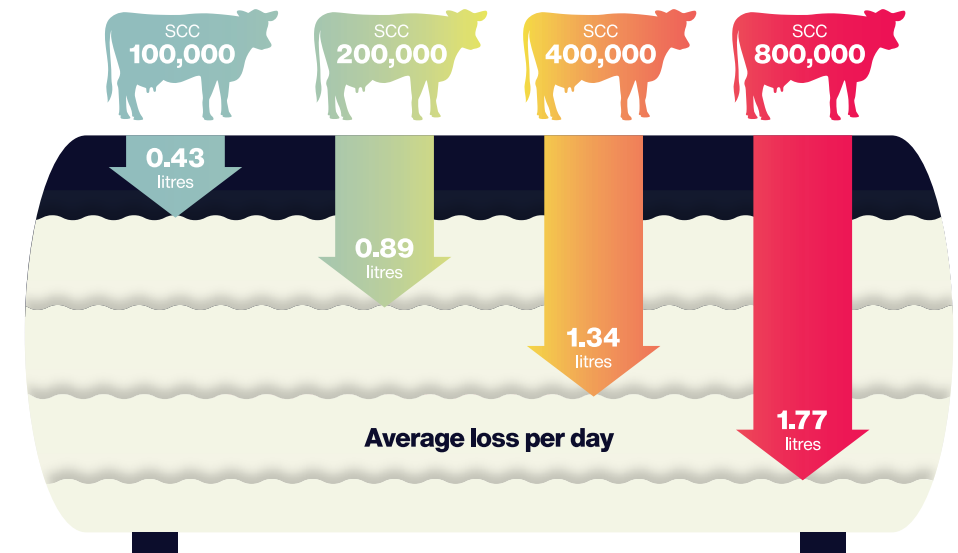
Why Milk Record?

NMR's trusted, reliable and impartial milk recording and cow health monitoring services will **empower you with quality information, enabling you to drive herd performance and health.**

NMR's data supports you to make informed decisions and can help you:

- Monitor and improve bulk milk tank volume and quality.
- Measure and manage to improve pregnancy rates.
- Breed your dairy replacements from your best heifers and cows by enabling use of AHDB genetic evaluations and genomic testing.
- Implement Selective Dry Cow Therapy.
- Tighten up the management of your herd using comprehensive flexible action lists.
- Re-use the milk samples for pro-active Johne's management.
- Extend herd longevity by monitoring and improving the health of your cows; NMR also provides ad-hoc testing for diseases such as Neospora and Leptospirosis.
- Benchmark your herd against national targets to enable comparison against other farms with similar management systems.

Elevated SCCs cause lower milk yields, greater mastitis risk and financial penalties



Milk Recording Options

Why not start with DIY self-sampling? Or if this is not convenient, our fully trained milk samplers are on hand. We have many flexible options to suit you and your herd.

Your milk recorder provides a vital conduit between your herd and NMR, and to get the best service from them they will need access to all animal events including calving, service, PD, dry off, mastitis and lameness records. We are able to import yields and cow event data from many different software programs, making data collection quick and easy. The NMR diary allows all animal events to be recorded in a structured and efficient manner, ensuring the requirements set by DEFRA and the Red Tractor scheme are met; data can also be entered directly into NMR online.

The factoring option means that you only need to sample on one milking (twice if milking three times a day), and this should be done alternately morning and afternoon. There are a number of flexible recording options to choose from:

- DIY 4, 6 and 8 weekly
- Assisted 4, 6 and 8 weekly
- Non-factored or factored on the above
- Grazing 4/4+ flexible milk recording four times a year to match herd requirements

These options all include free online reporting from NMR's Herd Companion website; fully comprehensive paper reporting is also available if preferred (extra cost). The worst 10 cell count results can be received by text.

NMR'S HERD IMPROVEMENT OFFER

Includes eight weekly milk recording, quarterly HerdWise Johne's testing and six GenoCells tests.

See p.40
for more info

Essential Sampling

Essential Sampling is a straightforward testing service for milk constituents, without the requirement to record any animal events, ID or ancestry information.

If you require regular testing there are regular subscription services; if you only want to test occasionally, the service can also be used on an ad hoc basis. Essential Sampling is also ideal for use in between a regular recording service, if milk quality needs to be checked more frequently. You can also only test the cows you are interested in - there is no requirement to test the whole herd.

What is included?

- Regular subscription - 4, 6 and 8 weekly
- Ad hoc
- Cell count
- Fat and protein
- Labour for sampling (additional cost)
- Pregnancy Testing (additional cost)
- Tests for additional diseases - Leptospirosis, IBR, BVD and Johne's (additional cost)

Results can be received either by post, email (as a CSV file for spreadsheets and on-farm software) or text. Ordering is easy, and payment can be taken either by credit card or as a direct debit. *Please note, you will only be charged for the samples you present for testing, and a kit charge is applicable for orders under 10 samples.*

Grazing Herd Recording Options

These Milk Recording options are conducted four times a year at a time to suit your farm's system, and require a herd size of minimum 200 cows.

Grazing 4 includes:

- Assisted or DIY testing
- Monthly payments over 12 months
- Real-time data links with UNIFORM Agri and InterHerd+, as well as data entry via Herd Companion software

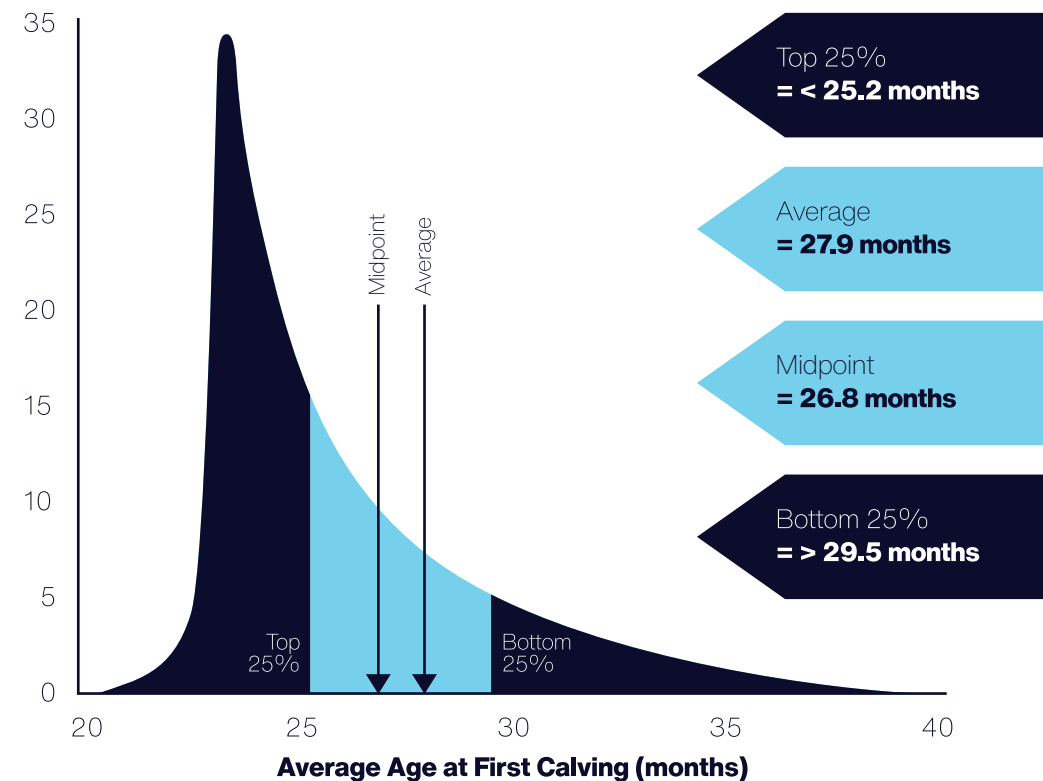
Grazing 4+ includes everything offered in Grazing4, as well as:

- HerdWise Johne's Testing on each recording
- One whole herd individual Milk Pregnancy Testing service at a suitable time

Results are available on NMR's Herd Companion, with automatic updates available for UNIFORM Agri and InterHerd+; data files can also be provided for most other herd management programs. If required, results can also be posted.

Range in the average age at first calving

in NMR herds in 2023



Shuttle Hire Service

If you have a DeLaval, Lely, Fullwood* or Boumatic robotic milking system, we can provide you with a complete door-to-door service to help with your milk recording requirements including pregnancy, SCC or Johne's disease.

Using Ori Collector Shuttles, our team will arrive on farm, set up the shuttles, ensure they are operating correctly, and clean down upon completion - all you need to do is tell us when to arrive.

The Shuttle Hire service can be booked in for whenever you need it, or we can include it with your regular milk recording service.

** No Fullwood or Boumatic robot has been presented for ICAR testing, and is therefore not approved for official milk recording, but can be used sampling for SCC and Johne's.*



Energy Balance

The level of energy available to animals in your herd affects their production and fertility, having major financial implications on the herd's profitability.

The proactive approach to nutritional performance, NMR's Energy Balance service makes predictions based upon the spectral data gathered from milk recording samples in order to ascertain the energy available to cows. Specifically, it includes energy intake and energy balance for every cow tested at every recording.

Farmers, nutritionists and vets can all register farms for this service, which includes:

- Monitoring energy intake levels
- Identifying energy balance issues
- Indicating the level of ketosis in the herd
- No additional testing required
- Registration and reporting through Herd Companion
- Minimum sign up period of 12 months
- FOC historic results to enable use of service immediately

We would suggest your feed consultant or vet is involved in reviewing the reports in Herd Companion, to draw up action plans and amend cow diets if required.

Milk Pregnancy Testing

At 99% accuracy on pregnant cows*, milk samples can be tested to check for pregnancy status and identify open (non-pregnant) cows in time to rebreed.

Milk Pregnancy Testing complements your routine herd fertility program, measuring Pregnancy Associated Glycoproteins (PAGs) which are only produced by the presence of a foetus.

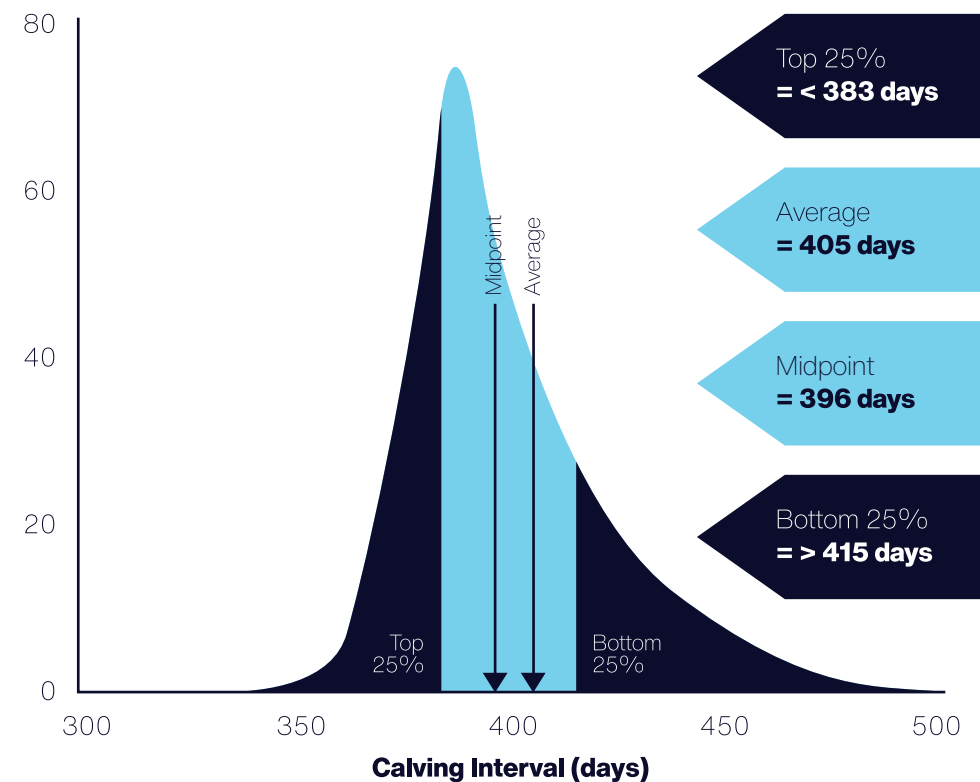
What are the benefits?

- Used by regular Milk Recording customers, Essential Sampling customers, and ad hoc users.
- If regularly Milk Recording, the test can be scheduled to automatically test all eligible cows after service or calving; cows can also be picked manually on the Milk Recording program.
- Sample boxes can be used for cows outside the Milk Recording service.
- Can be used as a check test 70-110 days after service to confirm pregnancy status after an early vet PD.
- The test can be used at any time from 28 days after service and as a check before dry off.
- Results shown in Herd Companion will automatically update a cow's fertility status and associated action lists (Milk Recorded herds only).
- No enrolment fee, no minimum or maximum number of samples and no commitment to monthly Milk Pregnancy Testing.
- Cows falling into the 'recheck' area will be retested automatically at next recording free of charge (Milk Recording customers only).

* IDEXX validation report of the test carried out on 1,839 samples of milk.

Range in the average calving interval

in NMR herds in 2023





It's not surprising that farmers who trust NMR's robust milk testing processes are able to make better decisions based on up-to-the-minute results that secure improvements in herd health and milk quality.

Milk Quality

Bulk Milk Testing

NMR tests 98% of milk buyer bulk tank samples throughout the UK - that's 6,500 samples tested every single night.

Our labs in the West Midlands and near Glasgow test for constituents such as Bactoscan, FPD, SCC, butterfat, protein, lactose, casein, antibiotics, urea and fatty acids. The service offers you additional options for quality, composition and disease testing surveillance, using the bulk milk samples collected by your tanker driver. Results are reported through NMR's Herd Companion, as well as by text, email or post within six hours of testing.

We have a dedicated team of van drivers that operate a unique collection and delivery network. They travel the length and breadth of the country to ensure samples are delivered to our labs in good time and condition. We operate 24 hours a day, 365 days a year.

Milk Quality Monitor

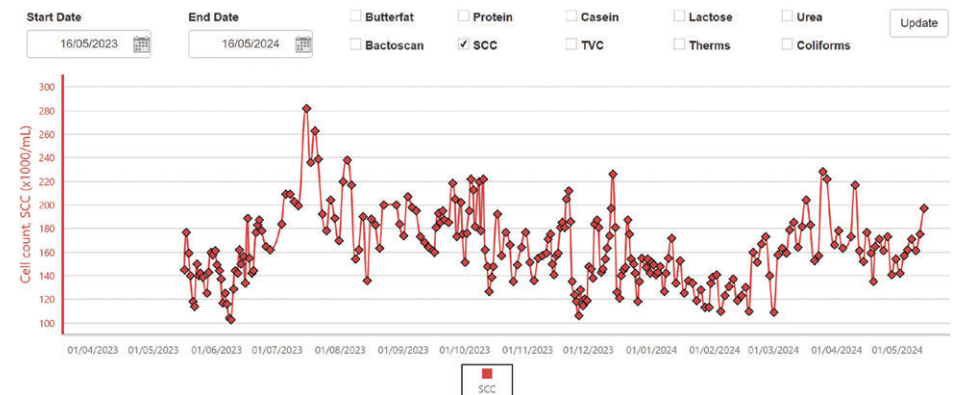
We offer a range of tests carried out on bulk milk samples in addition to the standard payment testing samples, including bactoscan, somatic cell count (SCC), butterfat (BF) and protein (P).

These additional tests are carried out using 'spare' samples held in our fridges, so no extra sampling is required. Samples are collected via our transport network, delivered to one of our labs to be tested and results are subsequently reported generally within 24 hours.

What are the benefits?

- Regular results without the hassle of sampling
- Avoiding milk cheque penalties by reacting faster to rising SCC and bactoscan
- Changes to cattle nutrition can be made more quickly, based on daily BF and P results
- Accessing results is quick and easy - by text, email or via Herd Companion

Milk Quality Monitor Chart



Mastitis ID

Reducing the number of mastitis cases will help increase profit margins, as well as improve herd health and animal welfare.

A PCR / DNA profiling test will determine the presence and quantity of the most common contagious and environmental pathogens that cause mastitis. Identifying which specific pathogen is causing mastitis will determine which treatment will be effective on an individual cow or quarter, as well as determining what preventative measures to put in place to stop further cases occurring.

What are the benefits?

- Reduces costs from dumping milk
- Reduces time in parlour
- Prevents reduction in milk yield in the rest of the current lactation, as well as subsequent lactations
- Improves herd health and animal welfare

We recommend sterile sampling to reduce the risk of cross contamination. You can test an individual animal or even an individual quarter; we can also use your bulk milk samples to gain a general picture of mastitis-causing pathogens within the herd. Results can be accessed via Herd Companion, or emailed to you. We can also send a copy to your vet, so they have a record and can advise on the best course of action.

When receiving your results, we will provide guidance notes to help you interpret results. For any questions on this, please contact us on the number below.

Parlour Hygiene

Testing your existing bulk tank sample, this service will aid the management of rising Bactoscan results by pinpointing specific areas that could be causing contamination.

The testing involves a traditional culture technique whereby any live microbes in the milk are grown under a range of conditions. We then count the number of microbial colonies to determine the level and presence of psychrotrophs, thermodurics, coliforms and all bacteria – a Total Viable Count (TVC). Identifying troublesome areas will determine the best course of action to rectify quality issues, decreasing the likelihood of penalties from your milk purchaser. When receiving your results, we will provide guidance notes to help you interpret results.

BactoBreakdown testing

The BactoBreakdown service is carried out on nonpreserved bulk milk samples routinely arriving at NML. It combines both the Parlour Hygiene suite and Mastitis ID, proving useful for identifying the cause of Bactoscan and/or SCC problems.

Thermoduric testing

Some milk buyers have introduced Thermoduric testing to their payment testing suite, meaning that your results could lead to payment deductions if above recommended cut offs. Thermoduric bacteria are widespread across the farm environment. The major routes of entry into milk are through dirty cow teat surfaces, poor parlour hygiene and residues on milk machine equipment. They can survive pasteurisation and transfer into dairy products, causing defects such as reduced shelf life for milk or spoilage of cheese and butter. When receiving your results, we will provide guidance notes to help you interpret results. For any questions on this, please contact us on the number below.

Water testing

NML's water testing service focuses on testing for enterobacteria and faecal coliforms - two key indicators of bacterial contamination in water supplies.



Johne's disease, BVD and other infectious diseases are prevalent in dairy cattle; it is estimated the cost to the UK National Herd to be over £100m*. Regular health testing with NMR delivers data which can help you improve your herd by identifying those cows to treat, manage differently or cull.

* Based on a combination of data from Bennett and Ijpelaar, 2005 and Scott, 2009)

Health Testing

Johne's Disease

Johne's disease is a chronic, progressive intestinal disease caused by infection with *Mycobacterium avium subspecies paratuberculosis* (MAP).

How do cows become infected with Johne's?

Cattle are usually infected as young calves, being most susceptible whilst in the calving area and up to weaning. The calf may be infected while in the womb, by drinking contaminated colostrum and milk, or most commonly, by ingesting infected faeces. The organism may last for a year in slurry or on pastures.

Only 1-5% of infected cows in a herd will show clinical signs of the disease. The rest of the infected animals will appear appear healthy but will suffer production losses and be more susceptible to high SCC, mastitis, lameness and other diseases; this highlights the need for testing. Infection is almost always introduced to a herd by purchasing infected replacement breeding stock, including bulls.

How to get started with testing

NMR recommends a whole herd milk testing screen to assess herd level infection in dairy herds (blood screens can be performed for beef herds). If testing a limited number of cows you should target cows most likely to be infected with Johne's:

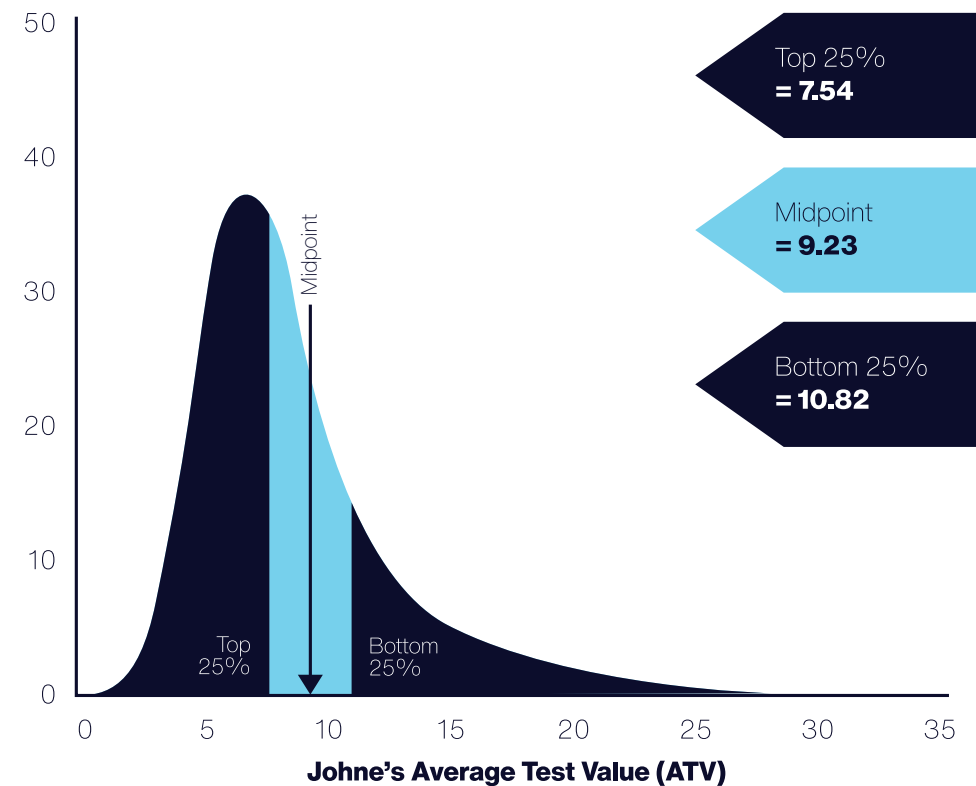
- Cows between three and seven years old
- Cows that have problems with lameness, high SCC or mastitis
- Cows with depressed milk yield

NMR offers a number of flexible testing options, enabling farmers to follow the National Johne's Management Plan (NJMP) which now forms part of the Red Tractor farm assurance standards.

Please leave six weeks after a TB test before commencing with a Johne's test.

Range in the Johne's Average Test Value (ATV)

across NMR herds in 2023



Johne's Testing Options

NMR offers a full range of milk testing services and prices to suit all dairy farmers - work with your vet to agree the best Johne's testing scheme and the resulting action plan for your business. NMR Johne's testing services are compliant with the National Johne's Management Plan.

JES

Johne's Essential Sampling

- Quarterly service for herds on regular Essential Sampling or as 'stand alone' quarterly testing
- Traffic light risk indicators
- Whole herd testing once, twice or three times a year
- Results collated for each animal and reported through Herd Companion
- Average test values calculated on Herd Companion
- Reminder email sent out month before testing due



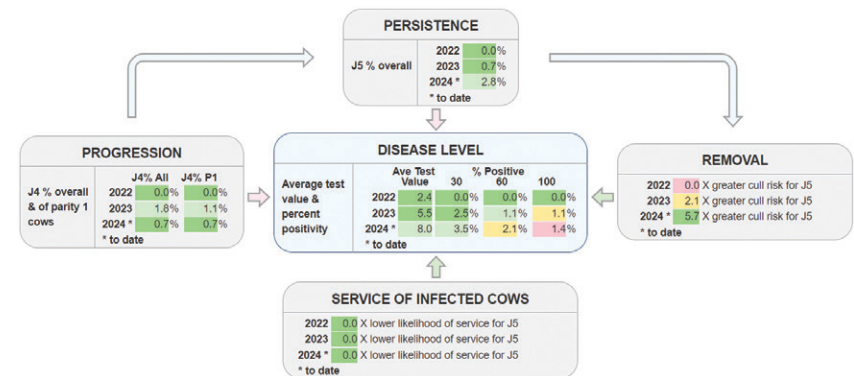
HerdWise

The HerdWise quarterly Johne's testing service features a Johne's Progress Tracker and Priority Cull Reports on Herd Companion.

What are the benefits of HerdWise?

- Whole herd quarterly testing for Milk Recorded herds
- CHECS accredited service
- Uses existing NMR recording samples
- Traffic light risk indicators
- Includes Johne's Progress Tracker and Priority Cull report on Herd Companion

Johne's Progress Tracker



Page 1 of 1 (3 items) [1] Page size: 10

Drag a column header here to group by that column

| Year | Ave. test value | 35% (all) | 34% (all) | 34% (P1) | %Pos >= 30 | %Pos >= 60 | %Pos >= 100 | J5 Service (Relative Risk) | J5 Calve (Relative Risk) | J5 Exit (Relative Risk) |
|------|-----------------|-----------|-----------|----------|------------|------------|-------------|----------------------------|--------------------------|-------------------------|
| 2024 | 8.0 | 2.8 | 0.7 | 0.7 | 3.5 | 2.1 | 1.4 | 0.0 | 0.0 | 5.7 |
| 2023 | 5.5 | 0.7 | 1.8 | 1.1 | 2.5 | 1.1 | 0.0 | 0.0 | 0.0 | 2.1 |
| 2022 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

Page 1 of 1 (3 items) [1] Page size: 10

BVD Testing

Every farm should have a BVD control plan in place and NMR have all your testing needs covered, from surveillance to PI hunts.

Prevention and management of BVD should always be discussed with your vet, and can involve:

- General surveillance of bulk milks (dairy) and youngstock (beef and dairy)
- Vaccination
- Tag and testing calves (including stillborn)
- Increased biosecurity between youngstock and adult groups
- Double fencing boundaries between neighbouring cattle farms
- Safe disposal of aborted/stillborn calves

We run two types of tests:

- ELISA (Enzyme Linked Immunosorbent Assay): 2-day incubation test
- PCR (Polymerase Chain Reaction): 1-day test with rapid results

BVD Testing Services available:

- Bulk milk antibody: ad hoc or quarterly
- Bulk milk PCR (tests for virus)
- Individual milk antibody
- Individual blood antigen (tests for virus)
- Individual blood antibody
- Individual tag and test tissue antigen (tests for virus)

BVD HerdCheck Dairy consists of quarterly bulk milk BVD PCR testing and an annual youngstock screen consisting of 10 blood tests.

Visit www.nmr.co.uk/health-testing/bvd to find out more about our BVD Testing Services.

We work with Allflex, Caisley, Dalton, Datamars, Nordic Star, Shearwell, IPA and other tag suppliers.



Bulk Tank and Cow Disease Testing

This combination of services monitors diseases through bulk and individual cow milk samples, offering a convenient, robust, cost-effective and non-invasive way to access herd health.

Bulk Testing

Bulk milk samples taken at every milk collection by the tanker driver can be used to monitor for:

- BVD (antibody)
- BVD (qPCR Virus) (extra cost)
- Leptospirosis
- Salmonella
- Schmallenberg
- IBR (gE & gB)
- Neospora
- Liver Fluke

Samples can be tested on a regular quarterly regime or on an ad hoc basis, for as many or as few diseases as required. It is best to discuss your requirements with your vet to assess which option best suits your herd. Results are accessed through Herd Companion, using Disease Monitor, and can be viewed by third parties if permitted; results can also be sent by email or post.

Cow Testing

Individual cow milk samples can also be tested, as well as blood and tissue samples. NMR Area Service Managers can advise existing NMR Milk Recording customers about bolting on to recording samples. For non recording herds, simply let us know how many samples you would like testing and we will send you a sampling kit.



Genomic testing is the cost effective way to optimise breeding outcomes for your dairy herd. Identifying the replacement breeding group that will provide the most efficient, healthy, productive heifer crop to suit your future business has never been easier. NMR has a range of independent services to suit all budgets and aspirations, providing 24/7 access to any farm advisor of your choice.

Genomic Testing

GeneEze

GeneEze produces robust, reliable genomic data that enables farmers to breed dairy cows that are healthier, more productive and highly efficient.

The independent key to breeding your best possible herd, GeneEze can be used to test animals from the five UK evaluation breeds: Holstein, British Friesian, Guernsey, Jersey and Ayrshire. Easy to interpret and totally independent, GeneEze enables you benchmark your herd and develop your optimal breeding group using the inGENEious selection tools. Genomic data is consistent and highly reliable, allowing for immediate herd improvements that will positively impact production, health, fertility and conformation.

Our experience shows that a tissue sampling unit (TSU) delivers the best results for on farm accuracy and successful lab sample completion. The TSU allows you to take a tiny ear notch from any animal of any age, using either a standalone TSU or as part of the official tag pair. The genotype is generated by DNA extraction and processing; it is then submitted to AHDB Dairy and Egenes who generate individual genomic evaluation data focussed on health, production, fertility, PLI and type.

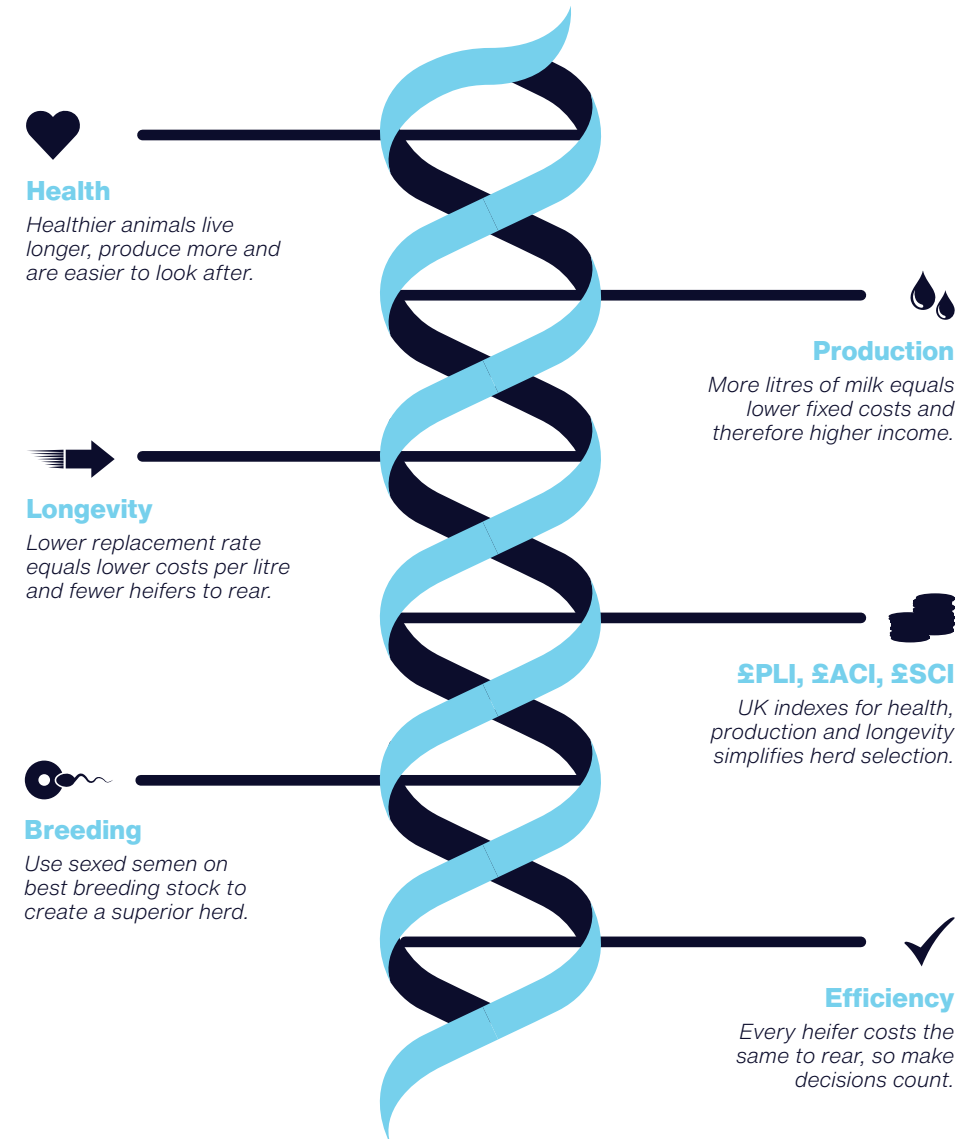
Our volume arrangement lets you secure the best possible deal and send in consignments as and when you choose, and we only charge after a successful test has been completed.

What is the process?

- Contact NMR and order by line number or ear tag ID.
- Collect samples through an NMR genotype tag or a Tissue Sampling Unit (TSU); once collected, attach the barcode to the sample sheet.
- Keep samples cool and post back to NMR in the pre-paid envelope.
- Results are reported through Herd Companion and the AHDB inGENEious selection tool, as well as your Herd Genetic Report (assessed through Herd Companion) 6-8 weeks later.



What are the benefits?



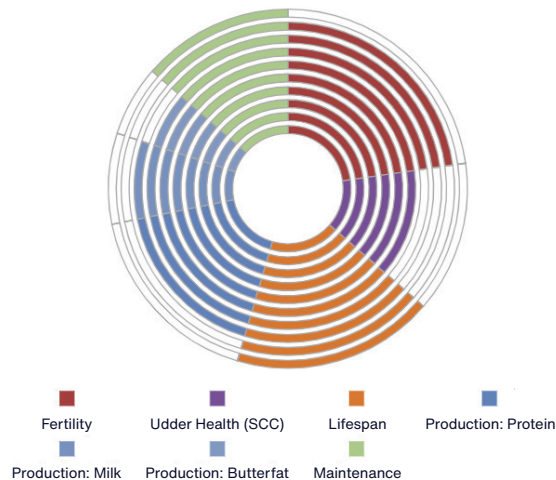
inGENEious

Available on Herd Companion, inGENEious allows you to quickly and simply separate your herd into three breeding groups to aid management and breeding decisions.

The inGENEious reporting tool allows you to:

- Track changes in breeding decisions in real-time
- Compare and benchmark animals by age to the live AHDB national £PLI and PTA averages
- Group animals to facilitate alternative management and breeding, eg. 'green' cows/heifers are put to sexed semen, 'red' to beef semen
- Automatically pass breeding groups to action lists
- Track genetic progress and look for weak spots over time, improving reliability

inGENEious Reporting Tool



CLARIFIDE[®] Plus

A genomic testing service from Zoetis that provides predictions on a variety of unique health traits as well as full US evaluations.

CLARIFIDE[®] Plus also gives information about production and management traits, genetic conditions and inbreeding, allowing you to make herd genetic improvements in all areas.

What are the benefits?

- Improves income over feed costs by up to £1,326 - the best 25% of females ranked on DWP represented £1,326 additional income over feed costs per cow.
- Increases lifetime milk production by up to 9,000kg per head - the best 25% of females ranked on DWP produced 9,000kg more lifetime energy corrected milk per cow compared to the bottom 25%.
- Reduces antibiotic usage by up to 65% - when ranked by Mastitis STA the bottom 25% of cows used 3 times more lactating cow intramammary antibiotics compared to the best 25%.
- Reduces open days by 42 - a difference in 42 days open from those ranked in the bottom 10% for fertility to those ranked in the top 10%; at an average cost of £4 per day that a cow is open, this equates to £168 per head.



Testing for today's health and tomorrow's breeding, GenoCells is the remarkable, easy to adopt solution to SCC measurement and breeding strategy development.

GenoCells

GenoCells

Flexible, simple, convenient: identifying animals with the highest Somatic Cell Count (SCC) has never been so easy. GenoCells is a next-generation milk test that provides individual cow SCCs using your bulk milk sample.

GenoCells uses each cow's genomic profile to identify SCC contribution, helping farmers identify sub-clinical mastitis, improve milk quality and reduce antimicrobial use as GenoCells enables a Selective Dry Cow Therapy program.

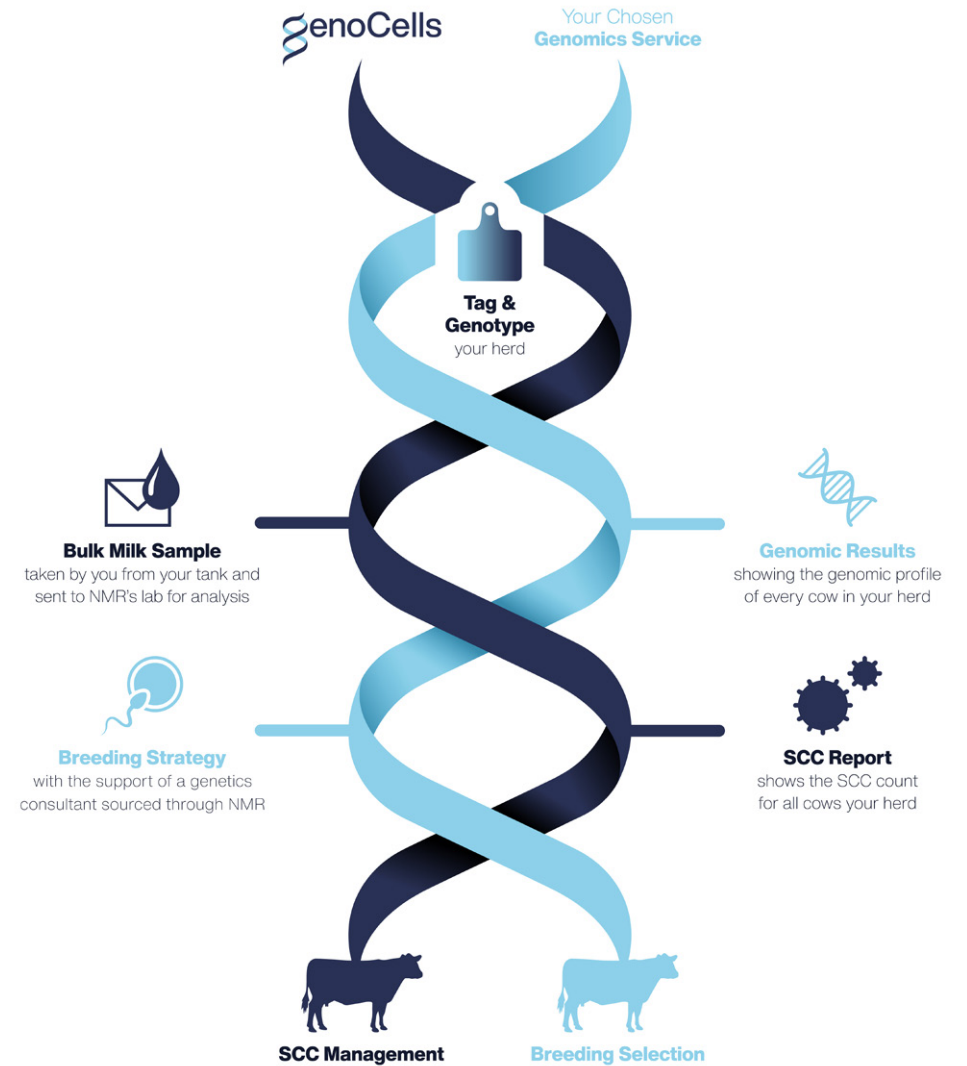
GenoCells is offered exclusively by NMR. It is relatively new to the UK, but its effectiveness is already proven in European markets. Results are reported in a pdf document or CSV file for easy import into farm software. The results confirm the SCC for each milking cow and their percentage contribution to the bulk tank. It is labour saving and facilitates quick treatment of individual cows in good time.

NMR Herd Improvement Services Offer

GenoCells is now available as part of a unique offer combining:

1. Eight-weekly milk recording
2. Four times a year Johne's testing with HerdWise
3. Six GenoCells tests

Delivering a simple, flexible and informative method of milk recording, Johne's surveillance and individual cow SCC monitoring for your farm.





NMR's web based reporting platform, Herd Companion, is free to use. It provides you with a range of management reports drawing from milk recording and bulk milk testing data. The web portal also provides comprehensive reports on genomics, disease and microbiology testing, giving you key management information at your fingertips.

Software

Herd Companion

NMR's **free** online information management portal for access to your milk recording, bulk tank milk quality and disease test results.

- Access via your own secure user name and password on your PC or tablet.
- Milk recording information shown in interactive, flexible and exportable iReports.
- Logical and simple navigation.
- Real-time data entry for updated action lists to improve insights into your cows and herd, contributing to faster and improved decision making.
- Real-time data links with UNIFORM and InterHerd+.
- Genomic and genetic £PTA and £PLI reports, allowing you to allocate animals to different groups for breeding planning.
- NML bulk tank results reported and collated through Milk Quality Monitor.
- Disease reporting of cows for Johne's, BVD, Leptospirosis, IBR and Neospora.
- Bulk tank disease reporting for BVD, Leptospirosis, IBR, Neospora and Liver Fluke.
- Free to all GB dairy farmers regardless of whether recording with NMR or not.

Selective Dry Cow Therapy

Endorsed by milk buyers and vets alike, SDCT is a pioneering approach to the management of dairy herds that helps reduce unnecessary antibiotic use - it targets only those cows with evidence of udder infection, negating the need for blanket use of antibiotics in all cows at drying off. SDCT involves evidence-based decision making, so the better the evidence you have the more confident you can be of successful outcome. Gathering data at both herd and cow level is important; regular and repeated individual cow SCCs, accurate mastitis records and working with your vet are essential. The Selective Dry Cow Tool in Herd Companion offers:

- Collation of all your SCC and pathogen data in one place
- Herd level summary of NML bulk milk tank results
- Quarterly bulk milk mastitis pathogen testing (at extra cost) using spare NML bulk samples
- Summary of the number of mastitis cases per 100 cows (NMR Recorded Herds)
- Dry period SCC summary (NMR Recorded Herds)

UNIFORM

An effective and adaptable management program for dairy farmers that simplifies herd data.

- Data entry made easy and fast to save time.
- Mobile App included, so you can enter events as they happen.
- Wide range of automated links to most milking parlours and activity systems.
- Data to NMR in real-time.
- Links to BCMS and HUK.
- Intelligent dashboard - one screen snapshot of your herd.
- Monitor production, health, fertility and much more.
- KPIs that really matter.
- Online training and regular updates.
- Monthly support with no up front set up fee (minimum contract 12 months).
- Three different levels to suit your requirements.

UNIFORM Pro Consultant

A version of the UNIFORM software for vets and consultants that allows easy access to the comprehensive data recorded in clients' own UNIFORM programs (with farmer's permission).

- Enables more informed decision making and advice.
- Mirrors all the on-farm functionality.
- Includes any parlour milk yield information if linked.
- Extra analysis tools for you to add value.
- Simple dashboard that immediately highlights issues.
- Simple to use and flexible reports for access to all your clients' production, fertility, health and medicine records.
- Real-time interface with no downloading of data involved.
- Available via an online portal.



InterHerd+

InterHerd+ is a comprehensive software package that allows you and your adviser to manage and analyse your herd by combining on-farm records and external data.

InterHerd+ automatically downloads data, such as milk and disease test results, from Milk Recording and other sources, and combines this with information gathered on farm. InterHerd+ reporting includes:

- Key Performance Indicators on milk quality and fertility for the herd compared to 500 herds nationally
- Selective dry cow therapy, SCC history of cows due to dry off
- Farm Assurance reporting and disease incidence
- Movements to BCMS
- Medicine book

Thanks to the introduction of cloud based data hosting processes, InterHerd + is now able to provide unique benchmarking capabilities to assess individual herd performance against the performance of herds in the annual 500 herd KPI study and against other NMR recorded herds within the veterinary / consultancy client base.

Training and Support

NMR provides training for parlour systems on behalf of Fullwood and GEA (formerly Westfalia), as well as our own software.

Training is crucial in enabling customers get the most out of their management software, which is why we offer a comprehensive training package with all NMR software.

Training is delivered online where possible, as this allows for more frequent sessions and a 'bite size' learning approach. Group sessions are also arranged regularly throughout the UK, and may be more suitable for customers who prefer to interact with other users and share experiences.

NMR's dedicated team of Software Trainers have a wealth of experience of all relevant software systems and their application to the dairy industry. Systems and customer requirements all differ, so training is adapted to meet individual requirements; whether you are an existing customer in need of further training, or if you have purchased a software program from us recently, please contact us to discuss the most suitable training package for you.



Software Support Team

Call 03330 043043
 Mon - Thu: 8am-5.30pm
 Fri: 8am-5pm



NMR's YouTube

For videos and customer stories on driving herd improvement using NMR data insights



Follow NMR

Check our social media pages for details of forthcoming webinars



It is vital you maintain robust livestock records as this will ensure you make sound herd improvement decisions. To do so you need to use 'best in class' cow ID tags with an excellent retention rate sourced from a company offering a wide range of products at competitive rates.

Ear Tags

Nordic Star Ear Tags

NMR's Nordic Star offers a full range of cattle and sheep tags. In-house laser printing allows for rapid turnaround of replacement tags, as well as competitive prices.

What are the benefits?

- Industry leading retention rates of 99%
- Order by phone, online or via the UNIFORM app
- Strips of four for ease of use on farm
- New BVD and DNA tissue tag combinations
- RFID combinations - HDX or FDX
- One stop BVD reporting
- Freepost envelopes for tissue samples
- Replacement tags shipped same day if ordered before 3pm
- BVD Free England fee included in tag cost
- Competitive prices and wholesale price for NMR recording customers



Nordic Star cattle tags

Users of the UNIFORM software can order their ear tags via the Nordic Star module, which is integrated into the program. This system, which can be used by any farmer with a UNIFORM dairy management system, streamlines eartag ordering and saves time. For more information visit www.nmr.co.uk/software/uniform-agri

Ear Tags Range

Nordic Star has a wide range of tags - for a complete list of options please visit www.nordicstar.co.uk and look out for seasonal deals.



Conventional tags

- Large, medium or button combinations
- In strips of four where applicable
- Various printing options available
- Coloured secondary / herd management tag options

EID tag combinations (HDX or FDX)

- Large, medium or button combinations
- Can include BVD testing
- Various printing options available

BVD and DNA combinations

- Large or medium flag, and/or button
- Includes BVD test and prepaid return envelopes
- HDX or FDX options with sampling capability
- Excludes DNA test fee

Ad hoc BVD button tissue tag

- Includes test and prepaid return envelopes

Not just cattle tags

- Tags available for sheep, goats and pigs



The decisions a farmer makes to improve his herd can only be made through diligent attention to data and detail. NMR works with recognised industry associations to provide products which help record and manage this data.

Herd Management

NMR Herd Management Diary

Fully compliant for Farm Assurance, the NMR diary can be used for all medicine use, herd health plans and for everyday recording of cow events and movements.

The diary has a pocket in the front sleeve for holding extra documentation, as well as a reinforced ring binder mechanism. Extra pages can be ordered for larger herds.



Total Herd Registrations

The THR service involves a different way of covering costs of calf registrations with Holstein UK (HUK), The Jersey Cattle Society (JCS) and The Ayrshire Cattle Society (AYS).

Do you:

- Register approximately 40% of your calves born?
- Inseminate most of your cows with Holstein, Jersey, or Ayrshire semen?
- Use sexed semen?
- Register any bull calves? (HUK & JCS only)
- Want to even out registration fee cash flow?

If any of your answers are 'yes', then you should consider using THR. Instead of paying your breed society a fee per registration, you are charged a flat fee per cow in herd per month. NMR provides your breed society with the number of cows in your herd each month, and your breed society then sends you a monthly invoice based on this, depending on their per cow fee for this service. Registrations must be entered either by phone or online via the service provided by your breed society.

NMR 500 Herds KPI* Study

This study generated by the University of Reading on behalf of NMR provides farmers and advisers with up to date information on key performance levels currently achieved in the UK and the variation between herds.

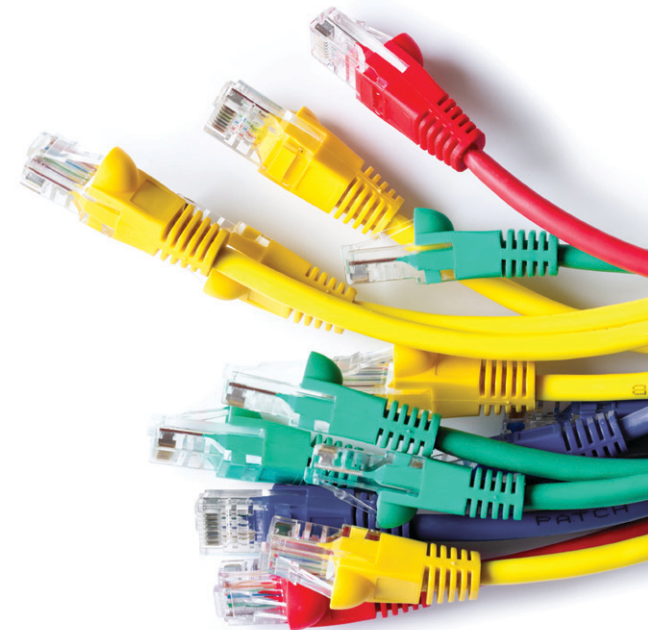
- Herd selection uses random numbers to ensure representative cross-section of all herds (good, bad or indifferent), that milk record with NMR.
- Range in performance is based on 38 parameters showing wide differences in performance and the huge potential for improvement.
- Results are used in InterHerd+, allowing farmers to highlight individual herd strengths and weaknesses.
- Also provides realistic and achievable target values.
- Allows farmers' technical advisors to compare the performance of any milk recording herd they deal with directly, with the 500 herd sample that is representative of the national performance.
- Promotes interaction between farmers and their advisors, discussion on causes and the options for improvement.

** Key Performance Indicators for the UK National dairy herd*

Data Sharing

One of our goals at NMR is ensuring that the data we provide is available to all who need it, but this provision is controlled by our customers such that only the relevant information is shared and only for the relevant period of time.

Data sharing must also be secure, using appropriate systems and processes. NMR provides a comprehensive permissioning system through Herd Companion which gives our customers full control of data sharing with third parties.



RABDF / NMR Gold Cup



Since its inception in 1920, the Gold Cup has been the most coveted award in the dairy industry and has been won by some of the UK's most influential dairy farmers.

Combining elements of production, inspection and genetic management, the trophy is regarded as an award for all round excellence.

Applying for the Gold Cup

All milk recording organisations are invited to submit herds that meet the competition's qualifying criteria for the standard recording year ending on 30 September. These are:

- More than 100 cows/heifers with qualifying lactations in the milking herd
- Non-organic herds: annual SCC average of 200,000/ml or less for the recording year
- Organic herds: annual SCC average of 250,000/ml or less for the recording year
- Minimum £PLI value specific to the breed
- Minimum £SCI value specific to the breed
- Grazing group entries: each grazing group co-ordinator submits applications for the most efficient operators

How to Win

The common themes amongst the winners are doing the basics right and excellent attention to detail - these are within the grasp of every dairy farmer who records their cows with a recording organisation.

Competition Schedule

| | |
|------------------|--|
| April | All milk recording organisations are invited to submit herds |
| May | Qualifying herds are invited to apply online |
| June | |
| July | Finalists are selected and announced |
| August | Month when Gold Cup Farm Walk is normally held |
| September | Judges visit each herd during a three day tour of the country |
| October | |
| November | |
| December | |
| January | |
| February | Gold Cup presented at DairyTech, Stoneleigh Park, Warwickshire Chris May Memorial Award presented to Gold Cup qualifying herd with the highest Lifetime Daily Yield |
| March | |

Alongside the Gold Cup other awards include:

- Chris May Memorial Award for the Gold Cup qualifying herd with the highest lifetime daily yield
- NMR Silver Salver for the Gold Cup qualifying Holstein herd with the highest combined fat and protein production
- Lilyhill Cup for the Gold Cup qualifying Jersey herd with the highest combined fat and protein
- Chairman's Cup for the herd, except Holstein and Jersey breeds, with the highest combined weight of fat and protein

APR, Awards and Herd Competitions

NMR's Annual Production Report (APR) - a benchmark for dairy farmers across the UK

- Compare your herd to other NMR herds within your county and nationally.
- Based on performance of completed lactations within recording year (1 Oct - 30 Sep).
- County listings for herds / individual animals ranked by weight of fat (F) and protein (P), grouped by breed.
- National listings ranked on F and P or £PLI.
- Breed averages report for the past 10 years.
- Published on NMR's Herd Companion.
- Forms the basis for all herd competition results.

Automatic Herd Competition Classes

NMR runs automatic classes for most counties, with less dairy populated counties amalgamating with other counties. The classes are based solely on NMR Milk Recording data, and placings for each class are determined by specific criteria for production, health and fertility. Certificates are awarded for the first three placings in each class.

Milk Recording and County Herd Competitions

NMR has a rich history of running county herd competitions. These are based on production and inspection, with a judge invited to inspect animals. Inspection points are awarded and combined with NMR Milk Recording data for each class to form a final score. Farm walks and dinners are subsequently organised to present cups and prizes to the winners.

100 Tonne Certificates

NMR produces certificates for cows reaching 100 tonnes of milk once they have reached the end of the qualifying period of their lactation.



Take note

—





Keep in touch



NMR Customer Services
03330 043043
customerservices@nmp.com



NML Customer Services
01902 749920
milk@nmp.com



Nordic Star
0800 731 9465
tags@nmp.com