

## Ultrasound from NMR

NMR has acquired the ultrasound scanning division of breeding and technical services' company Innovis and is offering an on-farm muscle and backfat scanning service to beef and sheep producers.

"This is a new venture for us, but it builds on our expertise in offering recording and data management services to livestock producers," says NMR managing director Andy Warne. "And, just as the dairy sector has faced more quality production criteria, our beef and sheep producers are now doing the same following the demise of headage payments.

"Monitoring and managing data to support quality production is an area that NMR has made significant investment in and it is well able to take other livestock sectors forward in meeting the challenges."

Existing users of the Innovis service will see little change as NMR has taken on Innovis' dedicated scanning technicians and they will continue to manage and administer the service on behalf of NMR. Innovis' Signet Sheepbreeder and Beefbreeder members throughout the



*Backfat scanning now part of NMR portfolio for beef and sheep producers*

UK will therefore see a seamless transition.

Signet Breeding Services (EBLEX) are pleased to support the acquisition and will be working closely with NMR to see what other opportunities there might be to expand NMR services in beef and sheep.

Innovis is based in North Wales. Through NMR's national network of recorders it will look to train more staff in back fat scanning to offer the service across a wider geographical area.

## Northern Ireland event

NMR, supported by Alta genetics, ran a successful open day this summer when 150 producers visited John and Pamela Thompson's Cullyhill Farm, Banbridge. The Cullyhill herd of 130 Holsteins was formed in the early 1990s and in June 2001 the herd was culled due to a brucellosis outbreak.

Restocking took place six months later and average yield is now 8,800kg at 4.23% fat and 3.18% protein with a target

to increase the herd average to 10,000kg per cow.

An important part in the management of the herd is NMR's InterHerd. "It's the point of contact and the source of data and analyses for the Thompsons, their vet and advisers," says NMR manager for Northern Ireland and Scotland Chris Keys. "Like many producers, they find it an integral part of modern day herd management."

*Thompson's Cullyhill herd*



## Udder health

Udder health will be the theme of three meetings this autumn sponsored by NMR, Pfizer and Genus ABN. Dr Richard Eccheverri, a Colombian vet specialising in udder health, will speak at the Silver Birch Hotel, Omagh on September 10, 8pm, Lodge Hotel, Coleraine on September 11, 11.30am and Gillgood Lodge, Moira on September 11, 8pm.

Dr Eccheverri has spent the past nine years working with producers and herdsmen in southern Mediterranean countries and the UK in the battle against rising cell counts and mastitis. Producers can register for the meetings with Chris Keys, 07816297754.

## Johne's test

NMR is launching a new Johne's disease detection service this autumn using herd or individual milk samples. Available to producers through their vets, the results will provide vital management data as part of the on-farm control programme. More details will be available directly from NMR and in the October issue of CowManagement.

## Cover contest

Producers coming to this autumn's dairy events can take part in a CowManagement cover competition. Among the prizes are £150 worth of vouchers towards NMR's disease testing services including BVD, Lepto and IBR. All that's entailed is selecting, from those displayed, a favourite cover. All visitors to the NMR stand are invited to enter.

