

Results hotline

NMR is streamlining its results service by getting more results back to producers, vets and advisers through the web-based Herd Companion site. Up-to-date lifetime yields are now available from Herd Companion for all cows, as well as a herd average. And from October, Herdwise disease screening test results will be available from the site.

Producers and third parties, like vets and advisers, will need an individual password to access the results – currently from Johne's disease testing although Herdwise will soon include screening tests for other diseases. These results will be available within hours of the test being completed. NMR will soon be making microbiology test results available from Herd Companion.

Show presence

NMR welcomes all producers to its stands at shows around Britain this autumn and winter. The programme starts with the Welsh Dairy Show at Carmarthen on October 20.

NMR's tag company Nordic Star will be exhibiting at Agriscot, Ingleston, on November 18 and visitors to the Royal Ulster Winter Fair, Belfast on December 10 should visit the NMR stand.

Premier herd takes premier award

Richard Bown's Richaven herd has won the HUK Premier Herd Competition, awarded at last month's Dairy Event and Livestock Show.

The Worcestershire-based 85-cow herd of pedigree Holsteins averages 89 points on classification. With several 100-tonne cows, the herd's NMR average is in excess of 10,000kg, at 4.3% fat and 3.17% protein, on twice-a-day milking.

The Premier Herd award focuses on type and Northern Ireland-based judge and dairy producer Mark Logan was particularly impressed by the uniformity throughout the herd.

While there are many impressive animals in this herd, one particular cow that combines all that Richaven stands for is Flettdale Stardust Kay



HUK President Ken Proctor (left) and Richard Bown

EX-96 7E. She has high type and exceptional production. Currently in her ninth lactation, she has produced 136 tonnes of milk to date.

Business exec at NML

Bec Bell is the new business development executive at NML. A new post, created in response to the increasing customer base and range of NML services, Bec is part of the team responsible for liaising with milk buyer, consultant, veterinary and producer clients.

With a wealth of experience promoting the NMR group's product and service portfolio, Bec has spent the past two and a half years as NMR area sales manager in the north of England. She comes from a dairy farming background.

Bec is based in Cheshire, but spends



Bec Bell

much of her time with clients and at NML's sites at Wolverhampton and Hillington, Glasgow.

'Profit for life' promotes herd profitability

NWF Agriculture is using NMR's Lifetime Yield Monitor facility in its



bespoke software system to help producer customers improve lifetime profitability in their herds. NWF Profit for Life is a totally new way of looking at herd performance and takes account of the costs and returns from birth to death. It will also identify management areas where changes can have a significant impact on profitability.

"While Profit for Life looks at the

herd level, our partnership with NMR means we will be able to use Life Time Yield data to analyse trends within the herd and pinpoint more accurately where improvements can be made," says NWF sales development manager Michael Phillips.

"This will help customers use their NMR data to full potential to increase lifetime profitability."