

Optimistic outlook

Having reported encouraging figures for the latest six-month period, NMR is optimistic about the future as more producers take advantage of its core milk recording and additional health and disease testing services.

The NMR group, which includes the UK's market leading milk recording service NMR and the milk laboratory business NML, has reported a net profit of £353,000 for the first six months from April to September 2008 – an increase of more than 400% compared to the same period in 2007. Turnover has increased by 10.6% compared with April to September 2007 to £7.7 million and, on the release of these latest six-month figures, NMR's share price increased by 2p.

NMR has seen this increase in turnover and profit as a result of more demand for its core milk recording services and also from the use of its recently developed disease-testing services that use milk samples already collected for milk recording.

"The increased cash generation has enabled us to expand into new complementary services such as the recently-launched Johne's screening programme," says NMR group managing director Andy Warne.

"It's the integrated nature of NMR's



NMR managing director Andy Warne

activities, which uses one milk sample for milk recording as well as various additional tests and disseminates results through reliable and comprehensive management systems, that is proving attractive to today's busy milk producers and vets."

NMR is currently investing in other screening programmes and further developing its core milk recording service.

New name in NI



NMR has strengthened its team in Northern Ireland by promoting Ivor Hyndman to area field manager.

Ivor has been with NMR for the past eight months as area sales co-ordinator. In his new role he will be responsible for the day-to-day activities of NMR through the region's milk recorders, as well as developing the wider range of services such as disease testing and dairy management software like Herd Companion and InterHerd.

Based just outside Maghera in County Londonderry, Ivor is a dairy farmer's son and has combined practical farming with milk recording for 15 years.

Ivor Hyndman, area field manager in Northern Ireland

Stop press results

NMR now offers a free texting service to customers informing them that their latest milk records are ready for viewing. On receipt of the text, producers can see their individual cow milk test results on the NMR Herd Companion website.

"This will typically trim at least 24 hours off the postal route," says NMR's Jonathan Davies. "Many of our customers have a mobile phone and access to the Internet and they are keen to get their results as soon as possible, particularly cell counts."

All NMR customers are being sent their confidential user name and password so they can access their data on Herd Companion. Within minutes they will be able to view their data. More information is available from Customer Services on 08701 622547.

NMR at Agriscot

NMR is promoting its value-added services, such as health and disease testing that run alongside core milk recording, at Agriscot on Wednesday November 19. All visitors will be invited to enter a draw with each prize designed to improve herd management.

First prize is a hand-held PDA worth £150 that can be used to run NMR's Pocket Cow Manager. Second prize is a £75 voucher to use against NMR's regular bulk milk testing and disease testing services and third prize is a 2009 Herd Management diary, worth £20. NMR is on stand 102, close to the judging ring.

Quality sponsors

NML was one of the sponsors of Milk Link's Dairy Hygiene Awards this year. Announced at the South West Dairy Show in October, NML awarded prizes – including a cheque, trophy and Milk Link hamper – to the runners up in both classes.

NML winners were Cornish producers LR&JM&PS Burden from Tredundle, near Launceston in the under 500,000 litre class and the Tuckers from Praunsley Twitchen, South Moulton, Devon in the over 500,000 litre class. In 2009 NML is the main sponsor of the Milk Link Quality Milk competition.