



## New northern manager



Laurence Loxam (see picture) is NMR's new area sales manager in the north of England.

He will be visiting NMR customers, including vets and producers and new prospects, to discuss the latest developments in the company's portfolio of products and services.

Growing up on his family's dairy farm in Lancashire fuelled Laurence's interest in the industry. After completing a degree in business studies, Laurence developed a successful career in sales and his move to NMR is an opportunity to work in a sector where he has a wealth of experience.

He will be based in Lancashire, but travel extensively through his area.

## Data would help China's dairy units

NMR is now working on collaborative projects with the Chinese dairy industry thanks, in part, to a paper given by managing director Andy Warne at the Sino-British International Conference on cattle farming and animal disease prevention and control.

Held at Huazhong University, 700 miles south of Beijing in Hubei Province close to the Yangtze River, the conference programme focussed on initiatives to increase production and improve herd health.

The Chinese government is driving an initiative to increase milk production in China in an attempt to improve the health of the population. Milk yields currently average between 2,000 and

3,000 litres. Mr Warne, who was invited to speak by London's Royal Veterinary College, challenged some of the local dogma that the answer to increased production lay in research.

He showed the 100-strong audience, comprising government officials and vet school professors and students, that production could be increased by as much as 30% if producers used good quality management information to make better use of current resources.

A key barrier to milk production in Hubei is the lack of summer grazing and the logistics of importing supplementary feed. Infectious disease is also a key concern of the Chinese dairy industry.

*Huazhong University in China, venue of the Sino-British International Conference*



## Tags at NI Winter Fair

Nordic Star, one of the NMR group of companies, is marketing its new high quality Q-Flex range of tags at the Balmoral Winter Fair, Belfast, on Thursday December 10, 2009.

New tags will be available priced at £1 a pair for plastic or metal and plastic tag combinations. NMR customers can buy all their replacements at £2 each, plus package and postage. Button tags for cattle will be available in the new year. To order please visit the stand or call 0800 731 9465. Alternatively, use the order form inserted at the back of NMR statement packs.



*New Q-flex tags are now available*

## Hotline gets hotter

Microbiology test results from NML can now be accessed via the NMR Herd Companion website, as soon as they become available, by going to [www.nmr.co.uk](http://www.nmr.co.uk) then navigating to the Herd Companion section. Customers will need a user name and password, which they can get from NMR Customer Services on 0844 7255567.

This latest development comes hot on the heels of the availability of Herdwise Johne's disease screening test results, also now available directly to producers from Herd Companion.

And earlier this year NMR also placed current lifetime yields for each recorded cow on Herd Companion. These figures are updated following each recording and can be accessed by producers free of charge. Results are available within hours of the test being completed.