

## New national performance targets



A new set of targets for UK dairy herd performance is now available from the University of Reading's latest study: 'Key performance indicators for the UK dairy herd'. This uses milk recording data from a cross section of 500 commercial dairy herds, selected at random from black-and-white herds that calve all year round and carry out monthly recording with NMR. The study looks at the variation in performance for 25 parameters, covering production, fertility and health.

"We have highlighted variation in performance for each parameter and given the level achieved by the 'best' 25% of herds," says co-author James Hanks, who worked alongside Mohamad Kossaibati. "This gives producers a realistic and achievable target. It also shows the performance level achieved by the 'worst' 25%."

Data from the study is used directly by

NMR's InterHerd+ dairy management program. Through this program, producers, their vets and advisers can benchmark the individual herd's performance for each parameter against those of the 500 study herds. The strengths and weaknesses of the herd can then be clearly identified.

The report uses a much larger and more representative sample of dairy herds than has been possible in the past. "This makes the data directly relevant to all dairy producers and of great benefit to the UK dairy industry," adds Dr Hanks.

"We plan to repeat this study annually. It will continue the University of Reading's strong tradition in livestock information from Dick Esslemont's DAISY reports through to the University's close association with InterHerd and Herd Companion."

The study can also be downloaded at [www.nmr.co.uk](http://www.nmr.co.uk).

## New business manager

NMR has appointed a business manager for its expanding customer base in Scotland and for Cumbria. Laurence Loxam, who has worked for NMR for the past two years as a sales manager in northern England, will take on the role of managing the NMR field team in Scotland and Cumbria, and developing the company's veterinary and advisory client base in the region. Mr Loxam grew up on a dairy farm in Lancashire. After completing a degree in business studies at the University of Stafford, he developed a successful career in sales.

"My main role will be to develop NMR's

business, particularly in south west Scotland, and to maintain and grow the strong customer base in Cumbria," says Mr Loxam.

Laurence Loxam



## NMR supports mobility

NMR is a sponsor of the National Cattle Mobility Monitoring Event that takes place on April 6 2011 at the Royal Agricultural College, Cirencester. Keynote speaker for the day is Neil Chesterton, a dairy vet from New Zealand, who will speak about 'Cow behaviour, human behaviour and cow flow'. NMR will be demonstrating its Mobility Monitoring service. This service is available on line or through the NMR office that will input mobility scores. Both options are available free of charge to NMR customers.

To book a place at the NCME please call 07960 073052 or visit [www.cattlemobility.org.uk](http://www.cattlemobility.org.uk) for further information. Tickets for the conference cost £20, and include lunch and a comprehensive delegate pack.

## Shropshire leaders

Cows from herds in Shropshire have taken the top two places in NMR's January list of cows breaking the 100-tonnes production target and ranked on lifetime daily yield (LDY).

First is T N Beeston and Son's 902 FC 619 MB from Moreton Hall Farm, Market Drayton. She gave 103,763kg of milk in eight lactations with a LDY of 27.28kg. Second is the Higgin's Wilderley Burr Sylvia from Wilderley Hall, Pulversbatch, Shrewsbury. Also with eight lactations, she yielded 101,124kg and has an LDY of 26.71kg.

In third place is Sandisfarne Charming Frances from the Sander's herd, based at Ballalough on the Isle of Man. She reached 107,994kg with seven lactations and has an LDY of 26.35kg.

The full list of 100 tonne cows can be found on the NMR web site, [www.nmr.co.uk](http://www.nmr.co.uk).