

Specialist sales team for NMR's new Silent Herdsman



Andy Paine, Silent Herdsman sales manager north, Scotland and Northern Ireland



Maurice Hart, Silent Herdsman sales manager south and Wales

NMR has taken on two specialist sales managers for its new electronic heat detection system, Silent Herdsman.

Andy Paine has a degree from York University and has pursued a career in sales. This included a year working at NMR in its Nordic Star ear tag sales unit.

He will be responsible for sales of Silent Herdsman in the north, an area that includes Cheshire and north Shropshire, Scotland and Northern Ireland.

Maurice Hart has more than 20 years' experience in the dairy industry with cattle breeding, animal health and dairy equipment companies. He started his career in practical dairy farming and progressed into sales. Maurice will

be promoting Silent Herdsman to producers in Wales and the southern region including the south west and as far north as south Shropshire.

"NMR is offering producers the very latest in heat detection services," says Maurice.

"Heat detection is a challenging area on many units, particularly in high production and expanding herds. But with accuracy rates up to 20% better than its main competitors, we already have a number of producers keen to see the new system."

The Silent Herdsman system includes robust collars with a processor that monitors motion, a base station and the PC with Silent Herdsman software.

NMR iReports

You may not yet have an iPod or iPhone but NMR customers can now join the 'i' culture and get their reports off the new iReports section on the NMR Herd Companion website.

Producers need a user ID and password from Customer Services, if they haven't already got one. Then they can get all their NMR monthly reports off the computer – free of charge.

But that's not all. True to the 'i', these reports are now interactive. If you want to rank cows on cell count, or group PD positive and PD negative cows then it's little more than a click of the mouse. Or click on an individual cow and get all her data in front of you.

"We've trialled the iReports with customers in the past few months," says NMR's Justin Frankfort. "So far the favourite 'interactive' options seem to be cell count and fertility areas. Producers are keen to use ireports to sort animals by highest cell count and then drill into individual cow data to look at monthly test results over her current lactation – this is a unique feature within ireports. They are also keen to group cows by fertility status to very quickly and accurately identify those cows that haven't yet been served.

"We've geared the iReports to producers who have very little previous experience of computers. All that's needed is an internet connection. They can also arrange for their vet or adviser to get copies too through the same Herd Companion route."

Chart toppers for May

Here are the latest top three cows ranked on lifetime daily yield from NMR's May 100 tonne cow list.

1 INGST Columbus Hippy has produced 104,986kg with a lifetime daily yield (LDY) of 25.94kg. She belongs to A. A. Farthing, Manor Farm, Avebury, Marlborough, Wiltshire.

2 Pumplaburn Daniel June has yielded

102,118kg and has a LDY of 24.68kg. She is in the Cumbria herd of J.J. Henderson and Son, Nether Welton, Carlisle.

3 Number 245 from J.F. and A.A. Owen's herd, based at Carreg-y Franc, Overton-on Dee, Wrexham, in north Wales, has yielded 104,001kg with a LDY of 24.66kg.

Web it and win it!

NMR has launched a new website this month and, as an incentive to producers to take a look, it is running a competition with a Honda quad bike as the first prize.

Producers have to search the new website for the answers to ten questions and send in their entry form – all through the website of course!



First prize: New quad bike