



NMR

Products and Services

—
Catalogue 2022

Welcome

In these uncertain times, NMR services have never been more relevant to UK dairy farmers.

Some of us are old enough to remember the skills required to manage a business in a high inflation environment, with input costs constantly eroding the upside of increasing milk price. It is often said that hope is not a strategy; we should not hope increasing milk price will come to the rescue of increasing input costs. Be cautious in your expectation of the future milk price in your budgeting. In high inflation markets, efficient management of your current asset base is the key to success. Expansion is not off the agenda, but quite rightly farmers are hesitant about bigger capital expansion projects - you need to be certain yourself before talking to the bank manager. The key to success in a high inflation environment, whether in terms of maximising cash flow from your current assets or successful expansion projects, is being able to manage your assets efficiently.

Management requires data as the engine room of effective decision making. You need to measure and manage fertility, production and animal health data. Providing this engine room of data is the domain of NMR. Data is also the key tool to unlock effective communications with third parties who are advising you in the management of the farm. Whether working with your vet, breeding advisor, nutritionist or consultant, you will get more return for the time and money you invest in your advisors if you feed them the data they need to give you more than a gut feel for what needs to happen on your farm.

NMR was born out of the milk recording committees formed as we struggled to maximise our food production efficiency at the end of the Second World War. At NMR we are proud of this heritage, but not complacent. We are investing and innovating to ensure our services are relevant to today's market and we believe we have something worthwhile to offer every single dairy farmer in the UK. This catalogue gives an overview of our services and myself and the other members of the NMR Field Team look forward to talking to you in more detail about the services we can offer to enable you to prosper in today's market environment.

Andy Warne

Managing Director, NMR



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Milk Recording

Why Milk Record?

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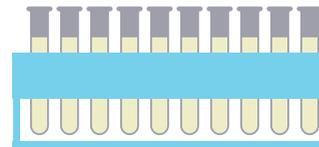
NMR's trusted, reliable and impartial milk recording and cow health monitoring services will empower you with quality information, enabling you to drive herd performance and health.

NMR's data supports you to make informed decisions and can help you:

- Monitor and improve bulk milk tank volume and quality.
- Measure and manage to improve pregnancy rates.
- Breed your dairy replacements from your best heifers and cows by enabling use of AHDB genetic evaluations and genomic testing.
- Implement Selective Dry Cow Therapy.
- Tighten up the management of your herd using comprehensive flexible action lists.
- Re-use the milk samples for pro-active Johne's management.
- Extend herd longevity by monitoring and improving the health of your cows; NMR also provides ad-hoc testing for diseases such as Neospora and Leptospirosis.
- Benchmark your herd against national targets to enable comparison against other farms with similar management systems.

We test milk 24 hours a day, 365 days a year.

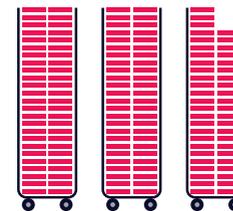
In 2021 NMR tested **5,369,401** samples in total.
That's approximately:



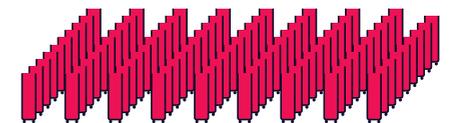
10 milk samples
a minute



600 milk samples
an hour



14,700 milk samples
a day



445,000 milk samples
a month

Milk Recording Options

Why not start with DIY self-sampling? Or if this is not convenient, our fully trained milk recorders are on hand. We have many flexible options to suit you and your herd.

Your milk recorder is the most important member of the NMR team, and to get the best service from them they will need access to all animal events including calving, service, PD, dry off, mastitis and lameness records. We are able to import yields and cow event data from many different software programs, making data collection quick and easy. The NMR diary allows all animal events to be recorded in a structured and efficient manner, ensuring the requirements set by DEFRA and the Red Tractor scheme are met; data can also be entered directly into NMR online.

The factoring option means that you only need to sample on one milking (twice if milking three times a day), and this should be done alternately morning and afternoon.

There are a number of flexible recording options to choose from:

- DIY 4, 6 and 8 weekly
- Assisted 4, 6 and 8 weekly
- Non-factored or factored on the above
- Grazing 4/4+ flexible milk recording four times a year to match herd requirements

These options all include free online reporting from NMR's Herd Companion website; fully comprehensive paper reporting is also available if preferred (extra cost).

Essential Sampling

Essential Sampling is a straightforward testing service for milk constituents, without the requirement to record any animal events, ID or ancestry information.

If you require regular testing there are regular subscription services; if you only want to test occasionally, the service can also be used on an ad hoc basis. Essential Sampling is also ideal for use in between a regular recording service, if milk quality needs to be checked more frequently. You can also only test the cows you are interested in - there is no requirement to test the whole herd.

What is included?

- Regular subscription - 4, 6 and 8 weekly
- Ad hoc
- Cell count
- Fat and protein
- Yield per cow (additional cost)
- History per cow (additional cost subscription only)
- Labour for sampling (additional cost)
- Pregnancy Testing (additional cost)
- Tests for additional diseases - Leptospirosis, IBR, BVD and Johne's (additional cost)

Results can be received either by post, email (as a CSV file for spreadsheets and on-farm software), or text (detailing the worst 10 cell count results). Ordering is easy, and payment can be taken either by credit card or as a direct debit. *Please note, you will only be charged for the samples you present for testing, and a kit charge is applicable for orders under 10 samples.*

Grazing Herd Recording Options

These Milk Recording options are conducted four times a year at a time to suit your farm's system, and require a herd size of minimum 200 cows.

Grazing 4 includes:

- Assisted or DIY testing
- Monthly payments over 12 months
- Real-time data links with UNIFORM Agri and InterHerd+, as well as data entry via Herd Companion software

Grazing 4+ includes everything offered in Grazing4, as well as:

- HerdWise Johne's Testing on each recording
- One whole herd individual Milk Pregnancy Testing service at a suitable time

Results are available on NMR's Herd Companion, with automatic updates available for UNIFORM Agri and InterHerd+; data files can also be provided for most other herd management programs. If required, results can also be posted.

Shuttle Hire Service

If you have a DeLaval, Lely or Fullwood* robotic milking system, we can provide you with a complete door-to-door service to help you test for pregnancy, SCC or Johne's disease.

Using Ori Collector Shuttles, our team will arrive on farm, set up the shuttles, ensure they are operating correctly, and clean down upon completion - all you need to do is tell us when to arrive.

The Shuttle Hire service can be booked in for whenever you need it, or we can include it with your regular milk recording service.

** Fullwood Merlin robots are not currently ICAR approved for any type of sampling system.*

Energy Balance

The level of energy available to animals in your herd affects their production and fertility, having major financial implications on the herd's profitability.

The proactive approach to nutritional performance, NMR's Energy Balance service makes predictions based upon the spectral data gathered from milk recording samples in order to ascertain the energy available to cows. Specifically, it includes energy intake and energy balance for every cow tested at every recording.

Farmers, nutritionists and vets can all register farms for this service, which includes:

- Monitoring energy intake levels
- Identifying energy balance issues
- Indicating the level of ketosis in the herd
- No additional testing required
- Registration and reporting through Herd Companion
- Minimum sign up period of 12 months
- FOC historic results to enable use of service immediately

We would suggest your feed consultant or vet is involved in reviewing the reports in Herd Companion, to draw up action plans and amend cow diets if required.

Milk Pregnancy Testing

At 99% accuracy on pregnant cows*, milk samples can be tested to check for pregnancy status and identify open (non-pregnant) cows in time to rebreed.

Milk Pregnancy Testing complements your routine herd fertility program, measuring Pregnancy Associated Glycoproteins (PAGs) which are only produced by the presence of a foetus.

What are the benefits?

- Used by regular Milk Recording customers, Essential Sampling customers, and ad hoc users.
- If regularly Milk Recording, the test can be scheduled to automatically test all eligible cows after service or calving; cows can also be picked manually on the Milk Recording program.
- Sample boxes can be used for cows outside the Milk Recording service.
- Can be used as a check test 70-110 days after service to confirm pregnancy status after an early vet PD.
- The test can be used at any time from 28 days after service and as a check before dry off.
- Results shown in Herd Companion will automatically update a cow's fertility status and associated action lists (Milk Recorded herds only).
- No enrolment fee, no minimum or maximum number of samples and no commitment to monthly Milk Pregnancy Testing.
- Cows falling into the 'recheck' area will be retested automatically at next recording free of charge (Milk Recording customers only).

** IDEXX validation report of the test carried out on 1,839 samples of milk.*



Health Testing

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Johne's Disease

Johne's disease is a chronic, progressive intestinal disease caused by infection with *Mycobacterium avium* subspecies paratuberculosis (MAP).

How do cows become infected with Johne's?

Cows are usually infected when young, with calves being 80% more susceptible in their first month of life. The calf may be infected while in the womb, by drinking infected colostrum and milk, or most commonly, by ingesting infected faeces. The organism may last for a year in slurry or on pastures.

Only 1-5% of infected cows in a herd will show clinical signs of the disease. The rest of the infected animals will appear healthy, highlighting the need for testing. Infection is almost always introduced to a herd by purchasing infected replacement breeding stock, including bulls.

How to get started with testing

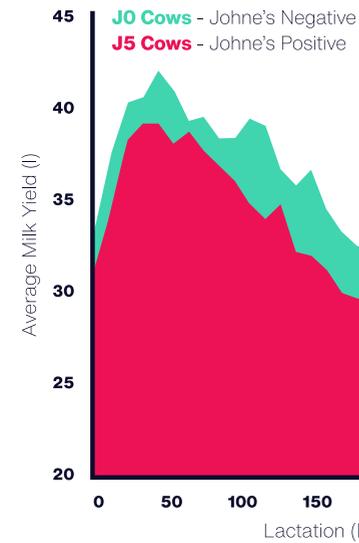
NMR recommends a whole herd ad hoc milk testing screen to detect initial overall herd level infection in dairy herds (blood screens can be performed for beef herds). If testing a limited number of cows you should target cows most likely to show a positive result:

- Cows between 3 and 7 years old
- Cows that have problems with lameness, high SCC or mastitis
- Cows with depressed milk yield

Bulk milk Johne's tests are not recommended due to the false confidence that can be placed on 'low' results - a relatively high percentage of animals could be shedding antibodies into the bulk milk tank before the test would return a 'medium' result. NMR offers a number of flexible testing options, enabling farmers to follow the National Johne's Management Plan (NJMP) which now forms part of the Red Tractor farm assurance standards.

Please leave 6 weeks after a TB test before commencing with a Johne's test.

Did you know...?



A Johne's J0 Negative cow will produce about **800 litres more milk** than a Johne's J5 Positive cow over an average 305-day lactation.



Johne's Testing Options

NMR offers a full range of milk testing services and prices to suit all dairy farmers - work with your vet to agree the best Johne's testing scheme and the resulting action plan for your business.



- CHECS accredited service
- Uses existing NMR recording samples
- Whole herd quarterly testing for Milk Recorded herds
- Traffic light risk indicators
- Includes NEW Johne's Progress Tracker report on Herd Companion



- Uses existing NMR recording samples or ad hoc kits
- Herd level quarterly surveillance
- Suitable for herds with low level infection rates established through HerdWise: 30 cows selected by NMR

JESS

Johne's Essential Sampling Service

- Quarterly service for herds on subscription, Essential Sampling or as 'stand alone' quarterly testing
- Traffic light risk indicators



- Whole herd testing once, twice or three times a year
- Average test values available on Herd Companion
- Reminder email sent out month before testing due

BVD HerdCheck

BVD (Bovine Viral Diarrhoea) is a viral disease that causes substantial losses on dairy and beef units due to reduced fertility.

Whilst there are several licensed vaccines available in the UK, it is important to remember vaccines alone rarely offer full protection. Surveillance programs should be discussed with your vet to ensure that farm status is not compromised.

BVD HerdCheck Dairy consists of quarterly bulk milk BVD PCR testing and an annual youngstock screen consisting of 10 blood tests.

BVD HerdCheck Beef consists of tissue sampling of all animals born on farm. Tissue sampling is usually completed using the 'tag and test' method.

BVD Testing

The Red Tractor farm assurance scheme now requires all farms to have a BVD surveillance scheme in place.

Prevention and management of BVD should always be discussed with your vet, and can involve:

- General surveillance of bulk milks (dairy) and youngstock (beef and dairy)
- Vaccination
- Tag and testing calves (including dead or dying)
- Increased biosecurity between youngstock and adult groups
- Double fencing boundaries between neighbouring cattle farms
- Safe disposal of aborted/stillborn calves

BVD Testing Services available:

- Bulk milk antibody (for dairy herds): ad hoc or quarterly
- Bulk milk antigen (tests for qPCR virus): ad hoc or quarterly
- Individual milk antibody
- Individual cow blood antigen (tests for virus)
- Individual cow blood antibody
- Individual tag and test tissue antigen (tests for virus)

All the forms are available at www.nationalmilklaboratories.co.uk under BVD HerdCheck.

Bulk Tank and Cow Disease Testing

This combination of services monitors diseases through bulk milk samples, offering a convenient, robust and non-invasive way to access herd health.

Bulk Testing

Bulk milk samples taken at every milk collection by the tanker driver can be used to monitor for:

- BVD (antibody)
- BVD (qPCR Virus) (extra cost)
- Leptospirosis
- IBR and IBRgE
- Neospora
- Liver Fluke

Samples can be tested on a regular quarterly regime or on an ad hoc basis, for as many or as few diseases as required. It is best to discuss your requirements with your vet to assess which option best suits your herd. Results are accessed through Herd Companion, using Disease Monitor, and can be viewed by third parties if permitted; results can also be sent by email or post.

Cow Testing

Individual cow milk samples can also be tested, as well as blood and tissue samples. NMR Area Field Managers can advise existing NMR Milk Recording customers about bolting on to recording samples. Alternatively, if you would prefer to take additional samples yourself before your next milk recording, let us know and we will send you a sampling kit.



Genomic Testing

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GeneEze

GeneEze produces robust, reliable genomic data that enables farmers to breed dairy herds that are healthier, more productive and highly efficient.

The independent key to breeding your best possible herd, GeneEze can be used to test animals from the five UK evaluation breeds: Holstein, British Friesian, Guernsey, Jersey and Ayrshire. Easy to interpret and totally independent, GeneEze enables you benchmark your herd and develop your optimal breeding group using the inGENEious selection tools. Genomic data is consistent and highly reliable, allowing for immediate herd improvements that will positively impact production, health, fertility and conformation.

Our experience shows that a tissue sampling unit (TSU) delivers the best results for on farm accuracy and successful lab sample completion. The TSU allows you to take a tiny ear notch from any animal of any age, using either a standalone TSU or as part of the official tag pair.

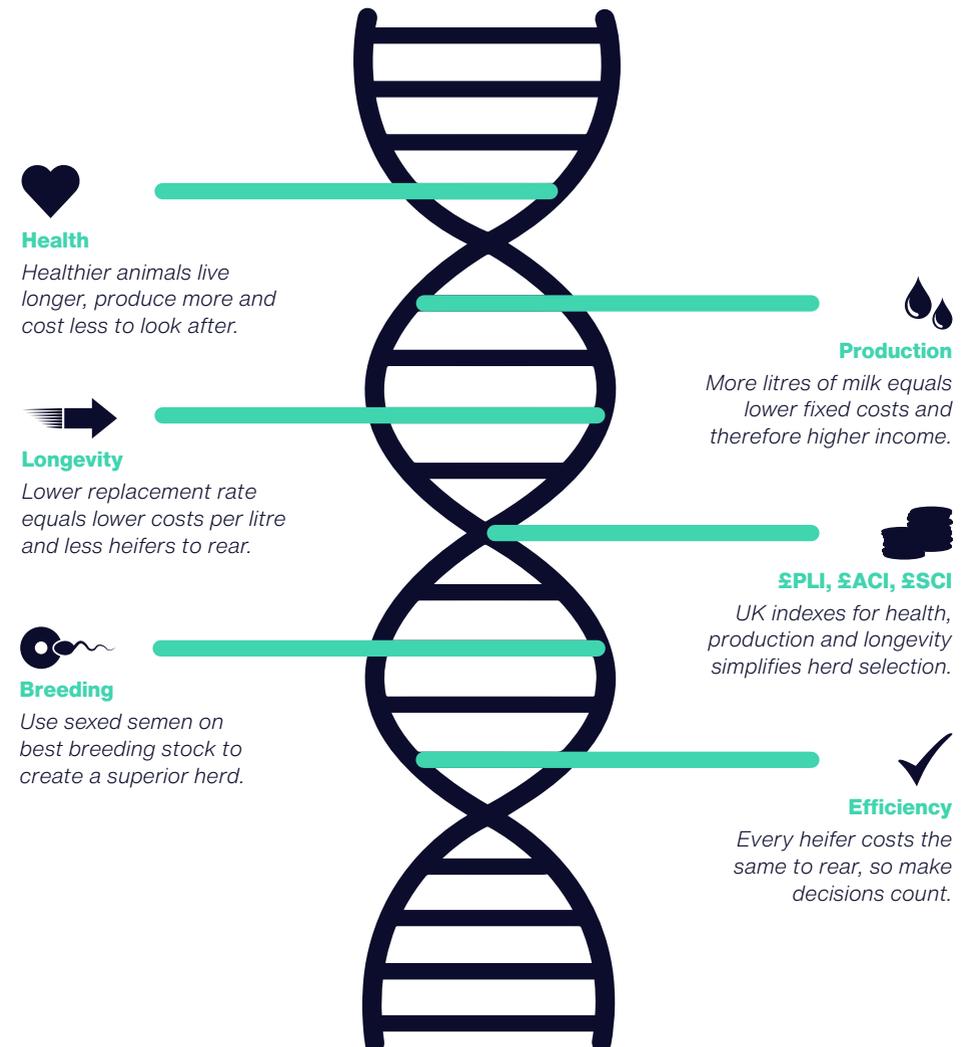
The genotype is generated by DNA extraction and processing; it is then submitted to AHDB Dairy and Egenes who generate individual genomic evaluation data focussed on health, production, fertility, PLI and type.

Our volume arrangement lets you secure the best possible deal and send in consignments as and when you choose, and we only charge after a successful test has been completed.

What is the process?

- Contact NMR and order by line number or ear tag ID.
- Collect samples through an NMR genotype tag or a Tissue Sampling Unit (TSU); once collected, attach the barcode to the sample sheet.
- Keep samples cool and post back to NMR in the pre-paid envelope.
- Results are reported through Herd Companion and the inGENEious selection tool, as well as your Herd Genetic Report (assessed through Herd Companion) 6-8 weeks later.

Did you know...?



CLARIFIDE[®] Plus

A genomic testing service from Zoetis that provides predictions on a variety of unique health traits as well as full US evaluations.

CLARIFIDE[®] Plus also gives information about production and management traits, genetic conditions and inbreeding, allowing you to make herd genetic improvements in all areas.

What are the benefits?

- Improves income over feed costs by up to £1,326 - the best 25% of females ranked on DWP represented £1,326 additional income over feed costs per cow.
- Increases lifetime milk production by up to 9,000kg per head - the best 25% of females ranked on DWP produced 9,000kg more lifetime energy corrected milk per cow compared to the bottom 25%.
- Reduces antibiotic useage by up to 65% - when ranked by Mastitis STA the bottom 25% of cows used 3 times more lactating cow intramammary antibiotics compared to the best 25%.
- Reduces open days by 42 - a difference in 42 days open from those ranked in the bottom 10% for fertility to those ranked in the top 10%; at an average cost of £4 per day that a cow is open, this equates to £168 per head.

inGENEious

inGENEious allows you to quickly and simply separate your herd into three breeding groups to aid management and breeding decisions.

The inGENEious reporting tool allows you to:

- Track changes in breeding decisions in real-time
- Compare and benchmark animals by age to the live AHDB national £PLI and PTA averages
- Group animals to facilitate alternative management and breeding, eg. 'green' cows/heifers are put to sexed semen, 'red' to beef semen
- Automatically pass breeding groups to action lists
- Track genetic progress and look for weak spots over time, improving reliability



Milk Quality

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Bulk Milk Testing

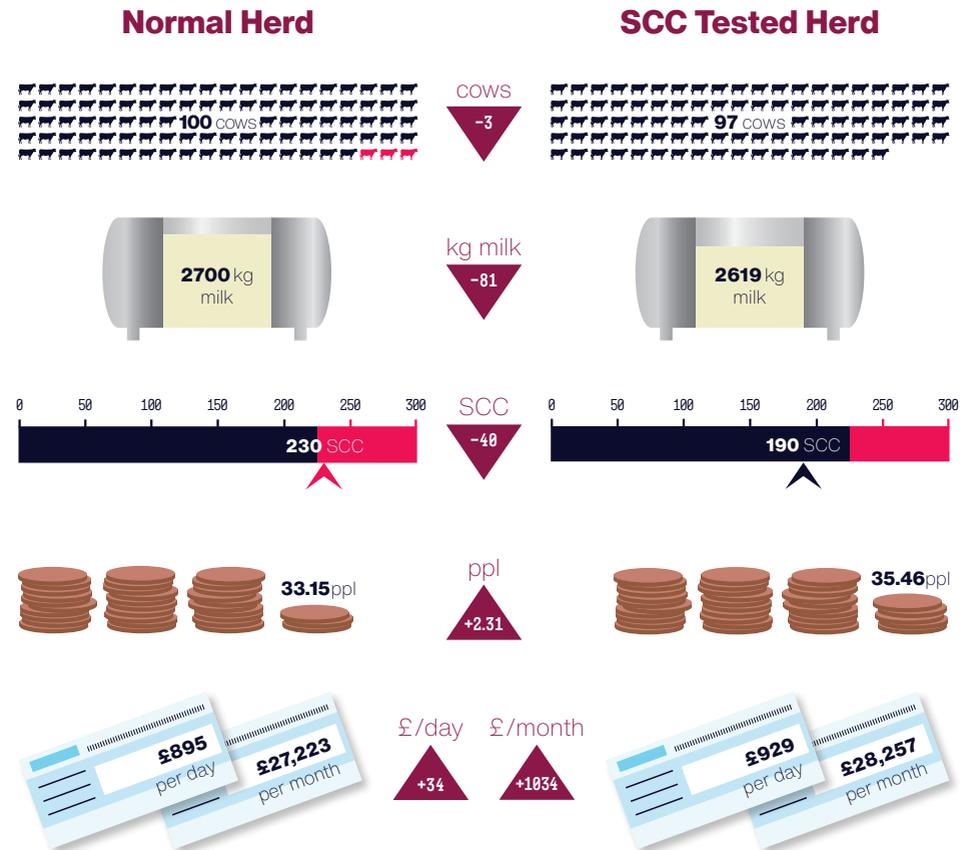
NMR tests 98% of milk buyer bulk tank samples throughout the UK - that's 6,000 samples tested every single night.

Our labs in the West Midlands and near Glasgow test for constituents such as Bactoscan, FPD, SCC, butterfat, protein, lactose, casein, antibiotics, urea and fatty acids. The service offers you additional options for quality, composition and disease testing surveillance, using the bulk milk samples collected by your tanker driver. Results are reported through NMR's Herd Companion, as well as by text, email or post within six hours of testing.

We have a dedicated team of van drivers that operate a unique collection and delivery network. They travel the length and breadth of the country to ensure samples are delivered to our labs in good time and condition. We operate 24 hours a day, 365 days a year.

Did you know...?

When SCC is over the 225 threshold, it is on average **3.3 cows** in 100 contributing to the problem, causing a price penalty to **all milk** in the bulk tank.



Based on NMR Milk Recording data from January 2022.
Contract values are an example and your contract SCC thresholds will vary.

Milk Quality Monitoring

NMR offers a range of tests carried out on bulk milk samples in addition to the standard payment testing samples, including Bactoscan, somatic cell count (SCC), butterfat (BF) and protein (P).

These additional tests are carried out using 'spare' samples held in our fridges, so no extra sampling is required. Samples are collected via our transport network, delivered to one of our labs to be tested and results are subsequently reported generally within 24 hours.

What are the benefits?

- Regular results without the hassle of sampling
- Avoiding milk cheque penalties by reacting faster to rising SCC and bactoscan
- Changes to cattle nutrition can be made more quickly, based on daily BF and P results
- Accessing results is quick and easy - by text, email or via Herd Companion

Mastitis ID

Reducing the number of mastitis cases will help increase profit margins, as well as improve herd health and animal welfare.

A PCR / DNA profiling test will determine the presence and quantity of the most common contagious and environmental pathogens that cause mastitis. Identifying which specific pathogen is causing mastitis will determine which treatment will be effective on an individual cow or quarter, as well as determining what preventative measures to put in place to stop further cases occurring.

What are the benefits?

- Reduces costs from dumping milk
- Reduces time in parlour
- Prevents reduction in milk yield in the rest of the current lactation, as well as subsequent lactations
- Improves herd health and animal welfare

We recommend sterile sampling to reduce the risk of cross contamination. You can test an individual animal or even an individual quarter; we can also use your bulk milk samples to gain a general picture of mastitis-causing pathogens within the herd. Results can be accessed via Herd Companion, or emailed to you. We can also send a copy to your vet, so they have a record and can advise on the best course of action.

When receiving your results, we will provide guidance notes to help you interpret results. For any questions on this, please contact us on the number below.

Parlour Hygiene

Testing your existing bulk tank sample, this service will aid the management of rising Bactoscan results by pinpointing specific areas that could be causing contamination.

The testing involves a traditional culture technique whereby any live microbes in the milk are grown under a range of conditions. We then count the number of microbial colonies to determine the level and presence of psychrotrophs, thermodurics, coliforms and all bacteria – a Total Viable Count (TVC).

Identifying troublesome areas will determine the best course of action to rectify quality issues, decreasing the likelihood of penalties from your milk purchaser.

When receiving your results, we will provide guidance notes to help you interpret results. For any questions on this, please contact us on the number below.

BactoBreakdown & Thermodurics

What is BactoBreakdown testing?

The BactoBreakdown service is carried out on nonpreserved bulk milk samples routinely arriving at NML. It combines both the Parlour Hygiene suite and Mastitis ID, proving useful for identifying the cause of Bactoscan and/or SCC problems.

What is Thermoduric testing?

Some milk buyers have introduced Thermoduric testing to their payment testing suite, meaning that your results could lead to payment deductions if above recommended cut offs.

Thermoduric bacteria are widespread across the farm environment. The major routes of entry into milk are through dirty cow teat surfaces, poor parlour hygiene and residues on milk machine equipment. They can survive pasteurisation and transfer into dairy products, causing defects such as reduced shelf life for milk or spoilage of cheese and butter. Bacillus and Clostridium are the most common Thermoduric bacteria found in milk.

When receiving your results, we will provide guidance notes to help you interpret results. For any questions on this, please contact us on the number below.

Water Testing

NML's water testing service focuses on testing for enterobacteria and faecal coliforms - two key indicators of bacterial contamination in water supplies.

This service fulfills Red Tractor assurance requirements, confirming when results are in excess of 100 CFU/ml.

All samples must reach the lab within 24 hours of being taken on farm, so postal samples are not possible for this service. However, by prior arrangement, your tanker driver will collect your water sample and deliver it to the depot ready for collection by NML. Contact us on the number below and we will help you find the best way to get samples into our lab.

Selective Dry Cow Therapy

NMR offers a tool in Herd Companion that helps you decide which cows within your herd should be suitable for Selective Dry Cow Therapy (SDCT).

Endorsed by milk buyers and vets alike, SDCT is a pioneering approach to the management of dairy herds that helps reduce unnecessary antibiotic use - it targets only those cows with evidence of udder infection, negating the need for blanket use of antibiotics in all cows at drying off. SDCT involves evidence-based decision making, so the better the evidence you have the more confident you can be of successful outcome.

Gathering data at both herd and cow level is important; regular and repeated individual cow SCCs, accurate mastitis records and working with your vet are essential. The Selective Dry Cow Tool in Herd Companion offers:

- Collation of all your SCC and pathogen data in one place
- Herd level summary of NML bulk milk tank results
- Quarterly bulk milk mastitis pathogen testing (at extra cost) using spare NML bulk samples
- Summary of the number of mastitis cases per 100 cows (NMR Recorded Herds)
- Dry period SCC summary (NMR Recorded Herds)



Software

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Herd Companion

NMR's *free* online information management portal for access to your milk recording, bulk tank milk quality and disease test results.

- Access via your own secure user name and password on your PC or tablet.
- Milk recording information shown in interactive, flexible and exportable iReports.
- Logical and simple navigation.
- Real-time data entry for updated action lists to improve insights into your cows and herd, contributing to faster and improved decision making.
- Real-time data links with UNIFORM and InterHerd+.
- Genomic and genetic £PTA and £PLI reports, allowing you to allocate animals to different groups for breeding planning.
- NML bulk tank results reported and collated through Milk Quality Monitor.
- Disease reporting of cows for Johne's, BVD, Leptospirosis, IBR and Neospora.
- Bulk tank disease reporting for BVD, Leptospirosis, IBR, Neospora and Liver Fluke.
- Pocket Companion available on your mobile via m.nmr.co.uk.

UNIFORM

An effective and adaptable management program for dairy farmers that simplifies herd data.

- Data entry made easy and fast to save time.
- Mobile App included, so you can enter events as they happen.
- Wide range of automated links to most milking parlours and activity systems.
- Data to NMR in real-time.
- Links to BCMS and HUK.
- Intelligent dashboard - one screen snapshot of your herd.
- Monitor production, health, fertility and much more.
- KPIs that really matter.
- Online training and regular updates.
- Annual user workshops.
- Monthly support with no up front set up fee (minimum contract 12 months).
- Three different levels to suit your requirements.

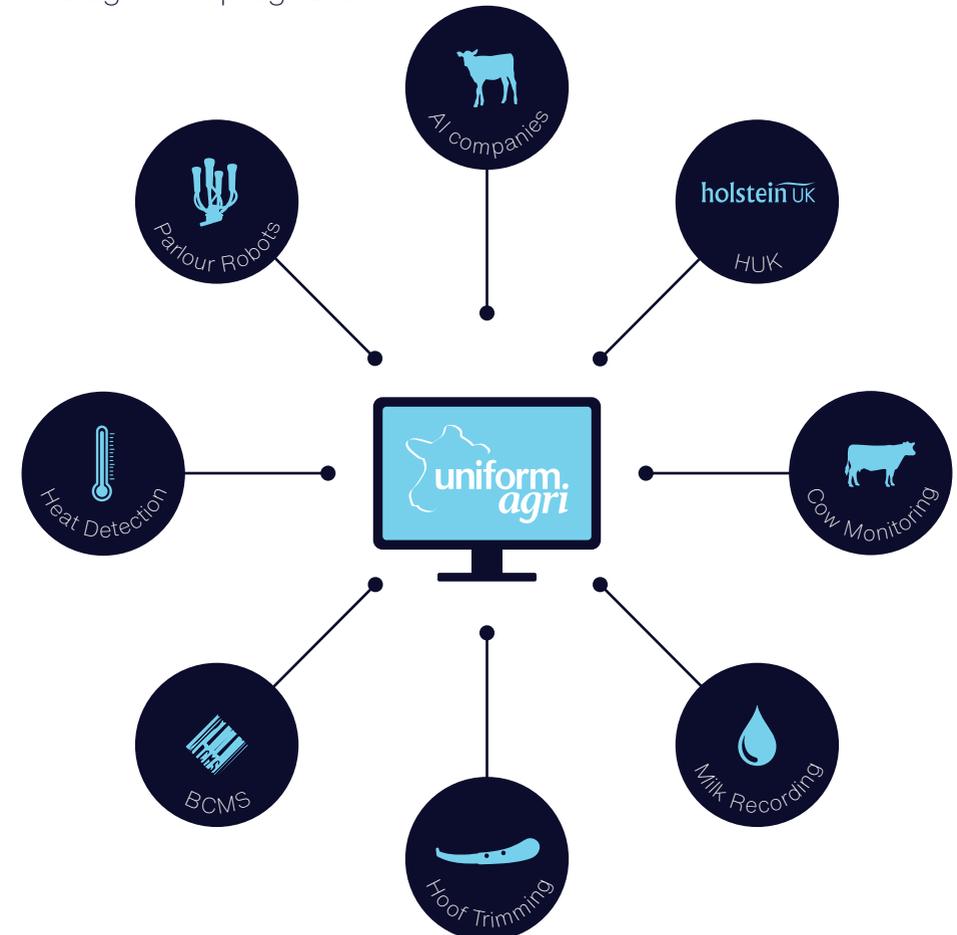
UNIFORM Pro

A version of the UNIFORM software for vets and consultants that allows easy access to the comprehensive data recorded in clients' own UNIFORM programs.

- Enables more informed decision making and advice.
- Mirrors all the on-farm functionality.
- Includes any parlour milk yield information if linked.
- Extra analysis tools for you to add value.
- Easy to view dashboard, which immediately highlights any issues.
- Simple to use and flexible reports for access to all your clients' production, fertility, health and medicine records.
- Real-time interface with no downloading of data involved.
- Ability to set up a customised toolbar.

Did you know...?

UNIFORM is a **central hub**, linking to numerous herd management programs:



InterHerd+

InterHerd+ is a comprehensive software package that allows you and your adviser to manage and analyse your herd by combining on-farm records and external data.

InterHerd+ automatically downloads data, such as milk and disease test results, from Milk Recording and other sources, and combines this with information gathered on farm. InterHerd+ reporting includes:

- Key Performance Indicators on milk quality and fertility for the herd compared to 500 herds nationally
- Selective dry cow therapy, SCC history of cows due to dry off
- Farm Assurance reporting and disease incidence
- Movements to BCMS
- Medicine book

Software Training & Support

NMR provides training for parlour systems on behalf of Fullwood and GEA (formerly Westfalia), as well as our own software.

Training is crucial in enabling customers get the most out of their management software, which is why we offer a comprehensive training package with all NMR software.

Training is delivered online where possible, as this allows for more frequent sessions and a 'bite size' learning approach. Group sessions are also arranged regularly throughout the UK, and may be more suitable for customers who prefer to interact with other users and share experiences.

NMR's dedicated team of Software Trainers have a wealth of experience of all relevant software systems and their application to the dairy industry. Systems and customer requirements all differ, so training is adapted to meet individual requirements; whether you are an existing customer in need of further training, or if you have purchased a software program from us recently, please contact us to discuss the most suitable training package for you.

NMR's Software Support Team are also on hand to answer questions or address issues you may have - you can contact them Mon - Thu: 8am-5.30pm / Fri: 8am-5pm on 03330 043043.



Ear Tags

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Nordic Star Ear Tags

NMR's Nordic Star offers a full range of cattle and sheep tags. In-house laser printing allows for rapid turnaround of replacement tags, as well as competitive prices.

What are the benefits?

- Industry leading retention rates of 99%
- Order by phone, online or via the app
- Strips of four for ease of use on farm
- New BVD and DNA tissue tag combinations
- RFID combinations - HDX or FDX
- One stop BVD reporting
- Freepost envelopes for tissue samples
- Replacement tags shipped same day if ordered before 3pm
- BVD Free England fee included in tag cost
- Competitive prices and wholesale price for NMR recording customers

Ear Tags Range

Nordic Star has a wide range of tags - for a complete list of options please visit www.nordicstar.co.uk and look out for seasonal deals.



Conventional tags

- Large, medium or button combinations
- In strips of four where applicable
- Various printing options available
- Coloured secondary / herd management tag options

EID tag combinations (HDX or FDX)

- Large, medium or button combinations
- Can include BVD testing
- Various printing options available

BVD and DNA combinations

- Large or medium flag, and/or button
- Includes BVD test and prepaid return envelopes
- HDX or FDX options with sampling capability
- Excludes DNA test fee

Ad hoc BVD button tissue tag

- Includes test and prepaid return envelopes

Not just cattle tags...

- Tags available for sheep, goats and pigs



Herd Management

—

NMR Herd Management Diary

Fully compliant for Farm Assurance, the NMR diary can be used for all medicine use, herd health plans and for everyday recording of cow events and movements.

The 2022 diary has a pocket in the front sleeve for holding extra documentation, as well as a reinforced ring binder mechanism. Extra pages can be ordered for larger herds.

Total Herd Registrations

The THR service involves a different way of covering costs of calf registrations with Holstein UK (HUK), The Jersey Cattle Society (JCS) and The Ayrshire Cattle Society (AYS).

Do you:

- Register approximately 40% of your calves born?
- Inseminate most of your cows with Holstein, Jersey, or Ayrshire semen?
- Use sexed semen?
- Register any bull calves? (HUK & JCS only)
- Want to even out registration fee cash flow?

If any of your answers are 'yes', then you should consider using THR. Instead of paying your breed society a fee per registration, you are charged a flat fee per cow in herd per month. NMR provides your breed society with the number of cows in your herd each month, and your breed society then sends you a monthly invoice based on this, depending on their per cow fee for this service. Registrations must be entered either by phone or online via the service provided by your breed society.

500 Herds KPI* Study

This study provides farmers and advisers with up to date information on key performance levels currently achieved in the UK and the variation between herds.

- Herd selection uses random numbers to ensure representative cross-section of all herds (good, bad or indifferent), that milk record with NMR.
- Range in performance is based on 38 parameters showing wide differences in performance and the huge potential for improvement.
- Results are used in InterHerd+, allowing farmers to highlight individual herd strengths and weaknesses.
- Also provides realistic and achievable target values.
- Allows farmers' technical advisors to compare the performance of any milk recording herd they deal with directly, with the 500 herd sample that is representative of the national performance.
- Promotes interaction between farmers and their advisors, discussion on causes and the options for improvement.

* Key Performance Indicators for the UK National dairy herd

APR, Awards & Herd Competitions

NMR's Annual Production Report (APR) - a benchmark for dairy farmers across the UK.

- Compare your herd to other NMR herds within your county and nationally.
- Based on performance of completed lactations within recording year (1 Oct - 30 Sep).
- County listings for herds / individual animals ranked by weight of fat (F) and protein (P), grouped by breed.
- National listings ranked on F and P or £PLI.
- Breed averages report for the past 10 years.
- Published on NMR's Herd Companion.
- Forms the basis for all herd competition results.

Automatic Herd Competition classes

NMR runs automatic classes for most counties, with less dairy populated counties amalgamating with other counties. The classes are based solely on NMR Milk Recording data, and placings for each class are determined by specific criteria for production, health and fertility. Certificates are awarded for the first three placings in each class.

Milk Recording and County Herd Competitions

NMR has a rich history of running county herd competitions. These are based on production and inspection, with a judge invited to inspect animals. Inspection points are awarded and combined with NMR Milk Recording data for each class to form a final score. Farm walks and dinners are subsequently organised to present cups and prizes to the winners.

100 Tonne Certificates

NMR produces certificates for cows reaching 100 tonnes of milk once they have reached the end of the qualifying period of their lactation.

RABDF / NMR Gold Cup

Since its inception in 1920, the Gold Cup has been the most coveted award in the dairy industry and has been won by some of the UK's most influential dairy farmers.

Combining elements of production, inspection and genetic management, the trophy is regarded as an award for all round excellence.

Applying for the 2022 Gold Cup

All milk recording organisations are invited to submit herds that meet the competition's qualifying criteria for the standard recording year ending on 30 September. These are:

- More than 100 cows/heifers with qualifying lactations in the milking herd
- Non-organic herds: annual SCC average of 200,000/ml or less for the recording year
- Organic herds: annual SCC average of 250,000/ml or less for the recording year
- Minimum £PLI value specific to the breed
- Minimum £SCI value specific to the breed
- Grazing group entries: each grazing group co-ordinator submits applications for the most efficient operators

And how to win...

The common themes amongst the winners are doing the basics right and excellent attention to detail - these are within the grasp of every dairy farmer who records their cows with a recording organisation.

2022

April	All milk recording organisations are invited to submit herds
May	Qualifying herds are invited to apply online
June	
July	Finalists are selected and announced
August	
September	Judges visit each herd during a three day tour of the country
October	
November	
December	

2023

January	
February	Gold Cup presented at DairyTech, Stoneleigh Park, Warwickshire Chris May Memorial Award presented to Gold Cup qualifying herd with the highest Lifetime Daily Yield

Get in touch



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Decoding milk data, building robust insights.

