

How to serve our members now and in future

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The objective of a cooperation



**Creating added value
for members**



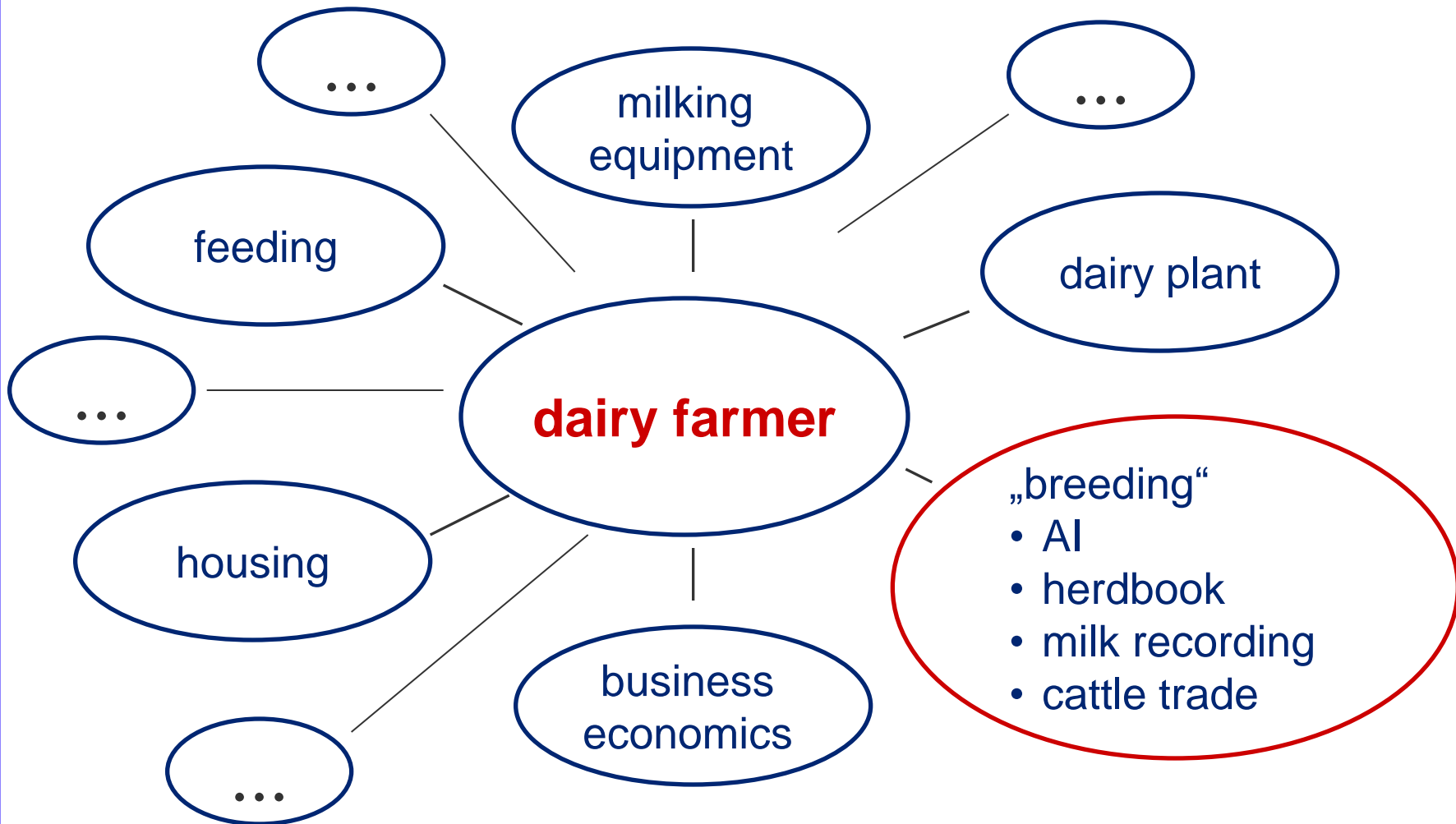
The fundament of our work

- the dairy farmer
- organisational structure
- data base
- product
- staff
- service
- communication



We are working in a network

External consultancy on dairy farms



The dairy farmer

- a well and professionally trained manager
- very commercially orientated
- his situation
 - high economic pressure
 - rapidly growing herd

⇒ “breeding” must be a conceptual element



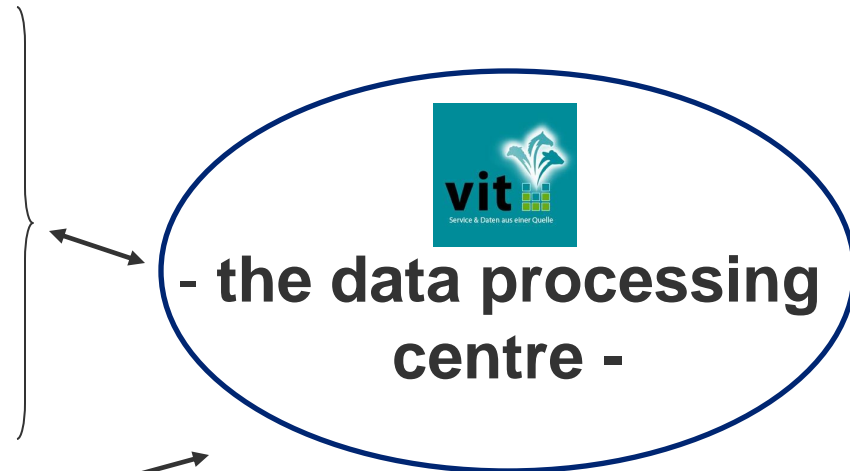
The integrated cattle breeding organisation

- the German approach -

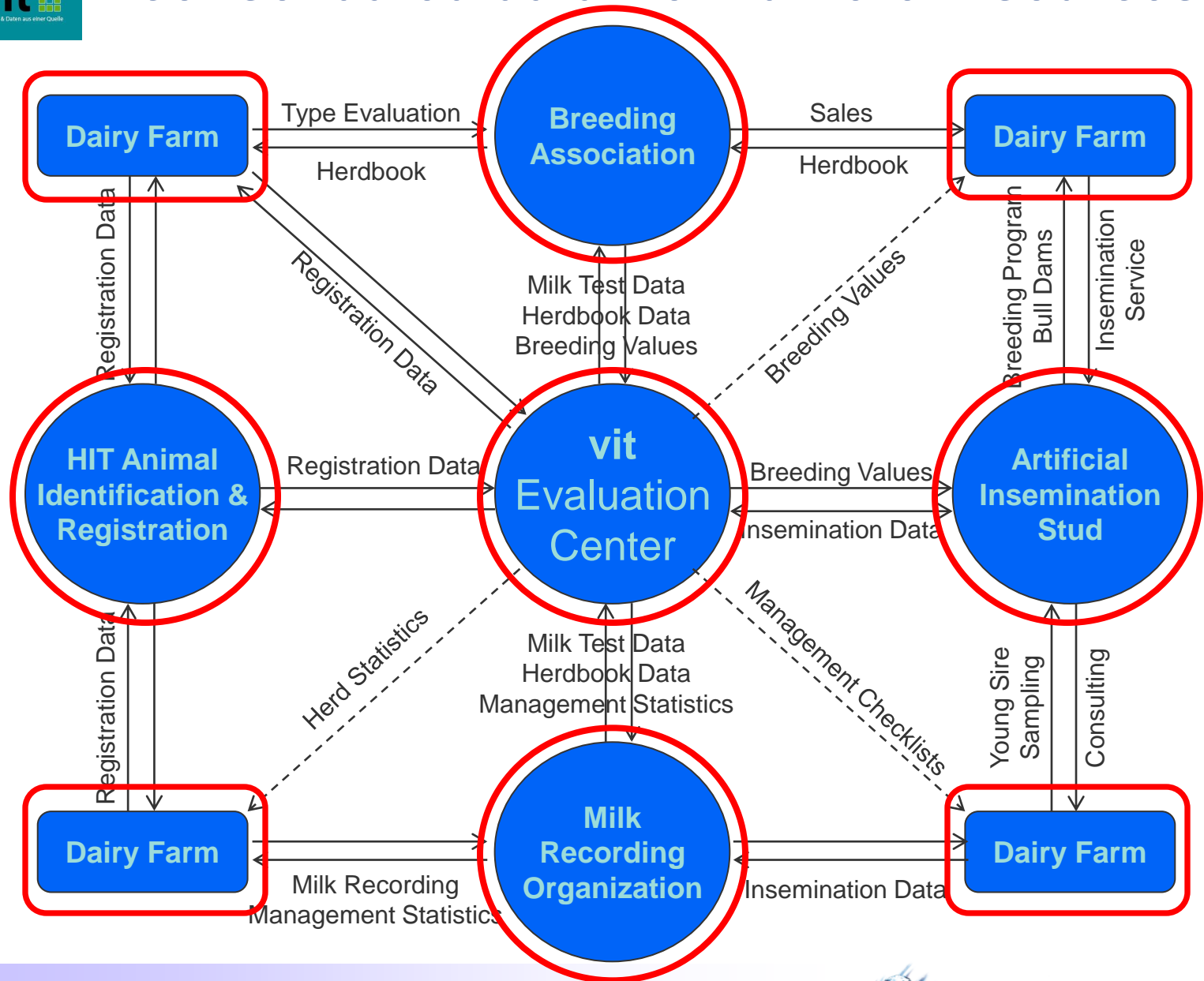
Cattle breeding organisations

- AI
- herdbook
- cattle trade
- other consulting services

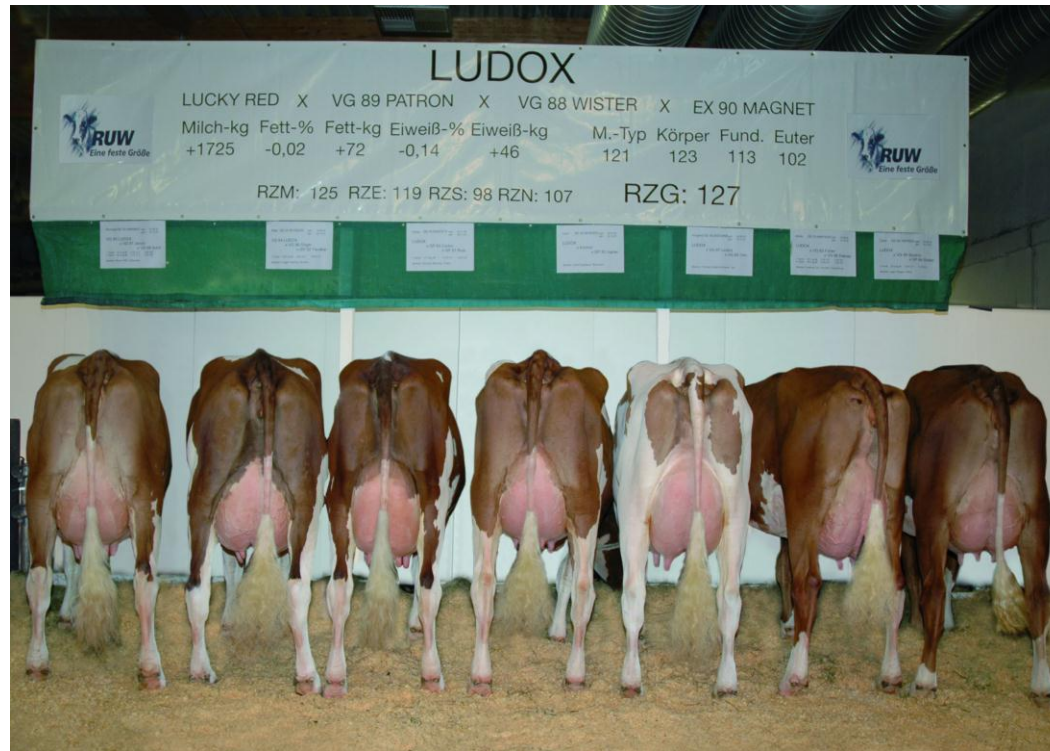
-
- milk recording



– consolidated data from different sources



The product



- must be highly competitive
- must offer extra value for the breeder
- must be reasonably priced

Our range of products:

Artificial Insemination:

- semen from own self determined Holstein breeding programme
- Holstein semen from other suppliers world wide
- semen from many other breeds



Our range of products:


AI-service

- AI-service with full time, professional technicians
- insemination courses and training
- semen tanks, nitrogen, technical equipment
- ultrasonic pregnancy control
- fertility checks and herd supervision
- embryo transfer, IVF ...



Our range of products:

Herdbook

- herdbook-keeping and data processing by 
- full online access to all pedigree and production data
- provides all necessary data for other service departments: AI, cattle sales, fertility control, mating programme etc.
- classification
- professional internet based mating programme



Our range of products:

Cattle marketing:

- marketing of all kind of breeding cattle from member farms to national and international buyers
- marketing of commercial cattle, especially male calves and slaughter cows



Staff:

- the most important potential
- highly specialized jobs
- own training programme
- close cooperation with schools and universities
- professional search of new staff

➔ The aim must be to achieve a professional team that is able to work at the same eye level with professional farm managers.



Service:

- flexible and member orientated
- affordable
- adapted to different herd sizes and breeder's expectations
- time saving and efficient
- use of all possibilities of modern communication



Communication:

Efficient communication is essential on all levels:

organization ↔ member/client/breeder

via - electronic media

- field staff




⇒ the better the communication, the closer and more emotional the relationship

⇒ applied services can be developed and influenced by the customer

Communication:

field staff ↔ organization

- AI-technicians, classifiers and salesmen have direct access to  - database
- relevant data can be downloaded for different purposes
- integrated data base gives lots of opportunities for applied services
- all relevant and very complete data can be provided online during or before herd visits



Communication:

breeding organization ↔



- development of programmes and applications must be influenced and directed by the users
- new technologies can be established much quicker

Conclusions

- Breeding organizations have always to reconsider and optimize their structure. => benefits for their members
- Data base for an optimal support of the members has to be optimized and is a key factor.
- The products have to be tailored for the specific needs of the members.
- The skills and quality of the staff combined with a flexible and member orientated service are the cornerstones of a modern service provider.
- An open and intensive communication on all levels of the company and with all external partners and clients will lead to better and quicker solutions and best products.

Thank you for your attention!

Dr. Jürgen Hartmann

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