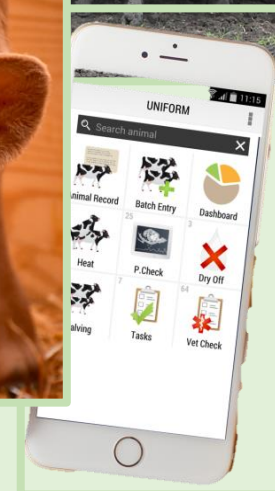


USE OF KEY PERFORMANCE INDICATORS (Level 1)

Topic	Training & information Content
5.1	Dairy Cattle Breeds and Breeding
5.2	Breeding program for a dairy farm (medium & large)
5.3	Conformation, Type classification and judging
5.4	Cow handling
5.5	Milk production recording
5.6	Heat Detection
5.7	Artificial Insemination
5.8	Pregnancy Diagnosis
5.9	Fertility Management
5.10	Cows with abnormal discharge
5.11	Fertility disease recording
5.12	Calving recording
5.13	Use of Key Performance Indicators



1. You will learn about (learning objectives):

- Key performance indicators (KPIs) and how to come up with smart KPIs.
- Importance of setting KPIs.
- How to successfully implement KPIs.



2. Introduction

- A Key Performance Indicator (KPI) is a measurable value. KPIs help you understand how your business is performing compared with other dairy farms and highlight areas for improvement.

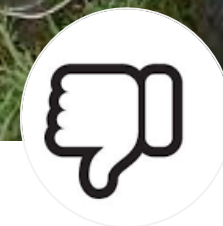
Example: Actual KPI (low milk production) is turned into a future KPI (high milk production).



TODAY

KPI.

NEXT YEAR



2.1 Introduction Cont'd...

- KPI depends on the available SOP's (Standard Operating Procedures).
- An SOP is a set of super clear, written directions for how to complete complex routine tasks e.g. Feeding.
- Such a KPI (milk production) can only be accomplished when farmers find a way to administrate the daily productions.



Record
daily milk
production.

DATE	kg/lbs Dairy	Gtotal prodn.
1/12	73	155
2/12	70	152
3/12	86	142
4	85	145
5	70	130
6	80	140
7	79	145
8	58	118
9	62	122
10	64	124
11	62	122
12	52	112
13	56	116
14	55	115
15	55	115
16	50	110
17	50	112
18		
19		
20		
21		
22		

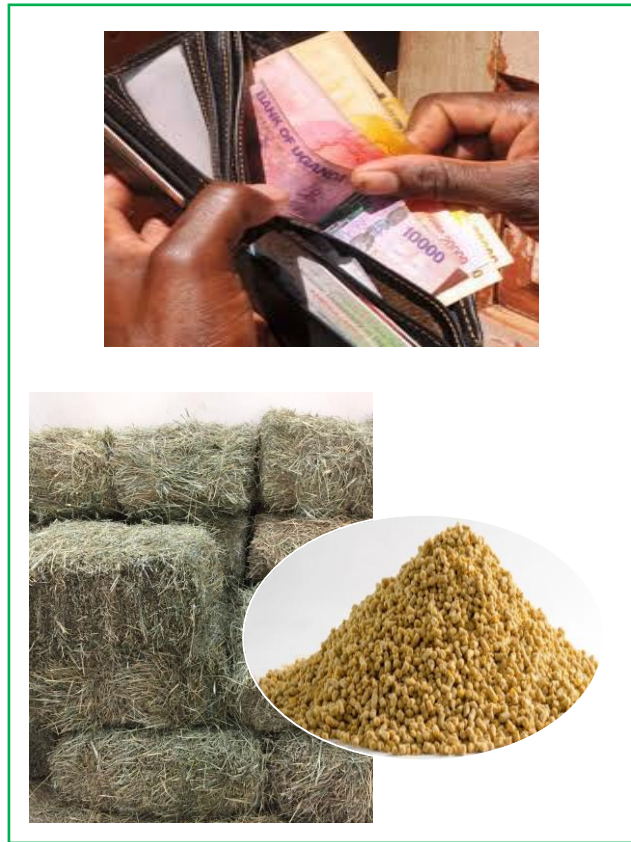
3. Key Performance Indicators

- Working with KPI's, is a matter of weighing and counting and comparing results with others.

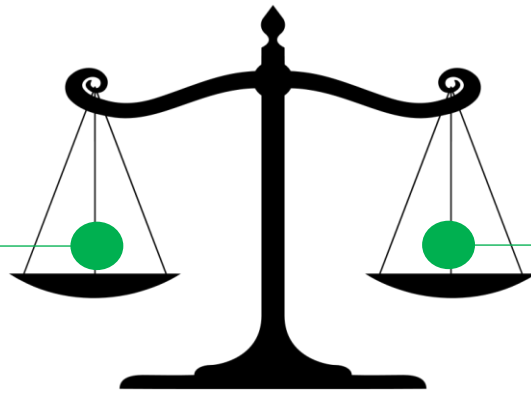


3.1 KPI Cont'd...

- Simply means finding the right balance between what you spend and what you earn.



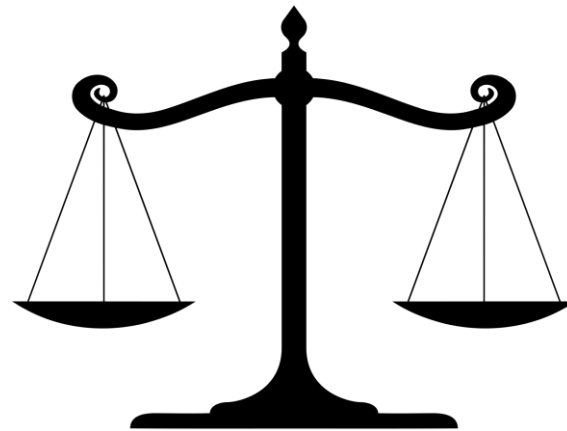
What you SPEND



What you EARN

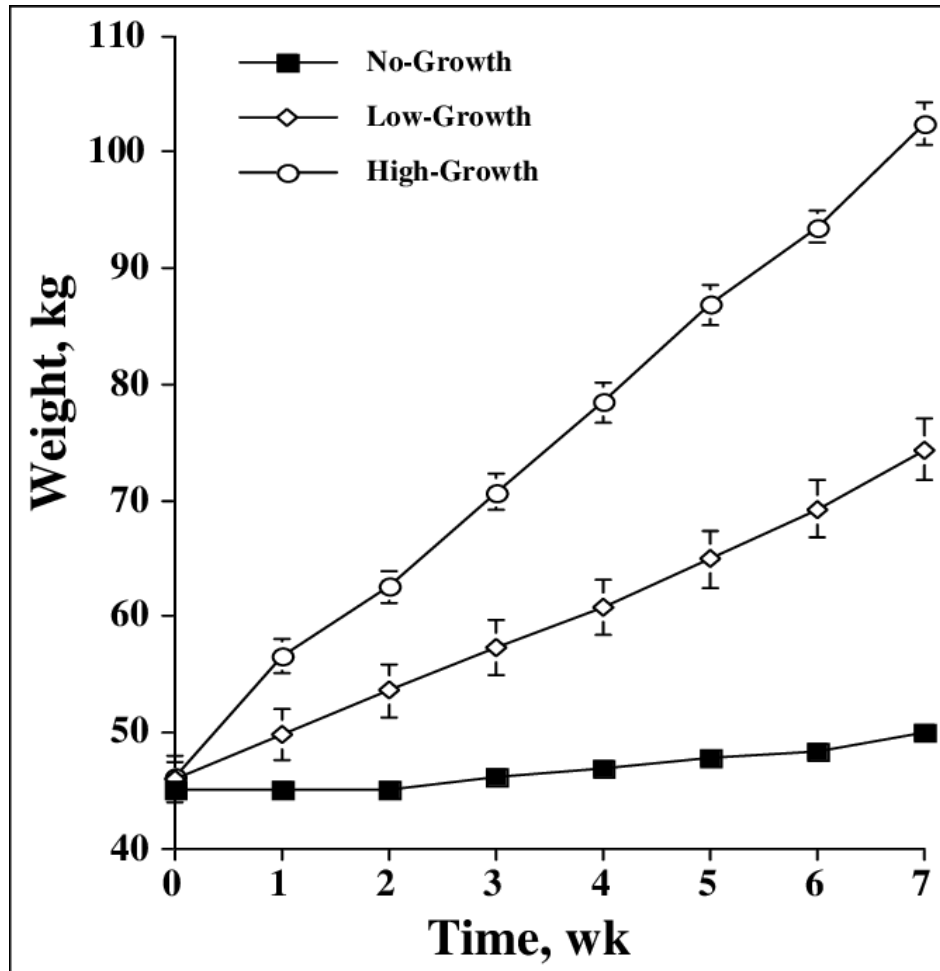
4. KPI: Body weight

- Body weights at any moment during a cow's life can easily be transmitted into a very useful KPI.



KPI.

4.1 KPI: Body weight Cont'd...



Tip: With a little bit of guidance the animal's body weight can be summarized into a graph where farmers can see how animals are growing/doing.

5. Registration/recording of KPIs

- Only a fertile cow will be able to earn money!



KPI.



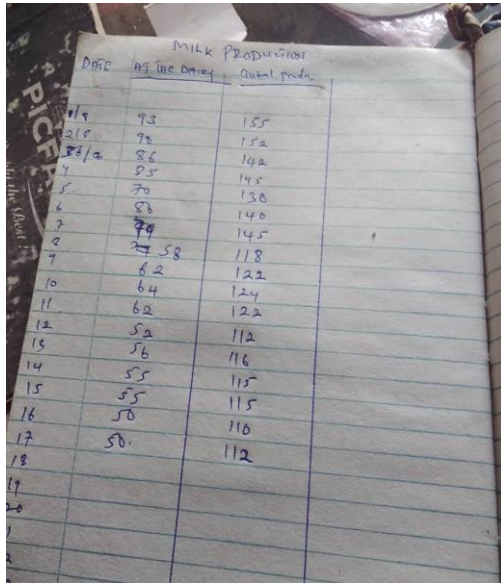
280 DAYS

Examples of KPIs to check for;

- % dystocia < 5%.
- % retained placenta < 10%.
- % dystocia < 5%.
- % retained placenta < 10%.
- Conception rate 1st AI 50 %.

5.1 Registration/recording of KPIs Cont'd...

- Records can be hand written or be done/transferred in a herd management software application (App).



Milk Production

Date	kg. Milk	kg. Milk
1/9	93	155
2/9	90	152
3/9	86	142
4	85	145
5	70	130
6	80	140
7	78	145
8	58	118
9	62	122
10	64	124
11	62	122
12	52	112
13	55	116
14	55	115
15	55	115
16	50	110
17	50	112
18		
19		
20		



6. Where there are no KPIs set

- Not everything is suitable to turn into KPI's. For example, growth/length of horns, skin colour might be interesting for farmers but cannot be measured and be processed into measurable figures (KPI).



NO KPI.

7. Successfully implementing KPIs

- Developing/implementing KPI's in your daily management routines means you want to either improve or optimize your results.
- Simply, it is finding the right balance between what you spend and what you earn.

To simplify

Satisfied at the end of the week/month/year.

Disappointed at the end of the week/month/year.



8. Take home messages/Summary

Dairy Key Performance Indicators

Key performance indicators (KPIs) help you understand how your business is performing compared with other dairy farms and highlight areas for improvement.



- END