

REPRO MONEY



A team-based Program to
Improve the Reproductive Performance
of your Herd



United States Department of Agriculture
National Institute of Food and Agriculture



COLLEGE OF
AGRICULTURAL & LIFE SCIENCES
University of Wisconsin-Madison





UW
Extension
University of Wisconsin-Extension



What is Repro Money?

- Repro Money is a **team based farmer led program** to improve the reproductive performance of his herd.
- Farms enroll and commit to form a reproductive team

 **Farm specific** : target issues and challenges specific to *each* farm.

 **Results oriented**: Time frame: 4 meetings over 6m

- Define clear goals
- Create a focused reproductive plan
- Adopt best management practices
- Make more money



Why sign up for Repro Money?

Repro Fact\$

Nothing happens until the cow gets pregnant.

- Reproductive performance has been systematically declining over the years
- Efficient management practices shown to increase profitability of dairy operations
- Becoming pregnant faster means:
 - **More** time in early lactation
 - **Less** likely to be culled for repro and other reasons.



Benefits!

- 1. A review of records from Dairy Comp or other software (if requested)
- 2. A dairy management economic analysis tool (Repro\$)
- 3. A review of rations by UW nutrition faculty (if requested)
- 4. Support for the development of an action plan by UW faculty
- **Also included:**
- Artificial insemination techniques for dairy cattle DVD in English and Spanish



How does it work?

#1 Register: Go to:

<http://fyi.uwex.edu/repromoney> to download the PDF registration form to start the program and send it to the department (fax, mail, online in the future)

#2 Make up the Repro Money Team:

Each farm owner decides who to have on the reproduction team: Extension agents, artificial insemination (AI) company consultants, AI technicians, veterinarians, nutritionists, key employees, others

#3 Choose a Team Facilitator or Leader

#4 Set the First Meeting

REPRO MONEY **REPRO MONEY REGISTRATION FORM**

To register, please fill in the following information:

Date _____

First name _____ Last name _____

Farm name _____ Herd size _____

Address _____

City _____ State _____ Zip code _____

County _____ Email _____

Phone _____ Fax _____

Team facilitator name _____

Do you have computer software? _____

Do you agree to release your herd's data? DHI # _____ Releasing # _____

By releasing your herd's data you are participating in building the benchmarking for Wisconsin dairy farms.

Repro Money resources include:



1. A review of records from Dairy Comp or other software (if requested)
2. Record summary evaluation and benchmarking in preparation for the first meeting
3. A dairy management economic analysis tool (Repro\$)
4. A review of rations by UW nutrition faculty (if requested)
5. Support for the development of an action plan by UW faculty

Also included:

Artificial insemination techniques for dairy cattle DVD in English and Spanish

Please return this form in the enclosed envelope to:

UW-Extension Reproductive Management Team
Department of Dairy Science, University of Wisconsin-Madison
Rm. 247, 1675 Observatory Dr.
Madison, WI 53706-1284
Fax: 1-608-263-9412
Phone: 1-608-265-9746
Email: repromoney@ces.uwex.edu

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First Meeting

Team Commitment Form

- Help team members know what they are committing to
- Confidential

Team Member information form

Must be signed by all team members

Management Questionnaire

Economic Analysis

REPRO MONEY **TEAM MEMBER INFORMATION**

Meeting One date _____

Check the box by the person who will be the team facilitator.

PRODUCER

Owner(s) _____

Farm _____

Address _____

City _____ State _____ Zip code _____

County _____ Email _____

Phone _____ Fax _____

VETERINARIAN

Name _____

Clinic _____

Address _____

City _____ State _____ Zip code _____

County _____ Email _____

Phone _____ Fax _____

UNIVERSITY OF WISCONSIN-EXTENSION AGENT

Name _____



Clinic _____

Address _____

City _____ State _____ Zip code _____

County _____ Email _____

Phone _____ Fax _____

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Economic analysis: Financial Impact of Reproductive Performance



- **21 day Pregnancy Rate (21d PR):**

Good overall measure of reproductive performance-
speed at which cows get pregnant past the VWP.

21d PR= %cows that are eligible to breed that become pregnant during each 21d period



Financial Impact of Reproductive Performance

Potential gain of increasing your 21d PR:

Current Rolling Herd Average (lb/cow/yr)					
PR (%)	18,000	19,000	20,000	21,000	22,000
16			65		
17					
18					
19			84		
20					
21					
22					
23					

1st: Your RHA

2nd: Your current 21d PR

3rd: Find your value in the table

4th : 21d PR Realistic goal

5th : Find value in table

6th: Calculate your potential gain :

PR Goal-Current PR= \$/cow /year

$$84 - 65 = \$19/\text{cow}/\text{year}$$

$$\$19 \times 250 = \$4,750/\text{herd}/\text{year}$$

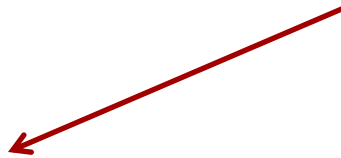


Management Questionnaire

Production
General Management
Nutrition
Replacements



Pregnancy Rate (PR)



Insemination Risk (IR)

- Estrous detection
- Male Fertility
- Use of synchronization protocols
- Transition Cow Management

Conception Risk (CR)

- Accuracy of heat detection and timing of AI
- Pregnancy diagnosis
- Female Fertility



Management Questionnaire

What is your major concern regarding reproduction on your farm?

PRODUCTION	
QUESTION	ANSWER
Herd size (lactating and dry cow) <small>(SUM DIM MILK M305 PCTF PCTP FOR LACT>0 BY LCTGP)</small>	_____ COWS
Number of first lactation cows <small>(Same command)</small>	_____ COWS
What is your Rolling Herd Average or lbs/cows/day or ME 305 <small>(Same command)</small>	RHA _____ lbs/cow/day _____ ME 305 _____
Fat % (last month) <small>(Same command)</small>	_____ %
Protein % (last month) <small>(Same command)</small>	_____ %
Breed <small>(SUM DIM BY CBRD)</small>	Holstein _____ Jersey _____ Crossbred: _____ Other _____
Number of milking cows <small>(COUNT FOR RC=1-5 LACT>0)</small>	_____ COWS
Herd average DIM for milking cows <small>(SUM DIM FOR LACT>0 RC=1-5)</small>	_____ d
What is the average days dry for your herd? <small>(SUM DDRY)</small>	_____ d



GENERAL MANAGEMENT

QUESTION	ANSWER
What is your voluntary waiting period? <small>GRAPH BRED1 BY DIM or GRAPH BRED1 FOR BRED1>0 LACT>0\H</small>	_____d
How often do you have meetings with your veterinarian and reproductive team to discuss reproduction issues in your herd?	Yearly_____ Monthly_____ Weekly_____
How many times each day are cows milked?	1x___ 2x___ 3x___
Do you use bST? What % of the herd?	Yes _____ No _____ %
What type of bedding do you have in your:	Breeding pen _____ Calving facilities _____ Post fresh facilities _____
How many barns do you have? How many rows does your barn have?	1___ 2___ 3___ Barn 1: 3___ 4___ 6__ rows Barn 2: 3___ 4___ 6__ rows Barn 3: 3___ 4___ 6__ rows
ARE THERE ANY CONCERNS REGARDING GENERAL MANAGEMENT?	



ESTROUS DETECTION

What is the predominant method used to detect cows in estrus?	No heat detection Visual observation Pressure patches Combination (describe):	Tail chalk or paint Pedometers Activity monitors Other
Is estrous detection performed by farm personnel or outsourced to a professional technician?	On farm personnel _____ Professional Technician _____	
How many times per day are cows observed for estrus?	Times/day:	
<ul style="list-style-type: none"> For how long? 	Minutes:	
<ul style="list-style-type: none"> Where are cows observed for estrus? 	Pen/Parlor/To or from parlor/Other	
How many people are responsible for estrous detection?	1 2 3 4 5 6	
<ul style="list-style-type: none"> Is estrous detection combined with other activities? 	Yes No	
<ul style="list-style-type: none"> Are cows fed at the same time? 	Yes No	
<ul style="list-style-type: none"> Is there adequate space for cows to show estrus? 	Yes No	



Setting Goals



- Goals should be selected with care
- Employees, consultants and farm owners may not have the same goals for the herd.
- **Prioritized and limit the number of goals :**
We risk attaining nothing when we seek to solve all problems at once.



Repro Money Action Plan

Actions needed to achieve goals and assign responsibilities



REPRO MONEY ACTION PLAN

(Use this form at all meetings.)

Farm _____

List actions intended to achieve your reproductive goals and assign responsibility for completion.

MEETING ONE

Actions	Who is responsible?	Completed by Meeting 2?	
		Yes	No
1. Record cystic cows in Dairy Comp 305	Joe	<input type="radio"/>	<input type="radio"/>
2. Change TAI protocol	Bill	<input type="radio"/>	<input type="radio"/>
3. Record lameness %	Judy	<input type="radio"/>	<input type="radio"/>
4. Improve tail chalking technique	Joe	<input type="radio"/>	<input type="radio"/>
5. Invite new team member for next meeting	José	<input type="radio"/>	<input type="radio"/>

- Say what you do (**outline procedures**)
- Do what you say (**follow procedures**)
- Prove it (**keep records**)



Meetings 2 and 3



- Have DHI and farm records ready
- Use the herd information form to update info
- **Review goals:**
 - Do we need to change or add goals?
 - Any progress made towards those goals?
- **Action Plan:**
 - Record progress on last month's actions
 - Create action plan for next month



REPRODUCTIVE PERFORMANCE LONG-TERM ACTION PLAN

Farm _____

There may be some actions that need to be repeatedly scheduled. When such actions are identified, transfer them to this Long-term Action Plan.

What will be done?	Who is responsible?	Frequency?
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

Meeting 4

- **Same information** as previous meetings
- **Financial Impact:** compare how monthly costs of reproductive parameters changed during the program
- **Evaluate progress**

- **Long term action plan?**



PRODUCER ENROLLS IN REPRO MONEY

Pick your team & Schedule 1st meeting

Hold *First* Repro Money Team Meeting
GETTING SET UP


Hold *Second* Repro Money Team Meeting
TEAM BUILDING

Hold *Third* Repro Money Team Meeting
REVIEW AND REALIGN

Hold *Fourth* Repro Money Team Meeting
PLANNING FOR THE FUTURE

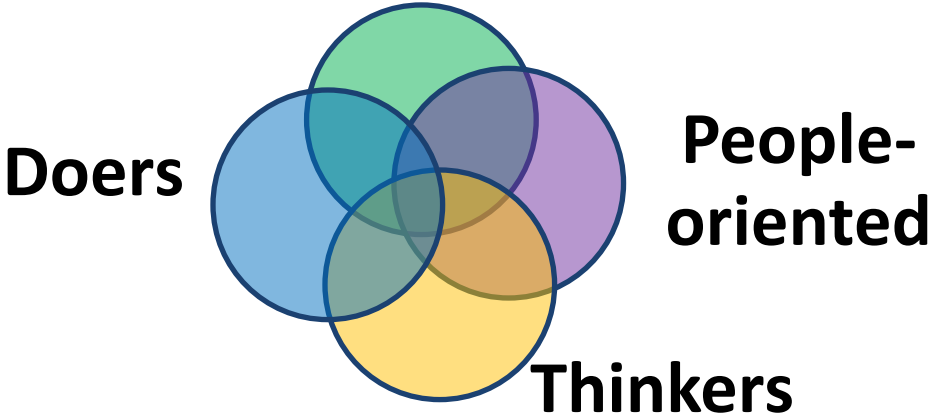
Do we need to continue?
When do we need to meet again?

Why Work as a Team?

 A successful team recognizes that contributions from **all** team members will lead to a better solution than any individual working alone.



Task-oriented



Team Development

Get acquainted-Informal discussions before the meeting begins are helpful



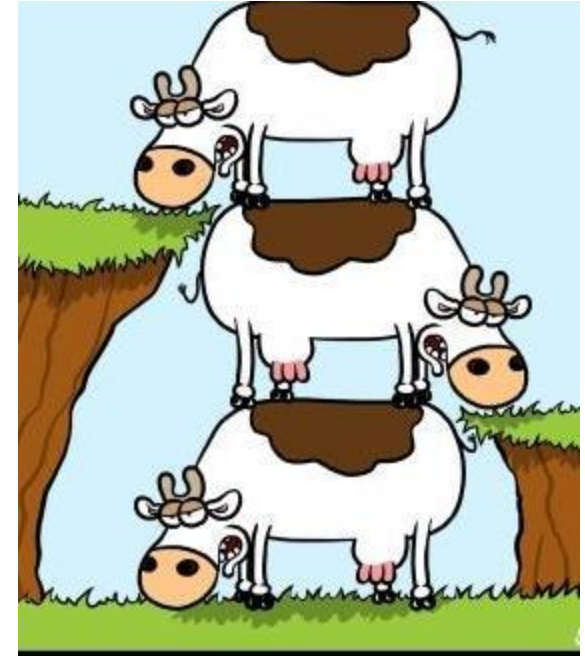
Explain- all must know the farm situation to develop goals



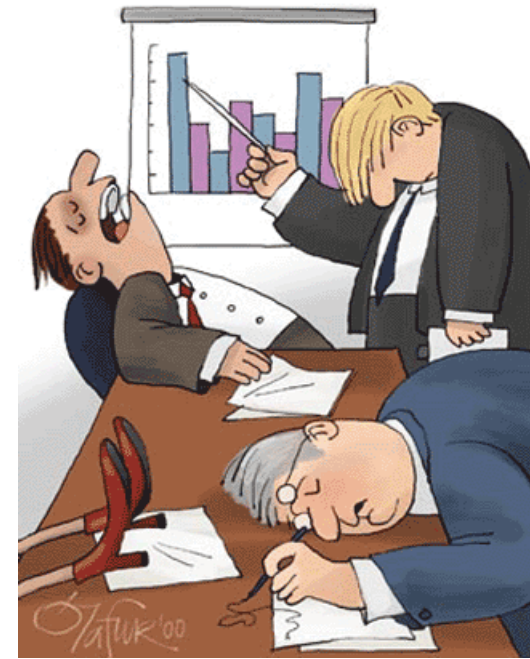
Planning: Identify goals; what needs to be done and who is responsible



Implement the program



Tips for Successful Meetings



- ➡ **Start on Time:** Set precedent for "latecomers"
- ➡ **Have an Agenda:** Avoids issues that are not related
- ➡ **End on Time:** Takes care of "early leavers"
- ➡ **Create Trust:** Everyone's voice is heard and respected.
- ➡ **Focus on Action:** Decisions must be converted to action
- ➡ **Have all the necessary information at hand:** To eliminate postponing critical decisions that will delay the project



REPRO MONEY RESOURCES



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Milo Wiltbank

Professor
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Phone: 263-9413





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- [Enroll in Repro Money](#)
- [Why work as a team?](#)
- [Tips for successful meetings](#)
- [Contact us](#)

Upcoming Events

Come and learn more about REPRO MONEY during the 14th Arlington Dairy Day on Dec. 8th!

Dairy producers and service industry professionals are invited to learn how University research can help them to increase dairy herd profitability, health and productivity at the 14th Annual UW Arlington Dairy Day is scheduled for Wednesday, Dec. 8 at the Arlington Agricultural Research Station, N695 Hopkins Road, Arlington, Wisconsin.

Arlington Dairy Day is sponsored by the University of Wisconsin-Extension Dairy Team and the UW-Madison Department of Dairy Science. The program showcases the latest dairy-related research findings from various departments of the UW-Madison College of Ag & Life Sciences.

You can download the brochures with registration form, map and program details [here](#)

Posted: October 26th, 2010 under [Dairy Science, News and Events](#).
Comments: none | [\[e\]](#)

Welcome to Repro Money!



REPRO MONEY: A TEAM-BASED PROGRAM TO IMPROVE THE REPRODUCTIVE PERFORMANCE OF YOUR HERD

Repro Money is designed to help you improve the reproductive performance of your dairy. The program is based on forming an on-farm team to focus specifically on issues related to increasing your farm income by enhancing the

reproductive performance of your cows.

Reproduction is at the center of this program. The program helps you focus on individual farm goals. Your goals drive the actions taken by your farm team.

November 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

[« Oct](#)



On the Web:

<http://fyi.uwex.edu/repromoney/>





Thank you!

