

DataGene

Solutions for herd improvement

DataGene is an independent and industry-owned organisation that is responsible for driving genetic gain and herd improvement in the Australian dairy industry, through research, development and extension activities.

Formed in July 2016, DataGene brings together many precompetitive herd improvement functions under the one umbrella, including genetics, herd testing and herd recording software, data systems and herd test standards. The first two functions to be incorporated into DataGene are:

- DataGene Centre, the software which runs most herd test centres (formerly Mistro Centre); from July 2016.
- Genetic evaluation and other roles performed by the Australian Dairy Herd Improvement Scheme (ADHIS); from late 2016.



Benefits to farmers and industry

Easier

DataGene is developing modern, user-friendly, powerful tools designed specifically for dairy farmers and their service providers to improve genetic gain and allow better business decisions. You can expect:

- Easier data entry.
- Easier decision making when and where you need it.

Smarter

A Centralised Data Repository (CDR) will allow safe and seamless access of herd records from multiple sources (e.g. farm computer records, vet, breed society etc.). You can expect:

- New data-driven decision making tools.
- World leading scientific research.
- Efficient organisational structures.

Better

As an independent, industry-owned organisation, DataGene enables farmers and industry to influence future directions of herd improvement in Australia and maintain joint responsibility for its delivery.

DataGene's structure allows it to operate with improved leadership, collaboration and governance that will contribute to:

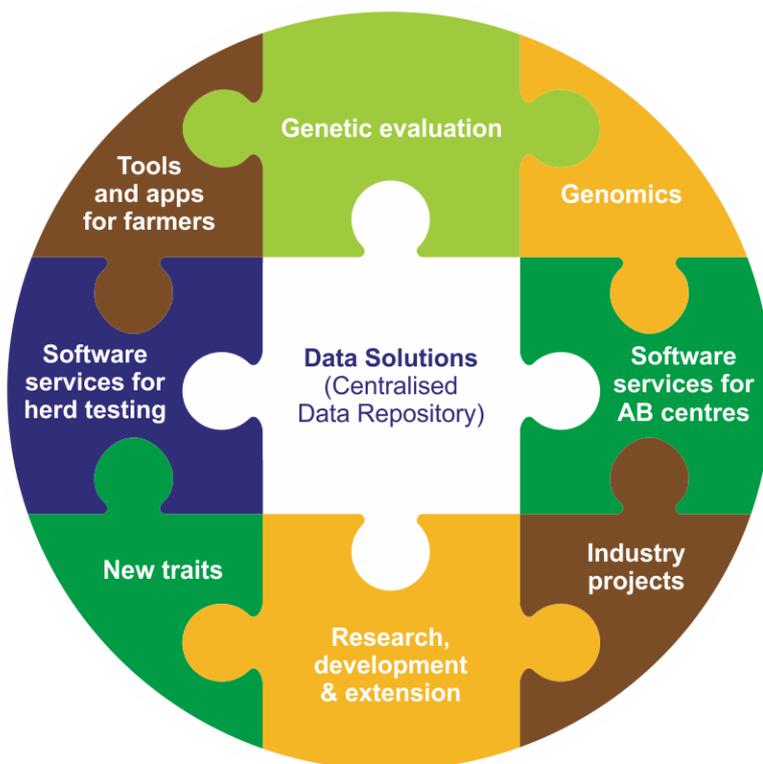
- Higher farm profits.
- Potential for an extra \$25M profit on farm through better herd improvement decisions.
- Leadership of the herd improvement industry.
- Collaboration between research, implementation and industry.

Faster

Dairy farmers have asked for a centralised data base for years; the industry has talked about it for years; but this is the first time the industry has dedicated the funds and resources to make it happen. It is a major DA-funded project.

The CDR and the tools it supports will allow:

- Faster access to data and information: enter data once but use in multiple ways across new platforms and devices.
- Faster decisions based on accessible farm data.
- Faster conversion of R&D to decisions on farm.



A new era in genetic evaluation

For 30 years, ADHIS has been responsible for genetic evaluation of dairy animals in Australia. Its success relied heavily on collaboration with multiple industry organisations to provide data, analysis, research, standards and quality assurance.

DataGene brings these key roles together, providing efficiencies and opportunities to achieve more than ADHIS could do as a standalone organisation.

The combination of ADHIS' evaluation system, DataGene Centre Software and the CDR will transform the way the data is collected and used data for herd improvement by farmers and the industry. It will

- Allow seamless access to data from multiple sources.
- Provide a 'home' for animal performance data, analysis and benchmarking.
- Support the development of modern, user-friendly tools for farmers and service providers.
- Accelerate the development of software solutions for herd test centres, which will ultimately deliver better services to farmers.

- Provide a critical mass of data, which will improve the integrity of the genetic evaluation system
 - Open up opportunities for new breeding values such as health traits.
 - Broaden the use of data beyond traditional herd improvement to aid dairy businesses and the industry.

Membership

DataGene is owned by the industry, with its foundation members being Dairy Australia, Australian Dairy Farmers (ADF) and National Herd Improvement Association (NHIA).

Other organisations within the herd improvement industry are invited to become members. Dairy Australia and ADF will collectively retain 50% membership rights.

DataGene is an incorporated, not-for-profit company limited by guarantee. The 7-member board is elected on the basis of finance, skills, knowledge and experience in dairy farming, herd improvement and governance. Farmer's interests are represented via the board makeup which must always include a minimum of three directors with expertise in dairy farm management.

Platform for innovation

The construction of a unified system including genetic evaluation, a centralised data repository and herd test software will create opportunities that haven't yet been imagined. By creating a powerful open platform and merging data from a variety of sources, service providers and industry will be able to develop innovative products and services.

For more information

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