

Image credit: Improving Herds project



Introducing the new DataGene HerdData app

DataGene HerdData is a quick and easy way to enter or access herd records using your SmartPhone or other mobile device:

- **Enter** herd records, including calving dates, dry-off dates, pregnancy test results, sales, culls, matings, health events and treatments.
- **View** herd records, including ID, status, sire/dam, herd test results and performance graphs.
- **Synchronise** entered data with your herd management software at the end of each session.

Now there's no need to make notes in the dairy or the paddock and then re-enter the same information into a computer!

Industry-wide benefits

The timely collection and transfer of accurate herd records will deliver many important benefits for the Australian dairy industry.

	Farmer benefits	Industry benefits
Easy	Easy entry of herd records in the dairy or paddock.	Easy transfer of herd records to the genetic evaluation system.
Faster	Faster synchronisation of data into herd management software.	Faster integration of data into herd management and genetic evaluation systems.
Better	Better herd management decisions from having access to more complete records.	Better breeding values arising from more complete herd records, e.g. health events and treatments.
Smarter	More complete data means more meaningful reports, e.g. Fertility Focus and Mastitis Focus reports.	Opportunities to create new breeding values (e.g. health traits).

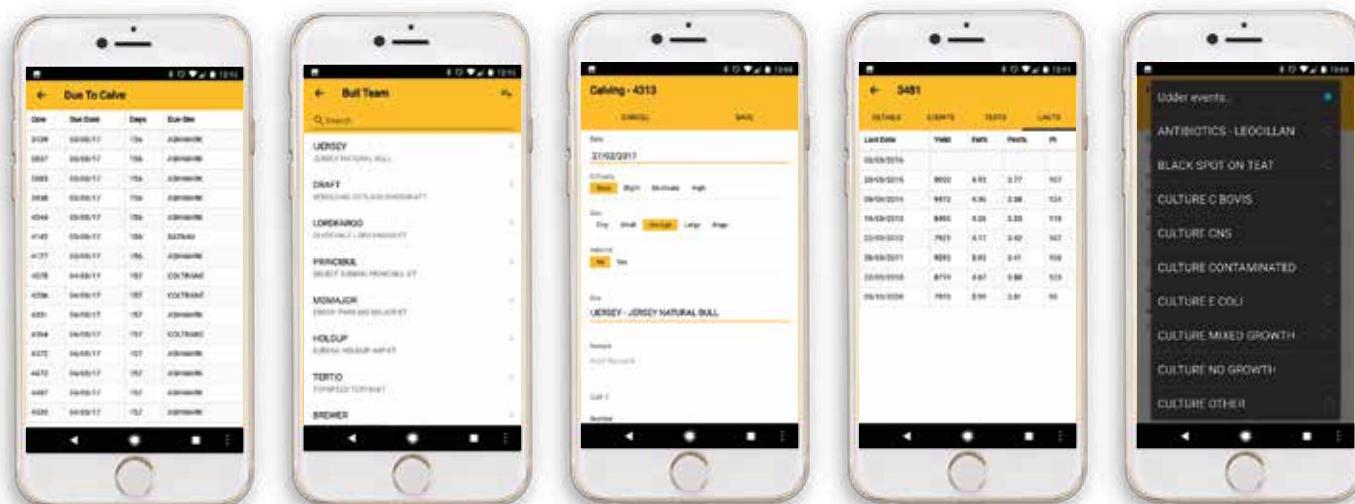




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How to get started

The DataGene HerdData app is available for Apple and Android SmartPhones and tablets. It can be downloaded from the iOS App Store or GooglePlay. The annual subscription for DataGene HerdData is \$99 per year (including data synchronisation and upgrades).

Recognition

The DataGene HerdData app was developed by DataGene, an initiative of Dairy Australia and the Australian herd recording sector, with assistance of participating herd testing centres.

About DataGene

DataGene is an independent, industry-owned organisation responsible for driving genetic gain and herd improvement in the Australian dairy industry. Established in July 2016, it brings genetic evaluation (formerly ADHIS), herd testing, herd test standards, herd improvement data systems and software development, into a single organisation. DataGene is a collaboration Dairy Australia and the Australian herd improvement sector.



Disclaimer
DataGene is a dairy industry initiative that receives the majority of its funding from Dairy Australia through the Dairy Services Levy. This Fact Sheet is published for your information only. It is published with due care and attention to accuracy but DataGene accepts no liability, if, for any reason, the information is inaccurate, incomplete. ©2017 DataGene Pty Ltd. **March 2017**

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