

## HerdData app simpler than pen and paper

**Dairy farmers: Jolley family**

**Region: South Australia**

**Topic: HerdData**



Paper and pen records may soon be replaced by keeping farm records on a mobile phone, according to South Australian dairy farmer Debbie Jolley.

The Jolley family milk 200 cows, calving year round, as part of a mixed enterprise farm business which also includes grain, beef, hay and contracting at Victor Harbor on the south coast of the Fleurieu Peninsula.

The farm business is a family affair, involving Debbie and her husband Grant, their sons Ben and Randall and their wives.

Debbie downloaded DataGene's HerdData app after seeing a Facebook post from the *Australian Dairyfarmer* magazine featuring the app.

"We have always recorded everything on pen and paper in the dairy," Debbie said.

"One of the drawbacks of farm computer programs is you have to then have to re-enter all the data on the notebooks into the computer.

"I was always looking for something to make record keeping easier so when I saw an article about the HerdData app I thought I'd download it and give it a try.

"The app is really easy to use. I haven't been using the HerdData app for long and am still playing with it, but it's simple and informative because of the data you can access.

"There is also at helpline which is great when you are getting started."



*Debbie Jolley from Victor Harbor uses the HerdData app to record information up to four times a day; she finds it much simpler than writing information in a notebook and then entering it on the home computer at the end of the day.*



Mrs Jolley said her initial experience using the HerdData app highlighted its potential for simplifying record keeping and accessing information through a mobile phone.

“I’d use the HerdData app to record information up to four times a day – it’s much simpler than writing information in a notebook and then having to type the data into the home computer at the end of the day.”

Debbie uses the app to record calvings, dry-off dates and matings which are taking place all year.

The HerdData app is also used to record herd health treatments and health events which can occur in the paddock or the dairy.

Debbie has recorded the dairy’s drug inventory along with each product’s withholding period into the HerdData app.

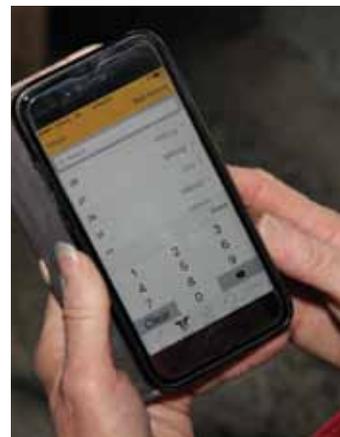
This now means when a treatment is recorded against an animal, the animal is flagged as being within the relevant withholding period on HerdData.

Herd test results from National Herd Development are also synchronised to the HerdData app so Debbie has access to the latest production figures for individual cows at her fingertips.

“The phone is in your back pocket all the time. Having HerdData on my phone means I can see information on individual animals quickly and easily,” Debbie said.

“It allows us to make management decisions on the spot because I always have access to an individual cow’s records.”

***“I use the HerdData app to record information up to four times a day – it’s much simpler than writing information in a notebook and then having to type the data into the home computer at the end of the day.”***



**Debbie Jolley, Victor Harbor SA, 200 cows, Holstein**

While Debbie is the only family member currently using the app, she believes there is potential for everyone on the farm to download HerdData onto their phones so they can access the latest herd records all the time.

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

The app is suitable for Android and Apple tablets or phones and can be downloaded from IOS AppStore or GooglePlay.

The annual subscription is \$99 a year, which includes data synchronisation and upgrades.

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