

Animal tracking - independent data base

Animal ID in eartag

data available in **VIT**

e.g. birth, sex, pedigree,
owner, herd, genomic value
last insemination,
calvings, offspring



The screenshot shows the servit RIND web interface. At the top left, there is a search bar with the ID 1404760815 and a play button. The main header displays "Tier DE 14 047 60815" and "Letzte Änderung: 22.09.2014 14:06". Below the header, there are four tabs: "Tierdaten", "Elterndaten", "Besitzerdaten", and "DE 14 047 60815". A button labeled "Antrag erstellen" is located at the bottom right.

Health tracking - authorities data base

Animal ID in eartag


electronic application forms in **HIT**

e.g. blood check forms

results communicated

with owner, breeding association and
authorities, farm vet





[Aktuelles
Informationen](#)

HI-Tier

Herkunftssicherungs- und Informationssystem für Tiere

Semen tracking - Barcode System

Barcode ID of each batch

Barcode identification at every step:
raw ejaculate

→ each step of semen processing

→ during distribution e.g. in inseminators tank

→ at insemination

Barcodeinformation (mit Scanner lesbar):

Stationsnummer	Herdbuchnummer	Datum	Extranummer
SCC	herdbooknumber	date	extra number
z.B.: 233	123456	JJMMTT	1

Semen tracking - Feedback

Tracking via barcode gives possibilities to do evaluation:

→ on bulls e.g. Non Return Rates, young/proven bulls

→ on batches e.g. Compare production dates, jumps, different diluters

→ on inseminators e.g. Non Return Rates, Use of different semen (frozen, fresh sexed)

→ ...

AI-Vet information

Authority informations prepared by ADR (Association for cattle breeders in Germany) e.g. changings in national/european law

Meetings with colleagues from other locations of the company, other semen centres

Conferences for regional, national, european, international AI vets

Industry information, exspecially semen centre suppliers

AI-Vet information

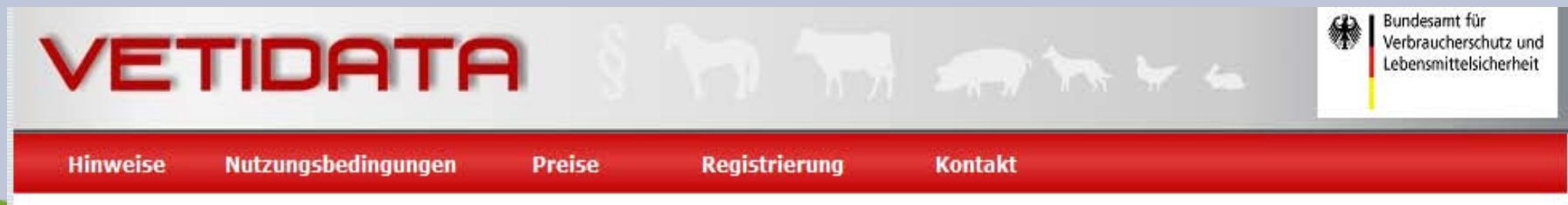
Vet magazine monthly

including statistical information on outbreaks of certain diseases



Data base for medication (VETIDATA)

information on all available drugs, vaccines, ingredients, indications (dairy cattle is also beef in the end)



Customer Relationship Development

Aim of your association?

MASTERRIND wants to provide full service for farmers

- semen of a good range of bulls
- on-farm-service
 - inseminations, pregnancy examinations, cyclus diagnosis
- Breeding recommendations
- evaluation of cows → daughter information
- livestock
- equipment
- herd management consultance
 - feeding, housing, heat detection

Customer Relationship Development

Invest in trainings and educations for competent employees in each field of service on a long term view

People at the farmers doorstep:

AI technician

daughter evaluation/breeding
recommendation

Provide information and include farmers in necessary processes

Human Ressource Development

e.g. AI-technicians:

→ farmers background and education (3 years)

employed by MASTERRIND:

→ insemination course and exam at external institute (5 weeks)

→ training on the job concurrently with experienced technicians (4-8 months)

→ internal training in different departments: semen centre, cow/sire analysts, agricultural products, IT-programmes (1 month)

→ internal education programme: individual practical training with vets, communication skills, IT, sire analyst (single days)

→ refreshing courses at external institute (3 x 1 week)