



NMR

Herd Improvement Services





The data provided by our milk recording results gives us valuable information which helps us to make key decisions for the management of our herd. We're looking forward to continuing to work with NMR.

Stephen & Mark Montgomery
Eglinton, Northern Ireland

NMR is a truly **nationwide operation**, with dedicated regional service delivery teams supporting customers across the UK. Please contact your local Area Development Manager to discuss NMR's services.

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Welcome

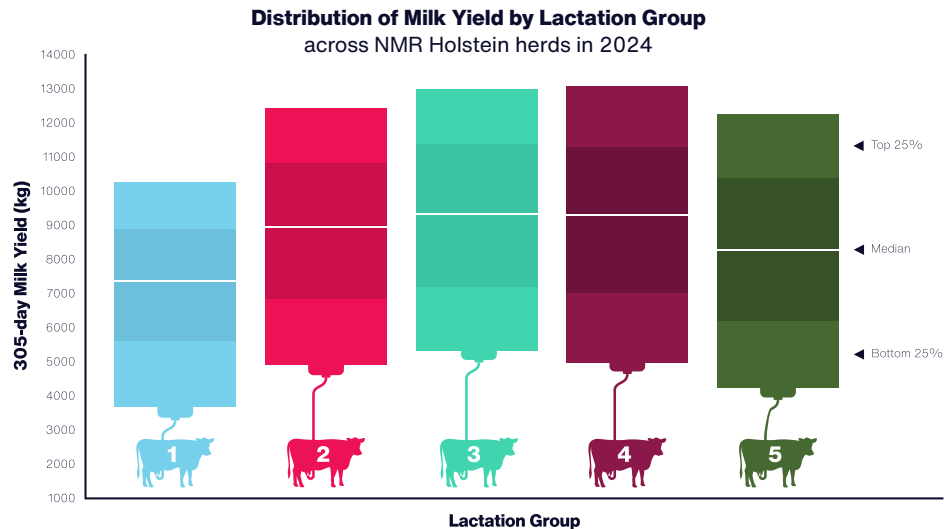
We know dairy farming isn't getting any easier - rising costs, climate swings, and market uncertainty all add pressure. At NMR, our goal is to help you focus on what you can control. Every farm is different, so we're here to give you the tools and information you need to make the best decisions for your business.

Setting Goals That Fit Your Farm

There's no one-size-fits-all plan. We help you compare your herd's performance with others, then set goals that make sense for your herd - whether you're focused on milk yield or total solids according to your milk contract. It's also about keeping your whole team - farm staff, the vet, the nutritionist and others - in the loop with up-to-date data so everyone's pulling in the same direction.

Looking Beyond Averages

Managing by herd average can hide issues. With our web portal, Herd Companion and through on-farm software, you can dig into individual cow performance. That way, you can avoid inefficiency by removing weak performers from the herd. For example, the illustration below shows the differences seen when looking at milk yield by lactation number - insight only



achieved through individual cow recording. Further insights can be gained by looking at the range in performance across all NMR herds; see p.7 for bell curves of key metrics including Age at First Calving, Calving Interval and Lifetime Daily Yield.

Better Efficiency Leads to Improved Sustainability

Improving efficiency isn't just good for profits - it's good for the environment. Preventing issues like mastitis, lameness, or Johne's disease can make a big difference. We support initiatives such as the National Johne's Management Plan and continue to develop new ways to help you stay ahead of herd health challenges.

Bringing You the Latest Tools

We're always working on better technology. Our GenoCells service gives accurate SCC results without having to sample each cow. Plus, we are digitalising our sample submission process to reduce on farm requirements to sort samples and complete excessive paperwork.

We're Listening

In this catalogue, you'll see feedback from farmers using our services. Your opinions matter - whether it's good or bad - and help us make our support even better. This is why we commit to regular Customer Care Service reviews for all our subscription customers.

Thanks for your continued trust in NMR. We're proud to work with you and help you reach your farm goals.

Mark Frankcom
Managing Director, NMR



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Our monthly NMR milk recording keeps tabs on somatic cell count, which currently averages 120,000 cells/ml. We get results back in 24 hours, so I can pick up any problems and see how the cows are doing almost in real-time.

Joe Welford, North Yorkshire

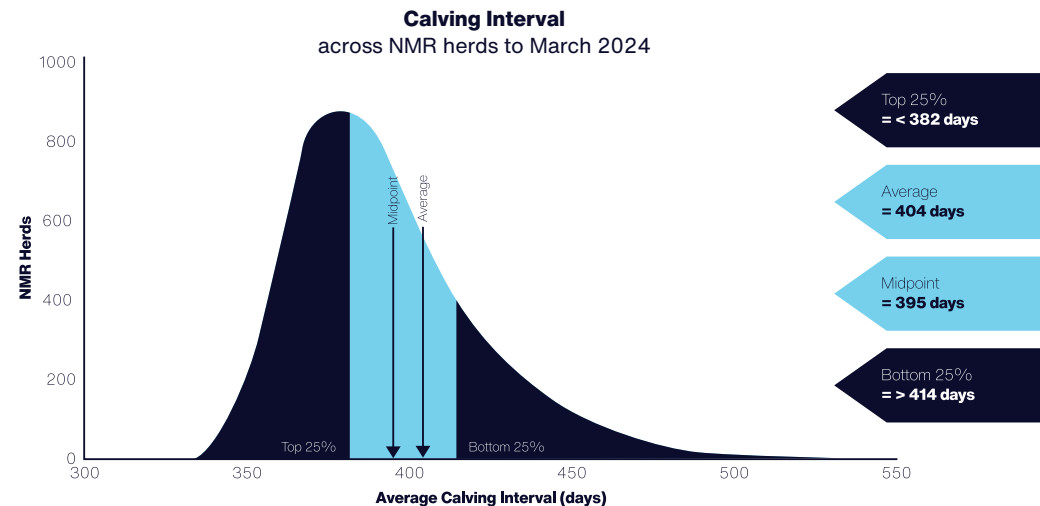
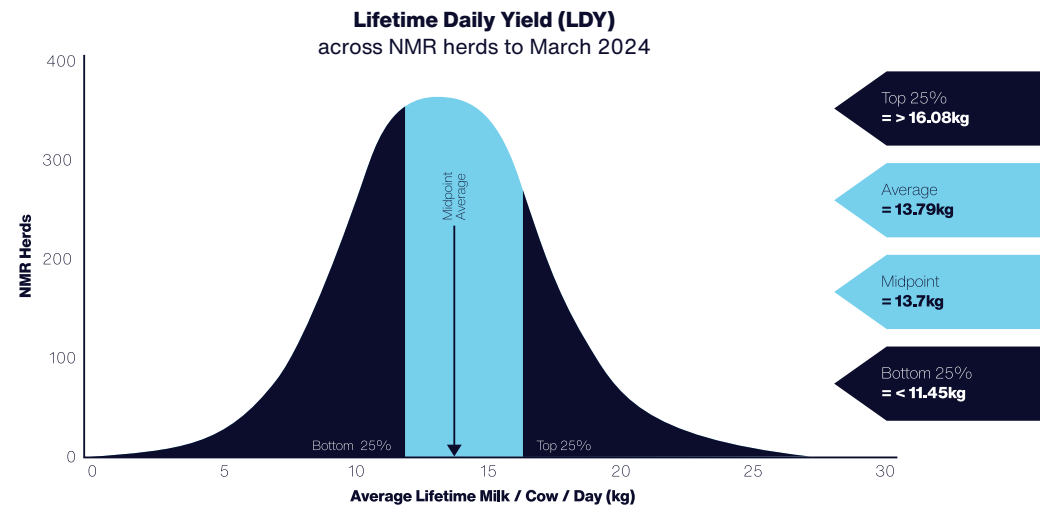
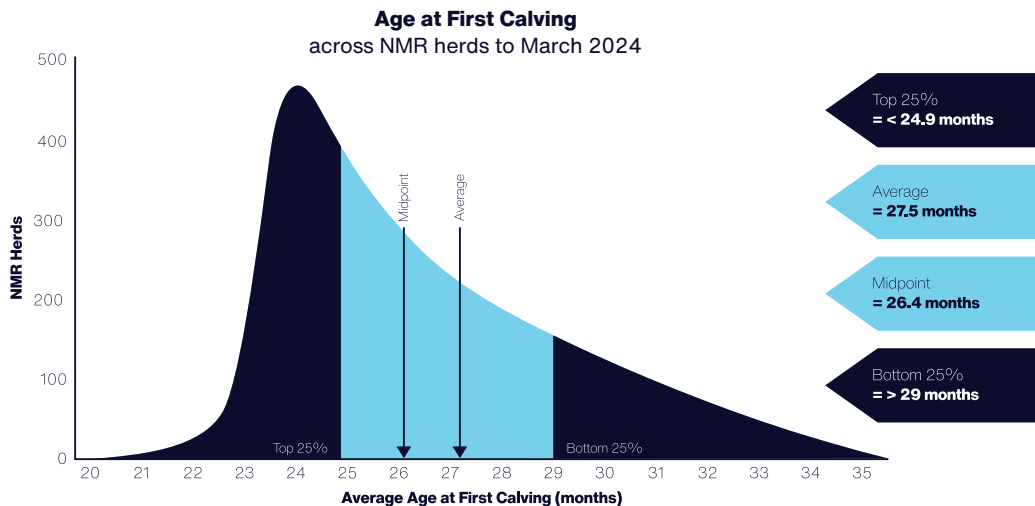
Milk Recording

Why Milk Record?

NMR's trusted, reliable and impartial milk recording and cow health monitoring services will **help you ensure you meet your herd objectives.**

NMR's data support you to make informed decisions and can help you:

- Monitor and improve bulk milk tank volume and quality.
- Measure and manage to improve pregnancy rates.
- Breed your dairy replacements from your best heifers and cows by enabling use of AHDB genetic evaluations and genomic testing.
- Implement Selective Dry Cow Therapy.
- Tighten up the management of your herd using comprehensive flexible action lists.
- Re-use the milk samples for pro-active Johne's management.
- Extend herd longevity by monitoring and improving the health of your cows; NMR also provides ad-hoc testing for diseases such as Neospora and Leptospirosis.
- Benchmark your herd against national targets to enable comparison against other farms with similar management systems.



Milk Recording Options

Why not start with DIY self-sampling? Or if this is not convenient, our fully trained milk samplers are on hand. We have many flexible options to suit you and your herd.

Your milk recorder provides a vital conduit between your herd and NMR, and to get the best service from them they will need access to all animal events including calving, service, PD, dry off, mastitis and lameness records. We are able to import yields and cow event data from many different software programs, making data collection quick and easy. The NMR diary allows all animal events to be recorded in a structured and efficient manner, ensuring the requirements set by DEFRA and the Red Tractor scheme are met; data can also be entered directly into NMR online.

The factoring option means that you only need to sample on one milking (twice if milking three times a day), and this should be done alternately morning and afternoon. There are a number of flexible recording options to choose from:

- DIY 4, 6 and 8 weekly
- Assisted 4, 6 and 8 weekly
- Non-factored or factored on the above
- Grazing 4/4+ flexible milk recording four times a year to match herd requirements
- Mix of GenoCells and Milk Recording services available
- Pregnancy testing (additional cost)
- Tests for additional diseases - Leptospirosis, IBR, BVD and Johne's (additional cost)

These options all include free online reporting from NMR's Herd Companion website; fully comprehensive paper reporting is also available if preferred (extra cost). The worst 10 cell count results can be received by text.

See p.12
for more info

Do you use robots and still want to milk record or test for Johne's? Find out about our **shuttle hire** service.

Essential Sampling

Essential Sampling is a straightforward testing service for milk constituents, without the requirement to record any animal events, ID or ancestry information.

If you require regular testing there are regular subscription services; if you only want to test occasionally, the service can also be used on an ad hoc basis. Essential Sampling is also ideal for use in between a regular recording service, if milk quality needs to be checked more frequently. You can also only test the cows you are interested in - there is no requirement to test the whole herd.

What is included?

- Regular subscription - 4, 6 and 8 weekly
- Ad hoc
- Cell count
- Fat and protein
- Labour for sampling (additional cost)

Results can be received either by post, email (as a CSV file for spreadsheets and on-farm software) or text. Ordering is easy, and payment can be taken either by credit card or as a direct debit. *Please note, you will only be charged for the samples you present for testing, and a kit charge is applicable for orders under 10 samples.*

Grazing Herd Recording Options

These Milk Recording options are conducted four times a year at a time to suit your farm's system, and require a herd size of minimum 200 cows.

Grazing 4 includes:

- Assisted or DIY testing
- Monthly payments over 12 months
- Real-time data links with UNIFORM Agri and InterHerd+, as well as data entry via Herd Companion software

Grazing 4+ includes everything offered in Grazing4, as well as:

- HerdWise Johne's Testing on each recording
- One whole herd individual Milk Pregnancy Testing service at a suitable time

Results are available on NMR's Herd Companion, with automatic updates available for UNIFORM Agri and InterHerd+; data files can also be provided for most other herd management programs. If required, results can also be posted.

Shuttle Hire Service

We are unique as a milk recording provider in offering a shuttle service to farmers milking with robots or an Automatic Milking System (AMS). If you have a DeLaval, Lely, Fullwood* or Boumatic robotic milking system, we can provide you with a complete door-to-door service to help with your milk recording requirements including pregnancy, SCC or Johne's disease.

Using Ori Collector shuttles, our team will arrive on farm, set up the shuttles, ensure they are operating correctly, and clean down upon completion - all you need to do is arrange the appointment. The shuttle hire service can be booked in for whenever you need it, or we can include it with your regular milk recording service.

** No Fullwood or Boumatic robot has been presented for ICAR testing, and is therefore not approved for official milk recording, but can be used sampling for SCC and Johne's.*



I'm keen to ensure that I maintain my Johne's surveillance so I use NMR's shuttle hire service and test the whole herd for Johne's disease four times per year - it is really convenient.



Ian Throup, West Yorkshire

Energy Balance

The level of energy available to animals in your herd affects their production and fertility, having major financial implications on the herd's profitability.

The proactive approach to nutritional performance, NMR's Energy Balance service makes predictions based upon the spectral data gathered from milk recording samples in order to ascertain the energy available to cows. Specifically, it includes energy intake and energy balance for every cow tested at every recording.

Farmers, nutritionists and vets can all register farms for this service, which includes:

- Monitoring energy intake levels
- Identifying energy balance issues
- Indicating the level of ketosis in the herd
- No additional testing required
- Registration and reporting through Herd Companion
- Minimum sign up period of 12 months
- FOC historic results to enable use of service immediately

We would suggest your feed consultant or vet is involved in reviewing the reports in Herd Companion, to draw up action plans and amend cow diets if required.

Milk Pregnancy Testing

At 99% accuracy on pregnant cows*, milk samples can be tested to check for pregnancy status and identify open (non-pregnant) cows in time to rebreed.

Milk Pregnancy Testing complements your routine herd fertility program, measuring Pregnancy Associated Glycoproteins (PAGs) which are only produced by the presence of a foetus.

What are the benefits?

- Used by regular Milk Recording customers, Essential Sampling customers, and ad hoc users.
- If regularly Milk Recording, the test can be scheduled to automatically test all eligible cows after service or calving; cows can also be picked manually on the Milk Recording program.
- Sample boxes can be used for cows outside the Milk Recording service.
- Can be used as a check test 70-110 days after service to confirm pregnancy status after an early vet PD.
- The test can be used at any time from 28 days after service and as a check before dry off.
- Results shown in Herd Companion will automatically update a cow's fertility status and associated action lists (Milk Recorded herds only).
- No enrolment fee, no minimum or maximum number of samples and no commitment to monthly Milk Pregnancy Testing.
- Cows falling into the 'recheck' area will be retested automatically at next recording free of charge (Milk Recording customers only).

** IDEXX validation report of the test carried out on 1,839 samples of milk.*



“

We receive the Milk Quality Monitoring (MQM) text message on a daily basis at about 6:30am. It's a simple, reliable service 'at our fingertips' that gives us daily reassurance that we're on track and everything's OK, or an early heads up if there's a problem.

David Hares, Shropshire

Milk Quality

Bulk Milk Testing and Milk Quality Monitoring

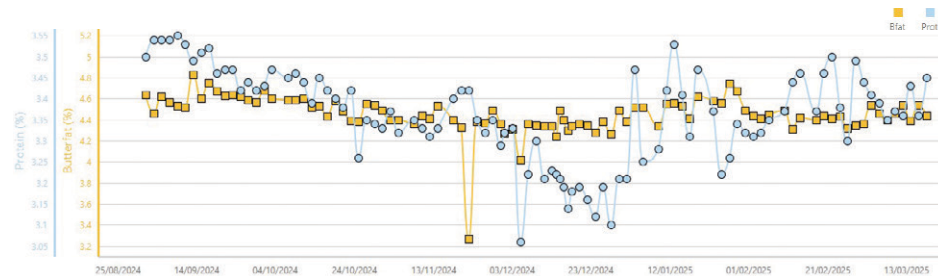
We offer a range of tests carried out on bulk milk samples in addition to the standard payment testing samples, including bactoscan, somatic cell count (SCC), butterfat (BF), protein (P) and urea.

These additional tests are carried out using 'spare' samples held in our fridges, so no extra sampling is required. Samples are collected via our transport network, delivered to one of our labs to be tested and results are subsequently reported within 24 hours.

What are the benefits?

- Regular results without the hassle of sampling
- Avoiding milk cheque penalties by reacting faster to rising SCC and bactoscan
- Changes to cattle nutrition can be made more quickly, based on daily BF and P results
- Accessing results is quick and easy - by text, email or via Herd Companion. These results are available free of charge to any dairy farmer, whether recording with NMR or not. See p.46 for more information on Herd Companion; for your username and password please call 03330 043043.

Milk Quality Monitor Chart



If you are interested in raw milk testing to satisfy FSA requirements please get in touch.

Mastitis ID and Parlour Hygiene

We offer the Mastitis ID and Parlour Hygiene tests to help to establish the cause of high bactoscans, looking at contagious and environmental mastitis and other bacteria which can elevate bactoscan results.

The Mastitis ID test will determine the presence and quantity of the most common contagious and environmental pathogens that cause mastitis. Identifying which specific pathogen is causing mastitis will determine which treatment will be effective on an individual cow or quarter, as well as determining what preventative measures to put in place to stop further cases.

What are the benefits?

- Reduces costs from dumping milk and time in parlour.
- Prevents reduction in milk yield for the current lactation, as well as subsequent lactations.
- Improves herd health and animal welfare.
- Results can be accessed via Herd Companion or emailed to you, along with guidance notes to help you interpret results. We can also send a copy to your vet, so they have a record.
- We recommend sterile sampling to reduce the risk of cross contamination. You can test an individual animal or even an individual quarter; we can also use your bulk milk samples to gain a general picture of mastitis-causing pathogens within the herd.

The BactoBreakdown test

The BactoBreakdown service is carried out on non-preserved bulk milk samples routinely arriving at NML. It combines both the Parlour Hygiene Suite (tests for coliforms, psychrotrophs, thermotolerant and TVC) and the Mastitis ID tests to provide a comprehensive assessment of the causes of elevated bactoscans and/or SCCs.

Water testing

NML's water testing service focuses on testing for enterobacteria and faecal coliforms - two key indicators of bacterial contamination in water supplies.

Thermoduric Testing



Testing your existing bulk tank sample, this service will aid the management of thermoduric bacteria levels - which need to be kept low to avoid issues with the quality and shelf life of finished dairy products.

Why are thermoduric counts important?

Managing thermoduric counts is important as thermoduric bacteria are a type of bacteria that will survive pasteurisation. Some milk buyers have introduced thermoduric testing to their payment testing suite, meaning that your results could lead to payment deductions if above recommended cut offs. Thermoduric bacteria are widespread across the farm environment.

The testing involves a traditional culture technique whereby any live microbes in the milk are grown. The testing is done following pasteurisation of the milk such that only those bacteria with thermoduric (heat resistant) properties will grow. Most bacteria are not heat resistant, but even low levels of thermoduric bacteria can cause issues with shelf life.

The major routes of entry into milk are through dirty cow teat surfaces, poor parlour hygiene and residues on milk machine equipment. Bactoscan results cannot be relied upon as an indicator of thermoduric levels, simply because bactoscans include counts of both live and dead bacteria. However, dead bacteria do NOT pose any further challenge to product integrity. We will provide guidance notes to help you interpret your results. For any questions on this, please contact us on the number below.

Thermoduric Management Guide
From NMR

Status	Recommended Action	Results	Potential Reasons & Further Action
Thermoduric Count > 500	Check milking parlour cleaning protocol (See Section 1)	Coliform Count	<ul style="list-style-type: none"> Very High > 1000: Incubation in past filter - persistent failure of cleaning (See Sections 1 and 2) High 20 - 999: Potential inefficient cleaning and unclear cows (See Sections 1 and 2) Low < 10: Check thermoduric and psychrotrophic counts
Thermoduric Count > 500	Order milking parlour hygiene test through NML	Psychrotrophic Count	<ul style="list-style-type: none"> High > 500: Issues with parlour hygiene and/or cooling (See Section 1 and 2) Low < 500: Check coliform and thermoduric counts
Thermoduric Count < 500	Continue to monitor and maintain parlour hygiene	Thermoduric Count	<ul style="list-style-type: none"> High > 500: If thermodurics persistently high consider further investigation Low < 500: (No further action)

Section 1: Parlour Cleaning

- Check wash chemical usage and frequency especially acid wash
- Check water temperature of all wash phases and wash water
- Ensure length of wash circulation is adequate
- Check water quality (iron/manganese/total hardness)
- Is sanitizer / disinfectant used post-rinse?
- Check cleaning of damp hoses and teat tubes
- Check pumps, gauges, rubber pipes and liners for damaged wear
- Check air lines and moisture traps
- Visual inspection of filter, tea-coff filter, receiver vessel, milk pump, plate cooler and cluster
- Is milk filter refilled prior to wash cycle?

Section 2: Cow Cleanliness

- Assess cow cleanliness
- Keep udders and teats trimmed regularly
- Is pre-milking teat preparation used effectively?
- Check parlour surfaces and metalwork are clean and free of dirt
- Check clusters are thoroughly cleaned before re-using
- Check cleanliness of milk filter / sock
- Check udder and bedding cleanliness
- Consider other environmental sources e.g. tracks or gateways
- Hygiene of clinical mastitis

Section 3: Refrigeration and Wash

- Check cooling system is working effectively
- Check milk temperature gauge is working
- How long does it take for milk to be cooled down to 4°C?
- Check pre-milking teat preparation
- Visually check that the tank is washing correctly

Further Investigation

If you have had high results for more than one month then consider the following:

- Undertake further testing to determine the specific bacteria involved (NML can help with this)
- Talk to your veterinary surgeon or milk hygiene specialist regarding the management of thermodurics on your farm
- Carry out a milking system evaluation with a qualified parlour engineer / technician

*Some thermoduric bacteria are more hazardous than others, as such NML offers a Milk Hygiene Test to verify the type of thermoduric bacteria present. Get in touch to find out more.

Thermoduric counts are measured in cfu/ml

NMR FOR FURTHER INFO PLEASE CONTACT NML ON 01902 749920 OR EMAIL MILK@NMRP.COM > NMR.CO.UK

SCAN THE QR CODE TO WATCH OUR THERMODURIC CONTROL VIDEOS



SCAN TO SEE THERMODURIC MANAGEMENT GUIDE



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Our milking herd is Johne's screened with NMR's HerdWise service four times a year. Screening before breeding is vital in making sure we don't breed replacements from any infected cows. We use the HerdWise Progress Tracker in our annual Johne's review with our vet to home in on areas to make best progress.

Julian Evans, Shropshire

Health Testing

Johne's Disease

Johne's disease is a chronic, progressive intestinal disease caused by infection with *Mycobacterium avium subspecies paratuberculosis* (MAP).

How do cows become infected with Johne's?

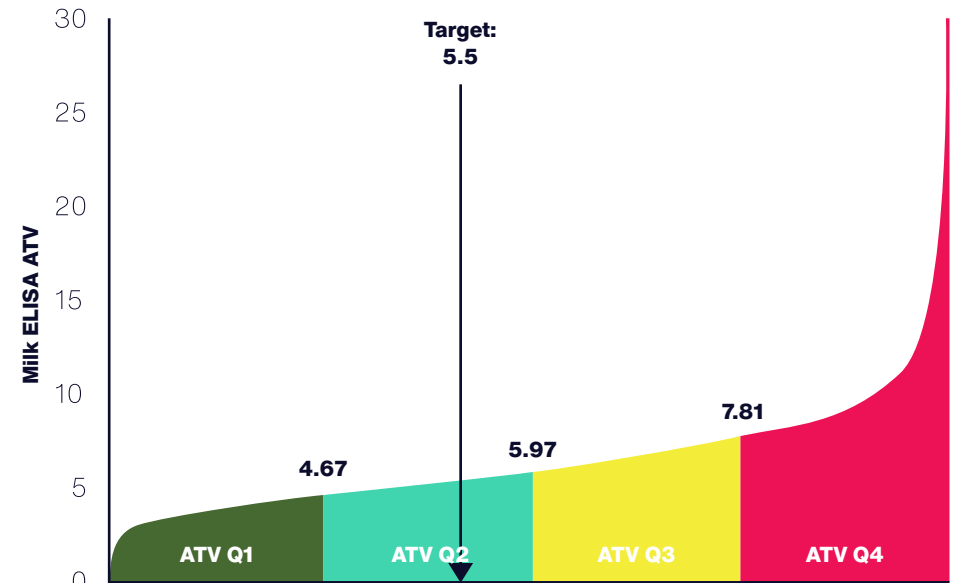
Cattle are usually infected as young calves, being most susceptible whilst in the calving area and up to weaning. The calf may be infected while in the womb, by drinking contaminated colostrum and milk, or most commonly, by ingesting infected faeces. The organism may last for a year in slurry or on pastures.

Only 1-5% of infected cows in a herd will show clinical signs of the disease. The rest of the infected animals will appear healthy but will suffer production losses and be more susceptible to high SCC, mastitis, lameness and other diseases; this highlights the need for testing. Infection is almost always introduced to a herd by purchasing infected replacement breeding stock, including bulls.

Next steps

Phase III of the National Johne's Management Plan was launched on 31 March 2025, continuing efforts to control Johne's disease in dairy herds across the UK. Dairy farmers will be required to determine their herd's average test value (ATV) as a measure of disease prevalence. The target for the national ATV is set at 5.5 by 2030 and achieving this will be key to further reducing the disease's impact. Whole herd testing is likely to be the appropriate option for most herds to manage Johne's, with a minimum of a random 60 cow screen needed to generate an ATV.

Action Johne's Average Test Value (ATV) quartile ranges and Johne's Control Index (JCI) Target



HerdWise

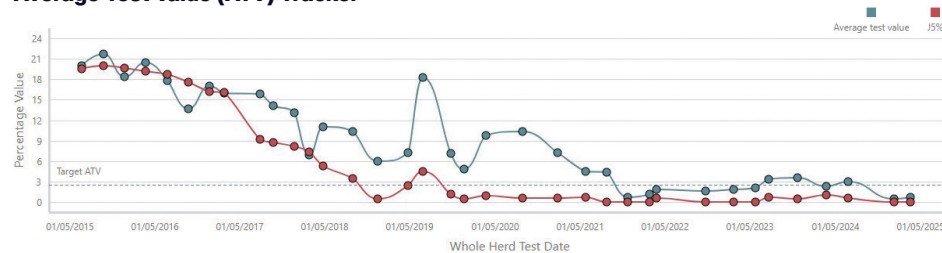
The HerdWise quarterly Johne's testing service features a Johne's Progress Tracker and Priority Cull Reports on Herd Companion.

What are the features of HerdWise?

- Whole herd quarterly testing for Milk Recorded herds
- CHECS accredited service
- Uses existing NMR recording samples
- Traffic light risk indicators
- Includes Johne's Progress Tracker and Priority Cull report on Herd Companion

The Priority Cull Parameter has been developed by the Action Group on Johne's to highlight cows that pose the highest risk in your herd and should be culled as soon as possible. Any cow with two consecutive test results 60 and/or one test result 100 will now, alongside their J status and colour code, be classed as Priority Cull.

Average Test Value (ATV) Tracker

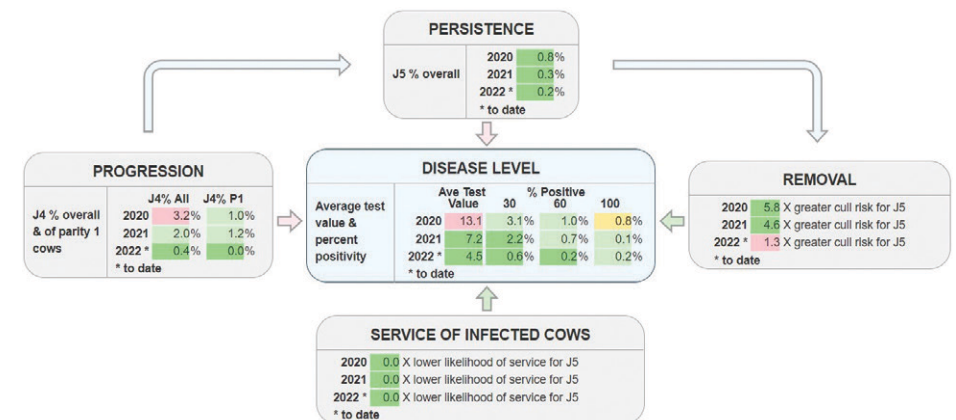


SCAN TO SEE HERDWISE RESULTS & REPORT

NMR Johne's Progress Tracker

NMR's version of the Johne's Progress Tracker is available exclusively for our HerdWise customers to view on Herd Companion. The Johne's Progress Tracker is designed to be used in conjunction with your vet to assess the strengths and weaknesses of your current Johne's management and highlight areas to work on.

The tool can be found in the Disease Monitor menu on Herd Companion. The Johne's Progress Tracker marks a significant step forward in the tools available to help you manage Johne's in your herd and make the most of your HerdWise and milk recording results.



Johne's Testing Options

NMR offers a full range of milk testing services and prices to suit all dairy farmers, enabling the herd to comply with Johne's Action Group monitoring requirements.

Work with your vet to agree the best Johne's testing scheme and the resulting action plan. NMR Johne's testing services are compliant with the National Johne's Management Plan. This is a Red Tractor requirement.

Johne's

- Whole herd testing once, twice or three times a year
- Results collated for each animal and reported through Herd Companion
- Average test values calculated on Herd Companion
- Reminder email sent out month before testing due

JES

Johne's Essential Sampling

- Quarterly service for dairy herds on regular Essential Sampling or as 'stand alone' quarterly testing
- Traffic light risk indicators

BVD Testing

Every farm should have a BVD control plan in place and NMR has all your testing needs covered, from surveillance to PI hunts. All NMR customers receive their BVD results within 48 hours from receipt of sample!

Prevention and management of BVD should always be discussed with your vet. NMR can help with bespoke PI hunt options to suit the needs of your herd. Our vet team can work with your farm vet to ensure the most cost effective BVD strategy.

We run two types of tests:

- ELISA (Enzyme Linked Immunosorbent Assay): 2-day incubation test
- PCR (Polymerase Chain Reaction): 1-day test with rapid results

BVD Testing Services available:

- Bulk milk antibody: ad hoc or quarterly
- Bulk milk PCR (tests for virus)
- Individual milk antibody
- Individual blood antigen (tests for virus)
- Individual blood antibody
- Individual Tag & Test tissue (tests for virus)

BVD HerdCheck Dairy consists of quarterly bulk milk BVD PCR testing and an annual youngstock screen consisting of 10 blood tests.

Visit www.nmr.co.uk/health-testing/bvd to find out more about our BVD Testing Services. We work with Allflex, Caisley, Dalton, Datamars, Nordic Star, Shearwell, IPA and other tag suppliers.



Bulk Tank and Cow Disease Testing

This combination of services monitors diseases through bulk and individual cow milk samples, offering a convenient, robust, cost-effective and non-invasive way to assess herd health.

Bulk Testing for Disease

Testing is easy and convenient as we can use your milk processor collected bulk tank samples to test for a range of diseases including:

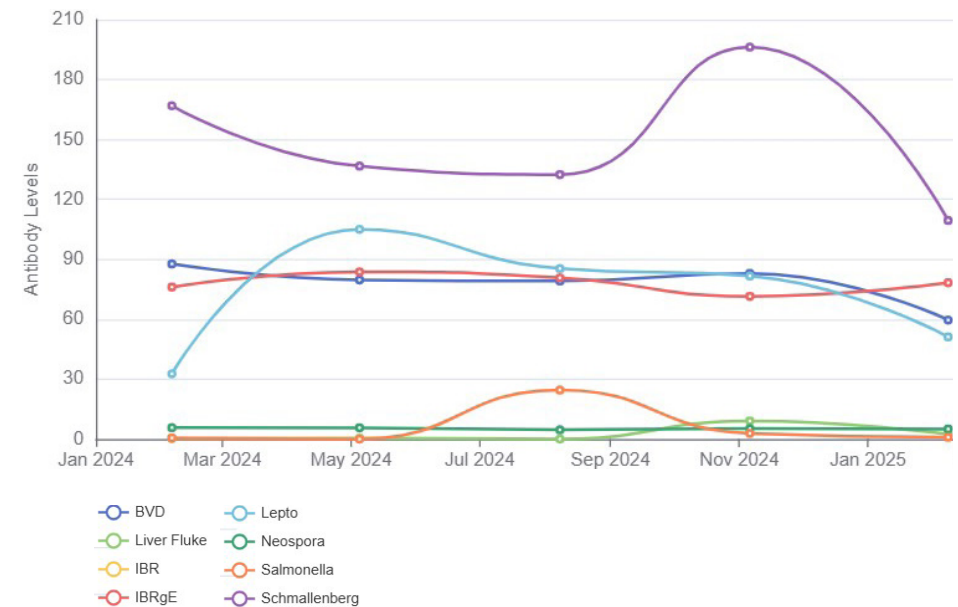
- BVD (antibody)
- BVD (qPCR Virus) (extra cost)
- Leptospirosis
- Salmonella
- Schmallenberg
- IBR (gE & gB)
- Neospora
- Liver Fluke
- Mycoplasma bovis

Samples can be tested on a regular quarterly regime or on an ad hoc basis, for as many or as few diseases as required. It is best to discuss your requirements with your vet to assess which option best suits your herd. Results are accessed through Herd Companion, using Disease Monitor, and can be viewed by third parties if permitted; results can also be sent by email or post.

Individual Cow Testing for Disease

Individual cow milk samples can also be tested, as well as blood and tissue samples. NMR Area Service Managers can advise existing NMR Milk Recording customers about bolting on to recording samples. For non-recording herds, simply let us know how many samples you would like testing and we will send you a sampling kit.

Bulk Milk Antibody Levels (from Herd Companion)





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We use NMR's GeneEze genomic testing service and test heifers at six months old, before turnout, and in plenty of time to get the results and make breeding choices before first service.

Steve Crimp, South Devon

Genomic Testing

GeneEze

GeneEze produces robust, reliable genomic data that enables farmers to breed dairy cows that are healthier, more productive and highly efficient.

The independent key to breeding your best possible herd, GeneEze can be used to test animals from the five UK evaluation breeds: Holstein, British Friesian, Guernsey, Jersey and Ayrshire. Easy to interpret and totally independent, GeneEze enables you to benchmark your herd and develop your optimal breeding group using the inGENEious selection tools. Genomic data is consistent and highly reliable, allowing for immediate herd improvements that will positively impact production, health, fertility and conformation.

Our experience shows that a tissue sampling unit (TSU) delivers the best results for on farm accuracy and successful lab sample completion. The TSU allows you to take a tiny ear notch from any animal of any age, using either a standalone TSU or as part of the official tag pair. The genotype is generated by DNA extraction and processing; it is then submitted to AHDB Dairy and Egenes who generate individual genomic evaluation data focussed on health, production, fertility, PLI and type.

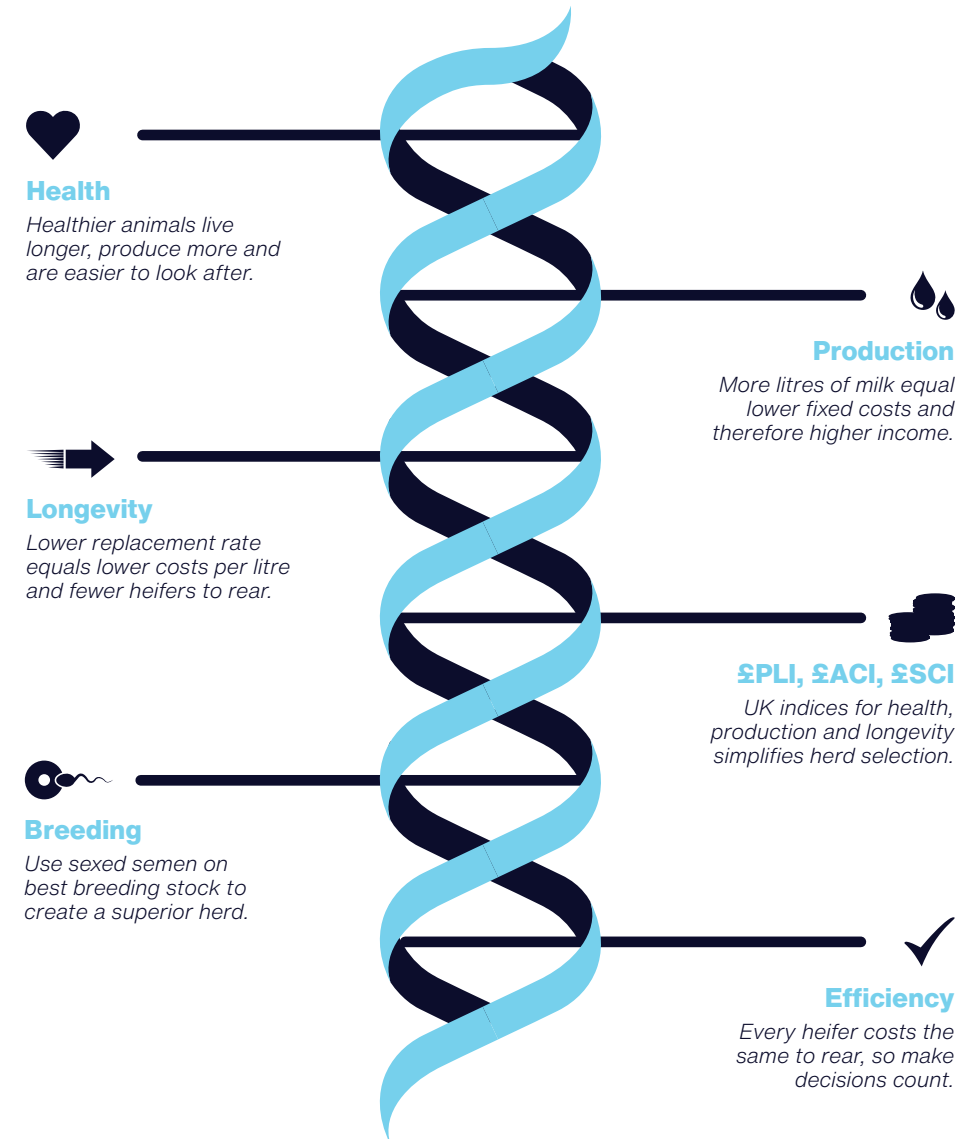
Our volume arrangement lets you secure the best possible deal and send in consignments as and when you choose, and we only charge after a successful test has been completed.

What is the process?

- Contact NMR and order by line number or ear tag ID.
- Collect samples through an NMR genotype tag or a Tissue Sampling Unit (TSU); once collected, attach the barcode to the sample sheet.
- Keep samples cool and post back to NMR in the pre-paid envelope.
- Results are reported through Herd Companion and the AHDB inGENEious selection tool, as well as your Herd Genetic Report (assessed through Herd Companion) 6-8 weeks later.



What are the benefits?



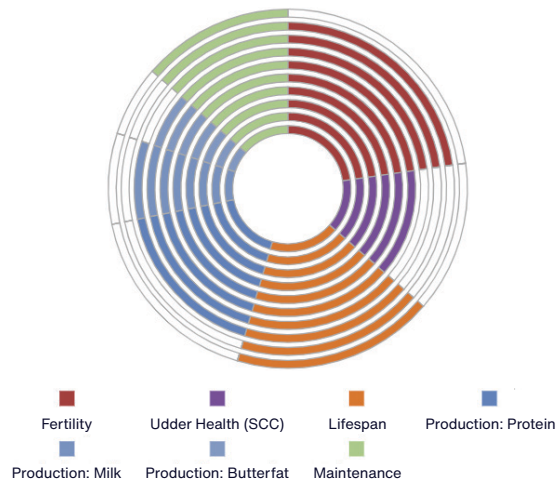
inGENEious

Available on Herd Companion, inGENEious allows you to quickly and simply separate your herd into three breeding groups to aid management and breeding decisions.

The inGENEious reporting tool allows you to:

- Track changes in breeding decisions in real-time
- Compare and benchmark animals by age to the live AHDB national £PLI and PTA averages
- Group animals to facilitate alternative management and breeding, eg. 'green' cows/heifers are put to sexed semen, 'red' to beef semen
- Automatically pass breeding groups to action lists
- Track genetic progress and look for weak spots over time, improving reliability

inGENEious Reporting Tool



CLARIFIDE[®] Plus

A genomic testing service from Zoetis that provides predictions on a variety of unique health traits as well as full US evaluations.



CLARIFIDE[®] Plus also gives information about production and management traits, genetic conditions and inbreeding, allowing you to make herd genetic improvements in all areas.

What are the benefits?

- Improves income over feed costs by up to £1,326 - the best 25% of females ranked on DWP represented £1,326 additional income over feed costs per cow.
- Increases lifetime milk production by up to 9,000kg per head - the best 25% of females ranked on DWP produced 9,000kg more lifetime energy corrected milk per cow compared to the bottom 25%.
- Reduces antibiotic usage by up to 65% - when ranked by Mastitis STA the bottom 25% of cows used 3 times more lactating cow intramammary antibiotics compared to the best 25%.
- Reduces open days by 42 - a difference in 42 days open from those ranked in the bottom 10% for fertility to those ranked in the top 10%; at an average cost of £4 per day that a cow is open, this equates to £168 per head.



GenoCells results are immediate, reliable and extremely accurate, and there's a strong correlation with individual cow NMR data. It's great to get weekly cell counts during our calving period, these help us pick up animals with a high cell count and treat them early. Plus, GenoCells helps to ensure that healthy animals are turned out to grazing straight after calving.

Rhys Davies, Flintshire

GenoCells

GenoCells

Flexible, simple, convenient: identifying animals with the highest Somatic Cell Count (SCC) has never been so easy. GenoCells is a next-generation milk test that provides individual cow SCCs using a bulk or other well-mixed milk sample.

GenoCells uses each cow's genomic profile to identify SCC contribution, helping farmers identify sub-clinical mastitis, improve milk quality and reduce antimicrobial use.

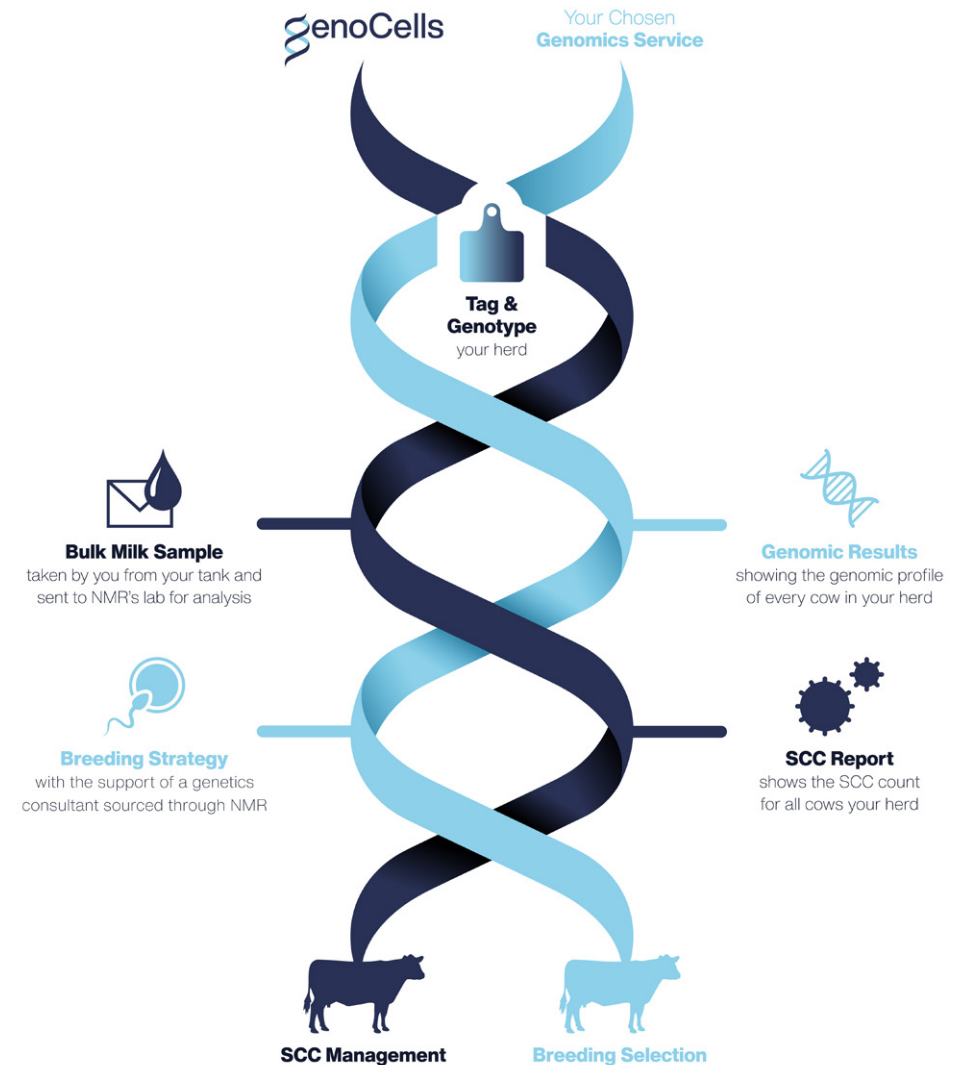
GenoCells is offered exclusively by NMR. Results are reported in a pdf document or CSV file for easy import into farm software. The results confirm the SCC for each milking cow and their percentage contribution to the bulk tank. It is labour saving and facilitates quick treatment of individual cows in good time.

NMR Herd Improvement Services Offer

GenoCells is available in combination with other NMR services. For example, NMR has a special offer that includes:

1. Eight-weekly milk recording
2. Four times a year Johne's testing with HerdWise
3. Six GenoCells tests

Delivering a simple, flexible and informative method of milk recording, Johne's surveillance and individual cow SCC monitoring for your farm.





“

We have been milk recording for more than 30 years as it's invaluable. Our NMR recording results are fed into Herd Companion in under 72 hours. This gives us current management reports, including our latest HerdWise results, which are essential for herd management and for identifying any issues.

William Brown, Ards Peninsula, NI

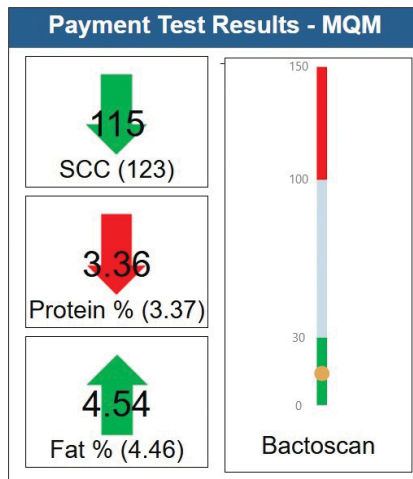
Software

Herd Companion

NMR's **free** online information management portal is available to **all UK dairy farmers** to access your milk recording, bulk tank milk quality and disease test results sourced through NMR.

- Access via your own secure user name and password on your PC or tablet.
- Milk recording information shown in interactive, flexible and exportable iReports.
- Logical and simple navigation.
- Real-time data entry for updated action lists to improve insights into your cows and herd, contributing to faster and improved decision making.
- Real-time data links with UNIFORM and InterHerd+.
- Genomic and genetic £PTA and £PLI reports, allowing you to allocate animals to different groups for breeding planning.
- NML bulk tank results reported and collated through Milk Quality Monitor.
- Disease reporting of cows for Johne's, BVD, Leptospirosis, IBR and Neospora.
- Bulk tank disease reporting for BVD, Leptospirosis, IBR, Neospora and Liver Fluke.
- Free to all GB dairy farmers regardless of whether recording with NMR or not.

For your username and password call **03330 043043**

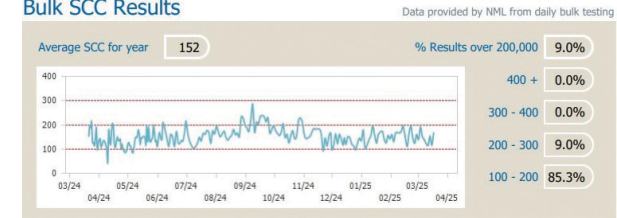


Selective Dry Cow Therapy

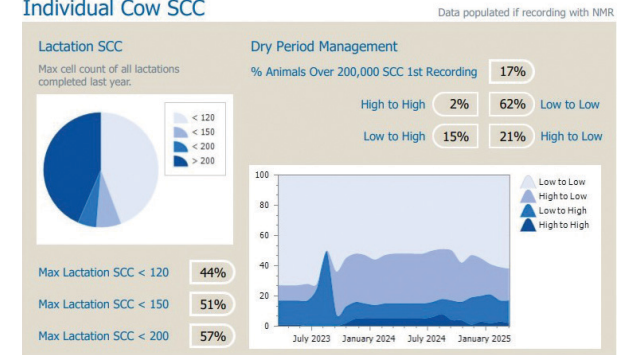
Endorsed by milk buyers and vets alike, SDCT is a pioneering approach to the management of dairy herds that helps reduce unnecessary antibiotic use - it targets only those cows with evidence of udder infection, negating the need for blanket use of antibiotics in all cows at drying off. SDCT involves evidence-based decision making, so the better the evidence you have the more confident you can be of successful outcome. Gathering data at both herd and cow level is important; regular and repeated individual cow SCCs, accurate mastitis records and working with your vet are essential. The Selective Dry Cow Tool in Herd Companion offers:

- Collation of all your SCC and pathogen data in one place
- Herd level summary of NML bulk milk tank results
- Quarterly bulk milk mastitis pathogen testing (at extra cost) using spare NML bulk samples
- Summary of the number of mastitis cases per 100 cows (NMR Recorded Herds)
- Dry period SCC summary (NMR Recorded Herds)

Bulk SCC Results



Individual Cow SCC



UNIFORM

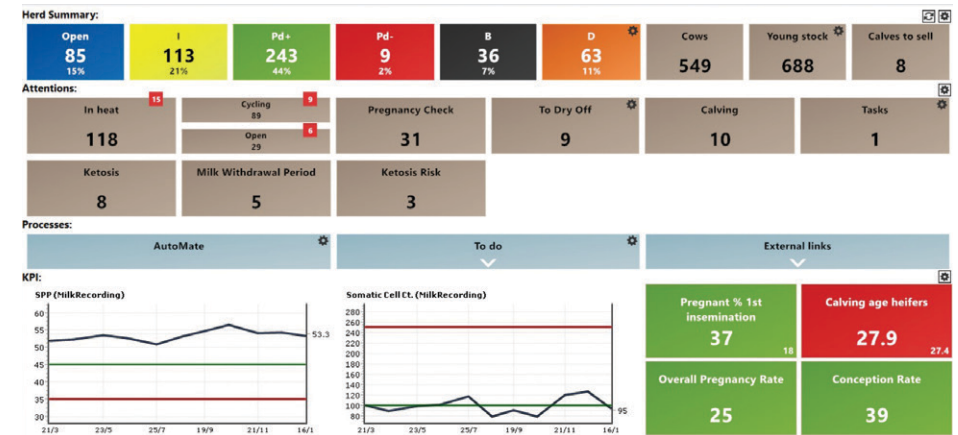
An effective and adaptable management program for dairy farmers that simplifies herd data.

- Data entry made easy and fast to save time, with a mobile app included.
- Wide range of automated links to most milking parlours and activity systems.
- Data to NMR in real-time.
- Links to BCMS and HUK.
- Intelligent dashboard - one screen snapshot of your herd.
- Monitor production, health, fertility and much more.
- KPIs that really matter.
- Online training and regular updates.
- Monthly support with no up front set up fee (minimum contract 12 months).
- Three different levels to suit your requirements.

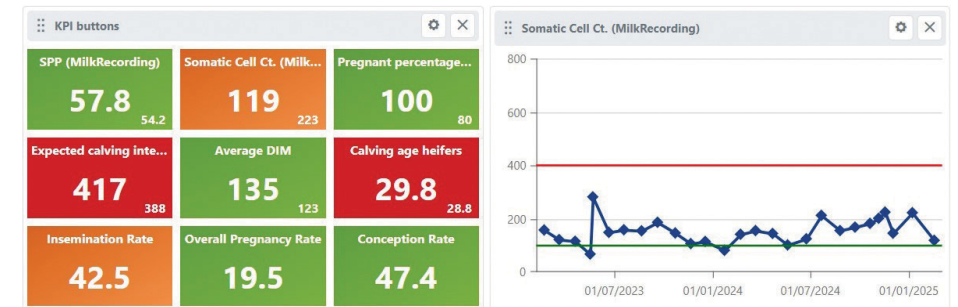
UNIFORM Pro Consultant

A version of the UNIFORM software for vets and consultants that allows easy access to the comprehensive data recorded in clients' own UNIFORM programs (with farmer's permission). This is available online and mirrors the data on farm with automatic data feeding in.

Uniform Dashboard: See all your herd stats and important alerts in one place.



Dashboard Consultant: All data from Uniform are uploaded automatically, so farmer and consultant/vet can make predictions on milking herd and cows in milk for the year ahead.



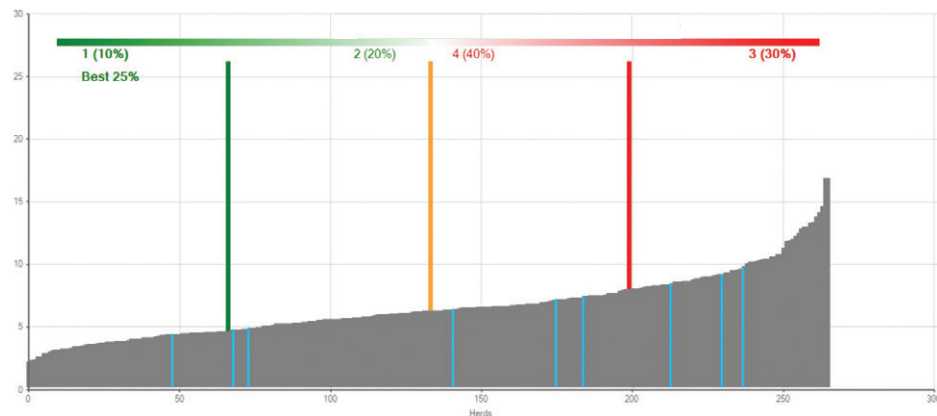
InterHerd+

InterHerd+ is a comprehensive software package that allows you and your adviser to manage and analyse your herd by combining on-farm records and external data.

InterHerd+ automatically downloads data, such as milk and disease test results, from Milk Recording and other sources, and combines this with information gathered on farm. InterHerd+ reporting includes:

- Key Performance Indicators on milk quality and fertility for the herd compared to 500 herds nationally
- Selective dry cow therapy, SCC history of cows due to dry off
- Farm Assurance reporting and disease incidence
- Movements to BCMS
- Medicine book

Group benchmarking for Johne's Disease available in Interherd+



Training and Support

NMR provides training for parlour systems on behalf of Fullwood and GEA (formerly Westfalia), as well as our own software.

Training is crucial in enabling customers get the most out of their management software, which is why we offer a comprehensive training package with all NMR software.

Training is delivered online where possible, as this allows for more frequent sessions and a 'bite size' learning approach. Group sessions are also arranged regularly throughout the UK, and may be more suitable for customers who prefer to interact with other users and share experiences.

NMR's dedicated team of Software Trainers has a wealth of experience of all relevant software systems and their application to the dairy industry. Systems and customer requirements all differ, so training is adapted to meet individual requirements; whether you are an existing customer in need of further training, or if you have purchased a software program from us recently, please contact us to discuss the most suitable training package for you.



Software Support Team

Call 03330 043043
 Mon - Thu: 8am-5.30pm
 Fri: 8am-5pm



NMR's YouTube

For videos and customer stories on driving herd improvement using NMR data insights



Follow NMR

Check our social media pages for details of forthcoming webinars



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I've been using Nordic Star BVD Tag & Test service since 2017. Having a BVD test in my primary tags makes it quick work and the process is simple. It's so easy and the results are back within 48 hours which means I can catch the disease early.

Jack Naylor, North Yorkshire

Ear Tags

Nordic Star Ear Tags

Nordic Star from NMR offers a full range of cattle and sheep tags. In-house laser printing allows for rapid turnaround of replacement tags at competitive prices.

What are the benefits?

- Industry leading retention rates of 99%
- Order by phone, online or via the UNIFORM app
- Strips of four for ease of use on farm
- New BVD and DNA tissue tag combinations
- RFID combinations - HDX or FDX
- One stop BVD reporting
- Freepost envelopes for tissue samples through NMR's Herd Companion data portal, whether you milk record with NMR or not.
- Replacement tags shipped same day if ordered before 3pm
- Competitive prices and wholesale price for NMR recording customers



Nordic Star cattle tags

Users of the UNIFORM software can order their ear tags via the Nordic Star module, which is integrated into the program. This system, which can be used by any farmer with a UNIFORM dairy management system, streamlines eartag ordering and saves time. For more information visit www.nmr.co.uk/software/uniform-agri

Ear Tags Range

Nordic Star has a wide range of tags. For a complete list of options please visit www.nordicstar.co.uk and look out for seasonal deals.



Conventional tags

- Large, medium or button combinations
- In strips of four where applicable
- Various printing options available
- Coloured secondary / herd management tag options

EID tag combinations (HDX or FDX)

- Large, medium or button combinations
- Can include BVD testing
- Various printing options available

BVD and DNA combinations

- Large or medium flag, and/or button
- Includes BVD test and prepaid return envelopes
- HDX or FDX options with sampling capability
- Excludes DNA test fee

Ad hoc BVD button tissue tag

- Includes test and prepaid return envelopes

Not just cattle tags

- Tags available for sheep, goats and pigs



The NMR Herd Management Diary is the 'Farm Bible'! Everyone on the farm, including our vets, foot trimmers as well as the farm staff, uses it and knows where the information is as it's so easy to use. It's proven a huge help with farm assurance too, as it is farm policy that everyone records all events in the diary.

Chris Saville, North Yorkshire

Herd Management

FarmAssist

FarmAssist is NMR's industry supported medicine recording and reporting service, providing a simple and concise way to view your antibiotic usage within one report.

Medicine records are collected from your veterinary practice and then analysed through FarmAssist using standardised industry metrics to generate your individual farm report.

Why is FarmAssist useful for you?

- Summary of medicine usage suitable for audits.
- Clear visual reports to enable discussions with your vet around antibiotic usage.
- FarmAssist is an excellent tool helping to benchmark and review the use of antibiotics across your herd with your vet.

Reports

- Individual farm benchmarking report
- Total mg/PCU antibiotic use
- HPCIA usage
- Intramammary usage
- Product and quantity summary
- Antibiotic bulk tank fail events



NMR 500 Herds KPI* Study

This study generated by the University of Reading on behalf of NMR provides farmers and advisers with up to date information on key performance levels currently achieved in the UK and the variation between herds.

- Herd selection data are drawn from NMR herds participating in a complete and regular recording service.
- Range in performance is based on 38 parameters showing wide differences in performance and the huge potential for improvement.
- Results are used in InterHerd+, allowing farmers to highlight individual herd strengths and weaknesses.
- Also provides realistic and achievable target values.
- Allows farmers' technical advisors to compare the performance of any milk recording herd they deal with directly, with the 500 herd sample that is representative of the national performance.
- Promotes interaction between farmers and their advisers, discussion on causes and the options for improvement.

* Key Performance Indicators for the UK National dairy herd



SCAN TO SEE
2024 REPORT

RABDF / NMR Gold Cup

Since its inception in 1920, the Gold Cup has been the most coveted award in the dairy industry and has been won by some of the UK's most influential dairy farmers.

Combining elements of production, inspection and genetic management, the trophy is regarded as an award for all round excellence.

Applying for the Gold Cup

All milk recording organisations are invited to submit herds that meet the competition's qualifying criteria for the standard recording year ending on 30 September. These are:

- More than 100 cows/heifers with qualifying lactations in the milking herd
- Non-organic herds: annual SCC average of 200,000/ml or less for the recording year
- Organic herds: annual SCC average of 250,000/ml or less for the recording year
- Minimum £PLI value specific to the breed
- Minimum £SCI or £ACI value specific to the breed
- Grazing group entries: each grazing group co-ordinator submits applications for the most efficient operators

How to Win

The common themes amongst the winners are doing the basics right and excellent attention to detail - these are within the grasp of every dairy farmer who records their cows with a recording organisation. Qualifying herds are invited to apply online, with the finalists selected and announced in July and a visit from the judging panel in September.

The Gold Cup is presented at DairyTech at Stoneleigh Park, Warwickshire, in February.



1. RABDF/NMR Gold Cup Winners 2024:
Harper Adams University
2. NMR Silver Salver Winner 2023:
Janet and Sandy Law
3. RABDF/NMR Gold Cup Winners 2023:
Geroge Brown and James Dunning,
Bisterne Herd



Alongside the Gold Cup other awards include:



- **Chris May Memorial Award** for the Gold Cup qualifying herd with the highest lifetime daily yield.
- **NMR Silver Salver** for the Gold Cup qualifying Holstein herd with the highest combined fat and protein production.
- **Lilyhill Cup** for the Gold Cup qualifying Jersey herd with the highest combined fat and protein.
- **Chairman's Cup** for the herd, except Holstein and Jersey breeds, with the highest combined weight of fat and protein.

NMR Herd Management Diary

Fully compliant for Farm Assurance, the NMR diary can be used for all medicine use, herd health plans and for everyday recording of cow events and movements.

The diary has a pocket in the front sleeve for holding extra documentation, as well as a reinforced ring binder mechanism. Extra pages can be ordered for larger herds.



Total Herd Registrations

The THR service involves a different way of covering costs of calf registrations with Holstein UK (HUK), The Jersey Cattle Society (JCS) and The Ayrshire Cattle Society (AYS).

Do you:

- Register approximately 40% of your calves born?
- Inseminate most of your cows with Holstein, Jersey, or Ayrshire semen?
- Register any bull calves? (HUK & JCS only)
- Want to even out registration fee cash flow?

If any of your answers are 'yes', then you should consider using THR. Instead of paying your breed society a fee per registration, you are charged a flat fee per cow in herd per month. NMR provides your breed society with the number of cows in your herd each month, and your breed society then sends you a monthly invoice based on this, depending on their per cow fee for this service. Registrations must be entered either by phone or online via the service provided by your breed society.

APR, Awards and Herd Competitions

NMR's Annual Production Report (APR) - a benchmark for dairy farmers across the UK

- Compare your herd to other NMR herds within your county and nationally.
- Based on performance of completed lactations within recording year (1 Oct - 30 Sep).
- County listings for herds / individual animals ranked by weight of fat (F) and protein (P), grouped by breed.
- National listings ranked on F and P or £PLI.
- Breed averages report for the past 10 years.
- Published on NMR's Herd Companion.
- Forms the basis for all herd competition results.

Automatic Herd Competition Classes

NMR runs automatic classes for most counties, with less dairy populated counties amalgamating with other counties. The classes are based solely on NMR Milk Recording data, and placings for each class are determined by specific criteria for production, health and fertility. Certificates are awarded for the first three placings in each class.

Milk Recording and County Herd Competitions

NMR has a rich history of running county herd competitions. These are based on production and inspection, with a judge invited to inspect animals. Inspection points are awarded and combined with NMR Milk Recording data for each class to form a final score. Farm walks and dinners are subsequently organised to present cups and prizes to the winners.

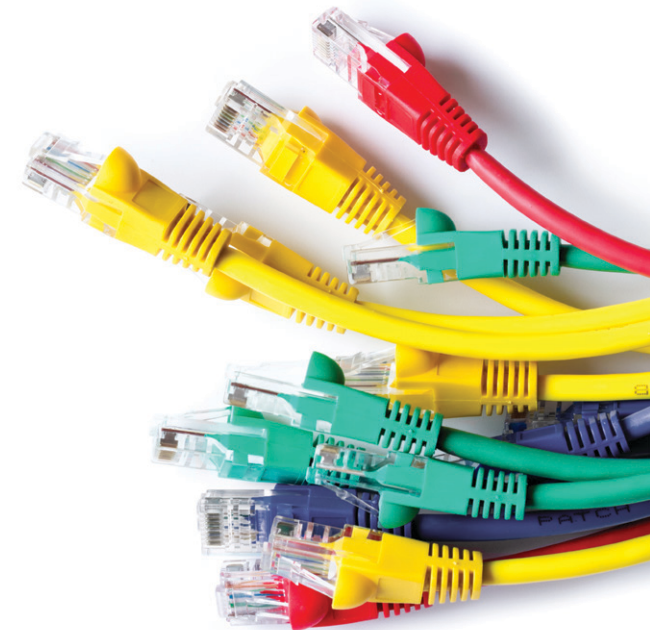
100 Tonne Certificates

NMR produces certificates for cows reaching 100 tonnes of milk once they have reached the end of the qualifying period of their lactation.

Data Sharing

One of our goals at NMR is ensuring that the data we provide is available to all who need it, but this provision is controlled by our customers such that only the relevant information is shared and only for the relevant period of time.

Data sharing must also be secure, using appropriate systems and processes. NMR provides a comprehensive permissioning system through Herd Companion which gives our customers full control of data sharing with third parties.





“

For me, milk recording is a key service that has become a fundamental management aid for my herd.

Donal & Ryan McCarthy
Strangford Lough, Northern Ireland



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Part of
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