



## February 2012 Registration Statistics

Registered Premises ..... 66,802

Active Premises ..... 58,984

Animals with RFID .... 1,275,913

## Species Count

Cattle ..... 36,788

Deer & Elk ..... 827

Equine ..... 20,981

Fish ..... 3,623

Goats ..... 5,713

Llamas & Alpacas ..... 1,627

Poultry ..... 17,337

Sheep ..... 4,715

Swine ..... 7,682

## WLIC to Host Free RFID Educational Event

On December 13, 2011 plans to host an educational event for producers was presented to the Wisconsin Livestock Identification Consortium Board of Directors and membership. This first of its kind educational event will be focused around RFID technology and educating producers who are interested in learning more about this rapidly progressing technology.

Done in partnership with UW-Extension and UW-Madison College of Agriculture and Life Sciences, this educational event will be held on March 6, 2012 at the Comfort Inn and Suites in DeForest, WI from 9 am until 2 pm. The event will feature guest speakers, including a producer panel to help answer producer questions. In addition to presentations, an invitation has been extended to all WLIC members, and companies directly related to RFID technology to have a tabletop at this event. Participating members and companies that have a tabletop will be available all day to also answer any questions that producers may have. ★

Date: March 6th, 2012  
Location: DeForest, WI  
Place: Comfort Inn and Suites  
5025 County Road V  
DeForest, WI 53532  
Time: 9am until 2pm



### Educational Event Agenda

- 8:00 am – Booth Setup
- 9:00 am – Doors open to public (Visit with booth participants)
- 10:00 am – Speakers begin their presentations
  - 1) Introduction to electronic identification (15 min)
    - a. How does the technology work
    - b. What are the various components needed
    - c. Typical costs
  - 2) On-farm use of electronic identification, what do you need to know? (1 hour)
    - a. Milking parlors
    - b. Calf feeding stations
    - c. Herd management record keeping
  - 3) Working with your veterinarian using electronic ID and your record management system (45 min)
    - a. Vet check day
    - b. Vaccination, disease testing
- 12:00 -12:30 pm – Lunch
- 12:30 – 2:00 pm – Additional Presentations
  - 1) Examples of how producers have used RFID technology successfully (45 min)
    - a. Producer panel
    - b. Panel Q/A
  - 2) What do I need to know before I start buying (45 min)
- 2:00 – 3:30 pm – Business portion of the meeting

(Speakers to be announced at a later date) ★

### We Thank Our 2012 Sponsors!



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Email: cwiese@wiid.org

## Pilot Herd: Four Years Later...

Four years ago, Meyer Family Dairy, LLC signed up to be one of WLIC's Pilot Herds that could receive free 840 RFID tags for their entire herd. They decided to sign up with the program because they were looking for a way to increase their accuracy, increase the speed in which it took them to work through their to-do list and traceability. At the time, they were sending their 100-day-old calves to two different heifer raisers about 30 miles away from the home farm and wanted to take some precautionary measures to help protect their herd from any disease outbreaks. By individually identifying their animals, they were able to keep accurate records of cattle movement, allowing them to know which animals were where and when, in the event of a disease outbreak.

Today, every animal is born and raised on their home farm that consists of 600 head of milking cows, 70 dry cows, 550 heifers, and 60 calves. Despite the fact that the animals no longer are raised off the farm, Meyer Family Dairy still sees the added values of having each animal individually identified with an 840 RFID tag.

Meyer Family Dairy, LLC is currently milking three times a day in a double 12 parallel parlor with a daily tank average of 84 pounds. Equipped with a newly purchased AgriDent wand and their Trimble Nomad handheld, dairy manager, Mike Meyer and his herdsman, Josh Olson, are able to work with the cows more efficiently on a daily basis.

*Meyer dairy calf prior to receiving her new 840 RFID tag and moving into a larger pen with some friends*



On a typical day Mike and Josh utilize the technology for pen moves, Posilac injections, Ovsync injections, preg checks, artificial insemination and any protocols used for health events. Mike stated, "There are two big benefits of doing preg checks with electronic ID and the handheld. The number one benefit is that we always have the correct cow, we never misread a tag. The second benefit is that we have all of the cow's data cow-side, if there is a problem we have all of her records with us."

Their preferred choice of software for herd management is DairyComp 305 and all of their equipment is compatible with the software. Because everything is compatible with each other, that makes Josh's job of transmitting the data to the computer so much easier than entering the data by hand after all data has been collected. Not only is being able to transmit the data to the computer efficient, it is also extremely accurate because all of the data is collected cow-side and working with the handheld helps Mike and Josh avoid missing animals that they needed to work with.

Mike and Josh are continually researching new advancements of this rapidly growing technology. Mike would love to integrate RFID technology with his parlor and add sort gates as his operation continues to grow, however, right now he can't justify the investment. Other aspects of herd management that they are considering the possibility of incorporating RFID technology into include a recently purchased ultrasound machine that has the capability to connect with their wand, and working with their DHIA to increase their efficiency of the milk testing regimen. ★



*Mike Meyer of Meyer Family Dairy, LLC*

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*Herdsman, Josh Olson, utilizing their wand and handheld to record cow data.*

## RFID Readers: Then and Now

It's hard to believe that the RFID technology we use on our farms today can be traced back to the mid-twentieth century, but it's true!

First introduced to agriculture in the mid-1980s, RFID was altered to specifically meet the needs of the Agricultural Department to track cows. At the time, the system was developed out of the need to avoid injecting the same animal twice with hormones and medication.

Early on the question of, "how can we make this more efficient" has been a driving factor in the need to improve the technology. Just simply looking at RFID tag readers, we certainly have come a long way with this rapidly progressing technology!

### Readers Back Then:

- Needed to be connected to a computer via a cable
- Could only store 1,000 animal records
- Were heavy and bulky
- Expensive to own
- Limited read range



### Readers Today:

- Connect to the computer via Bluetooth
- Can store up to 10,000 animal records
- Light-weight and compact
- Less Expensive
- Have sensory components (i.e. flashing lights, noises, vibration)
- Data entry and sorting capabilities cow-side
- Portal, Handheld, Stall
- Integrated with scale heads, milking systems, feeders, and sort gates



Who would have thought that a tiny electronic chip would lead to industry changing technology? ★



## Mark Your Calendar

**March 6th, 2012 is our Annual Member Meeting and Educational Event!**

**Time: 9 am until 4 pm**

**Location: Comfort Inn and Suites, DeForest, WI ★**

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