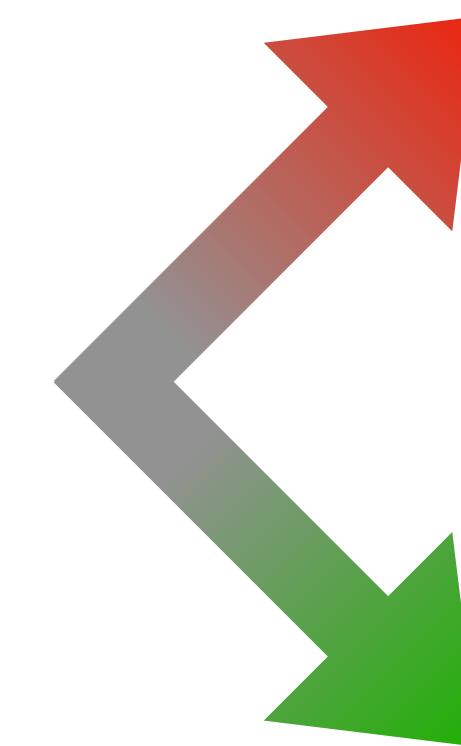


You are what you eat?

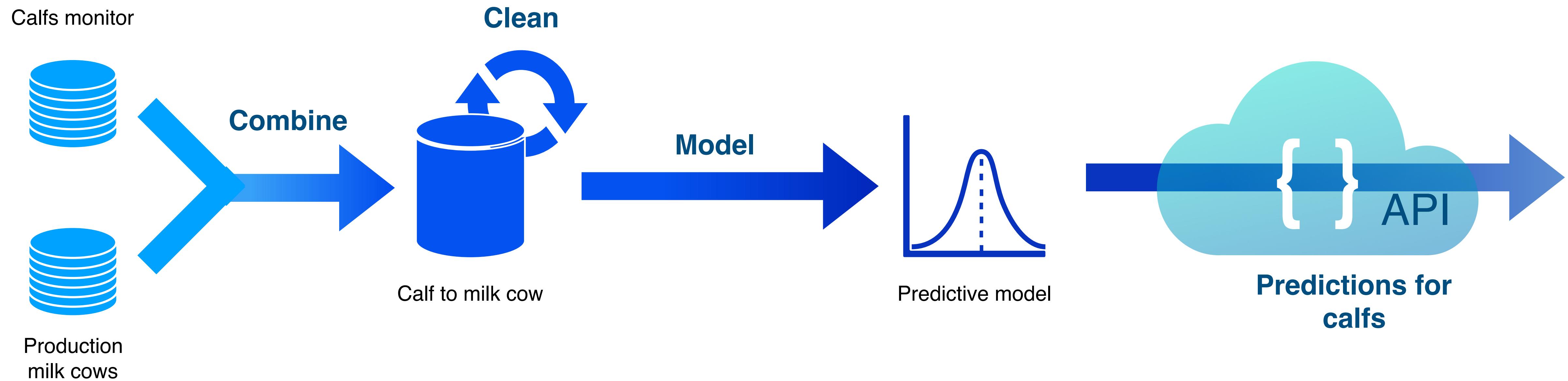
Challenge



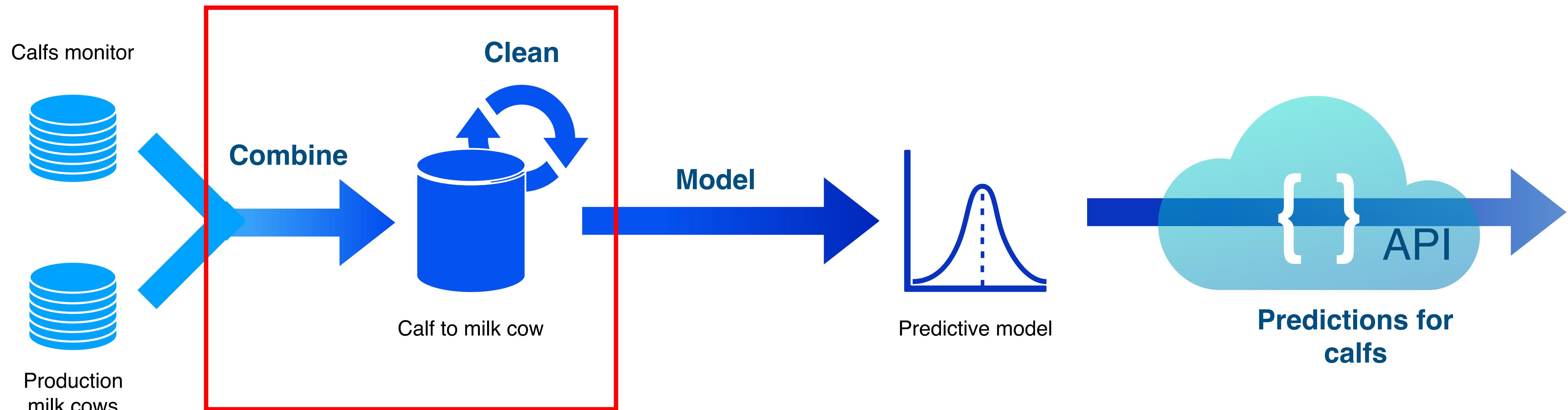
Annabel



What we did

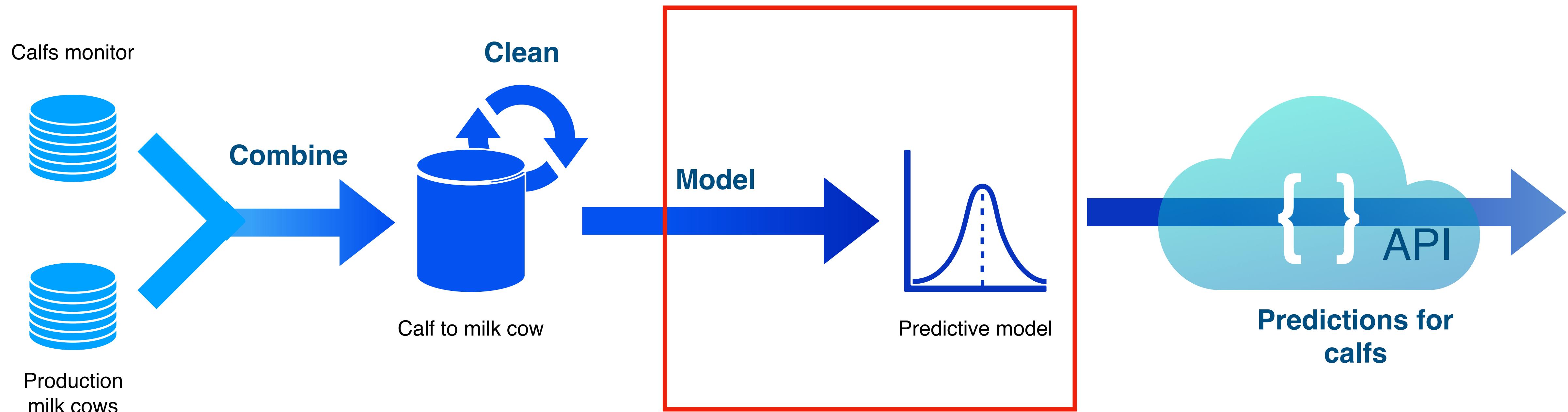


What we did



80% effort
Only 41 cows fit for analysis

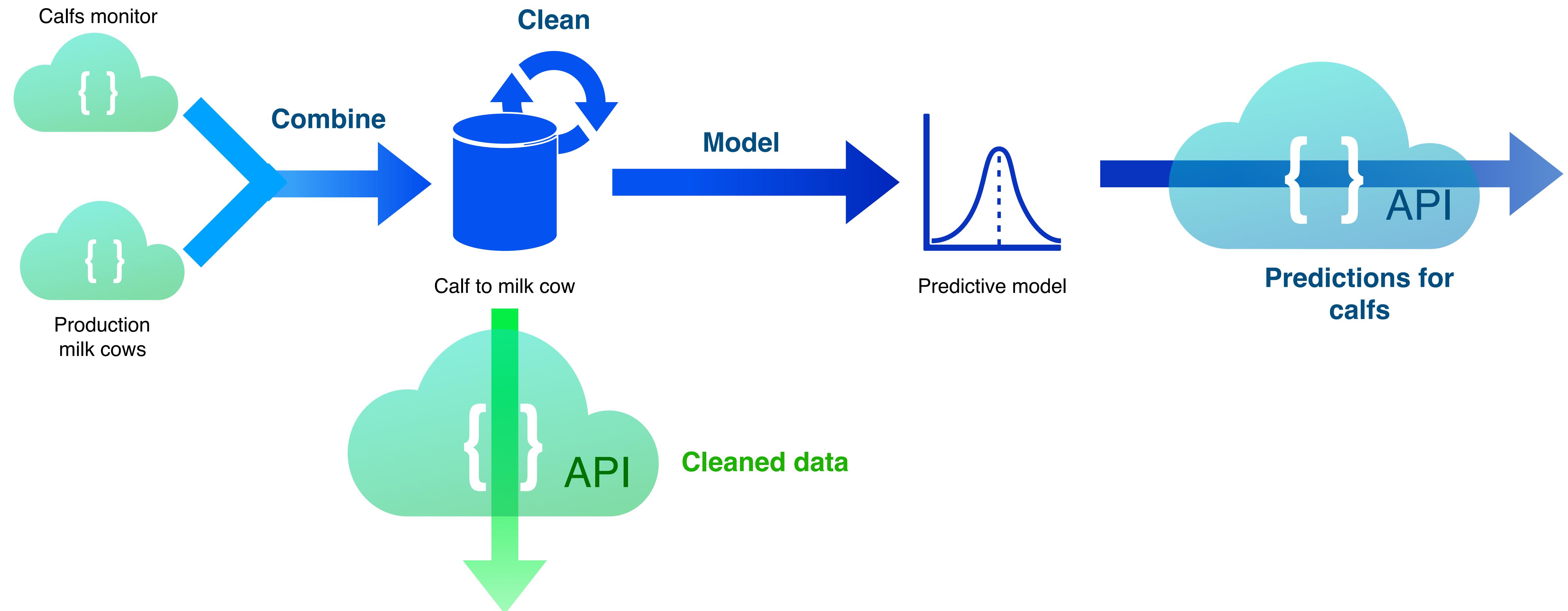
What we did



**Significant influence of weight&milk intake,
heritage is most important factor**

- Most influential factor is heritage
- More milk as calf indicates more fat in milk
- More weight indicates more protein
- Non-linear effect of weight

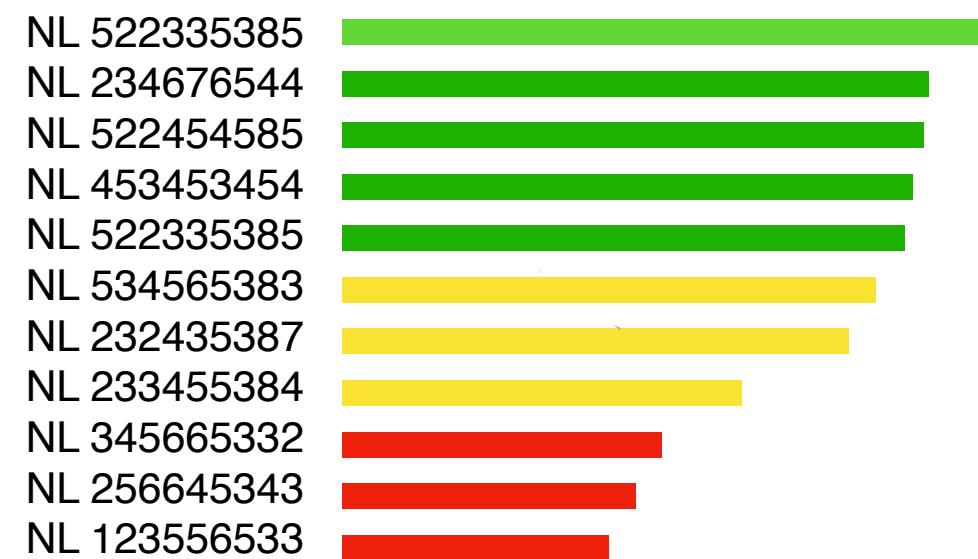
What we did



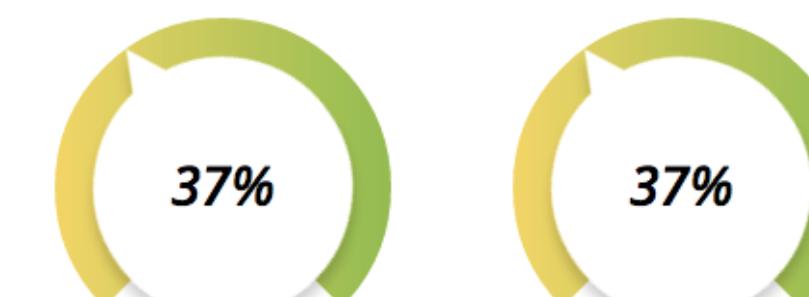
Jongvee



Huidig jongvee



Doel

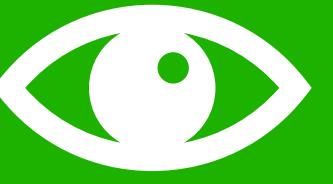


Kg Melk

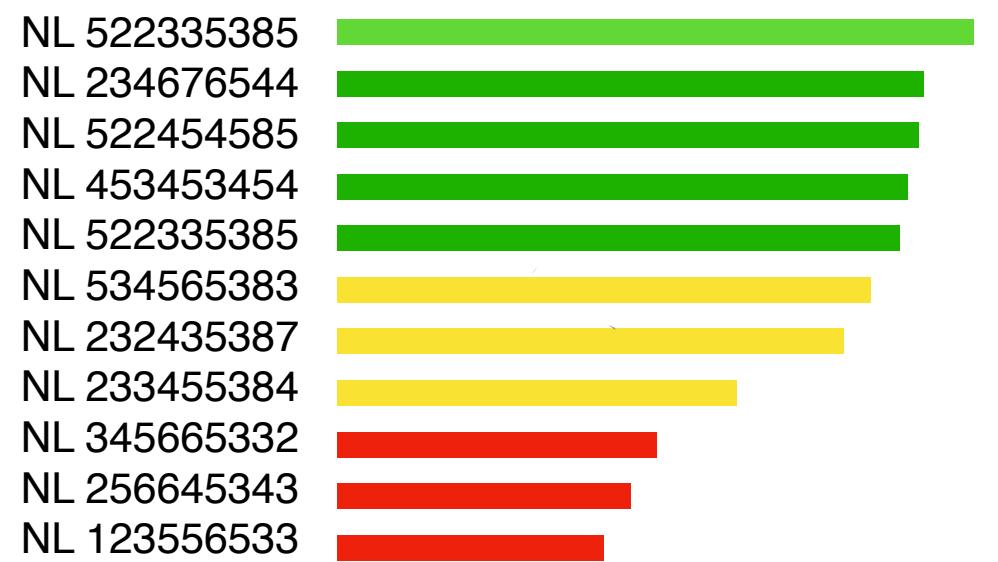
Vet



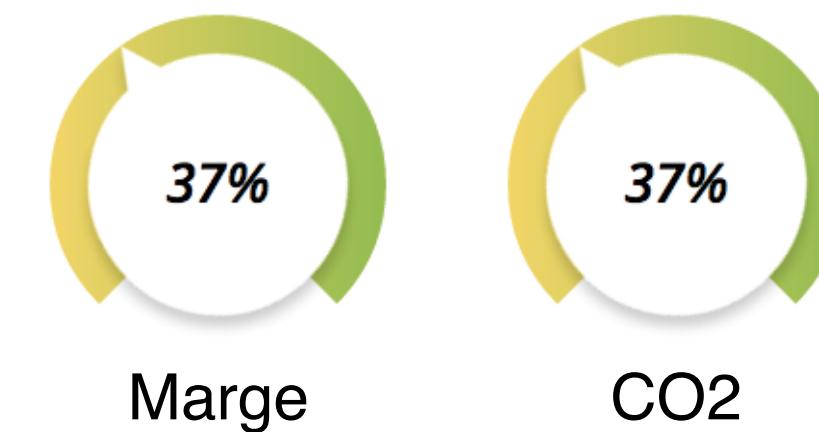
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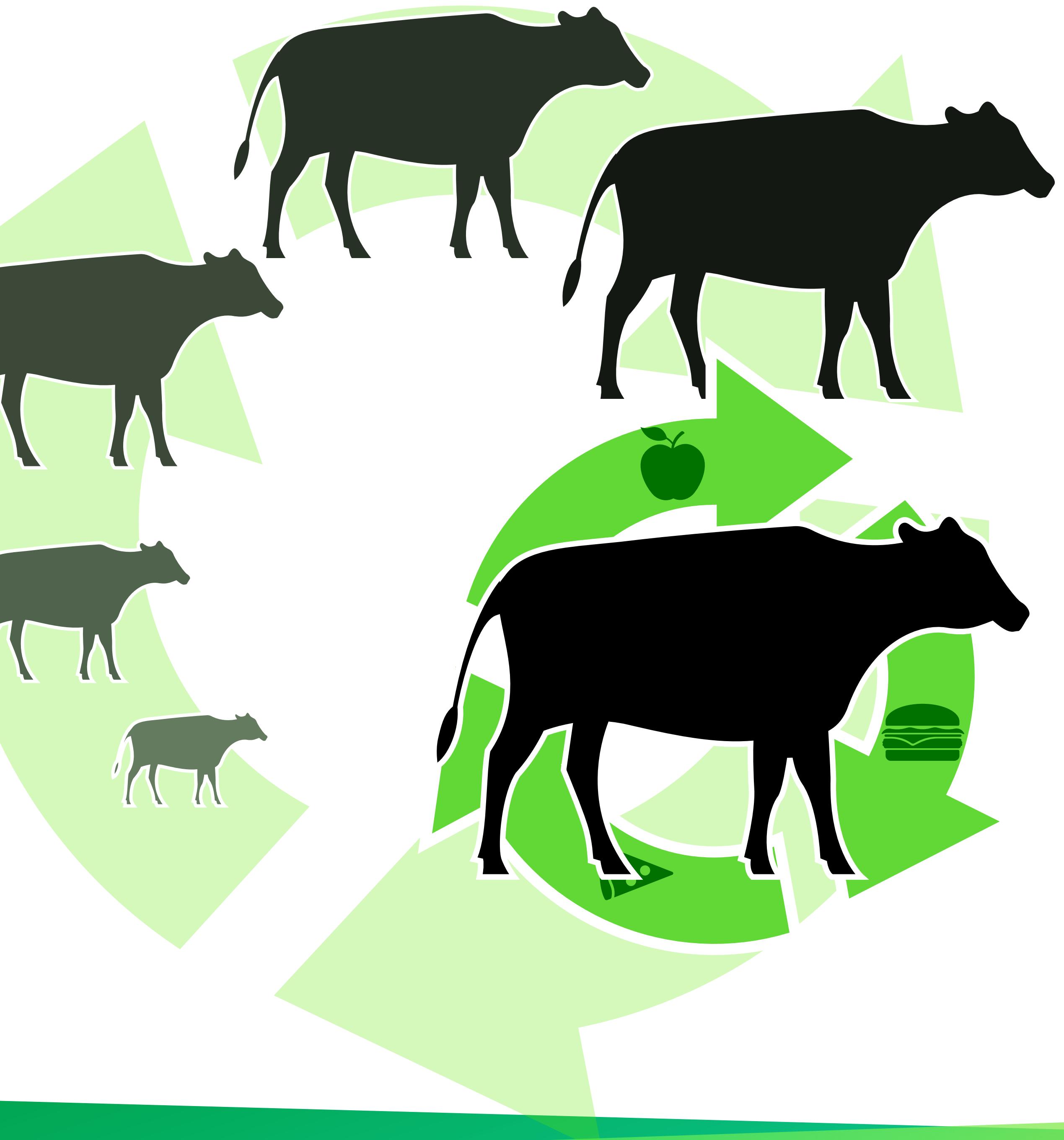


Huidige koeien



Doel





You are what you eat?

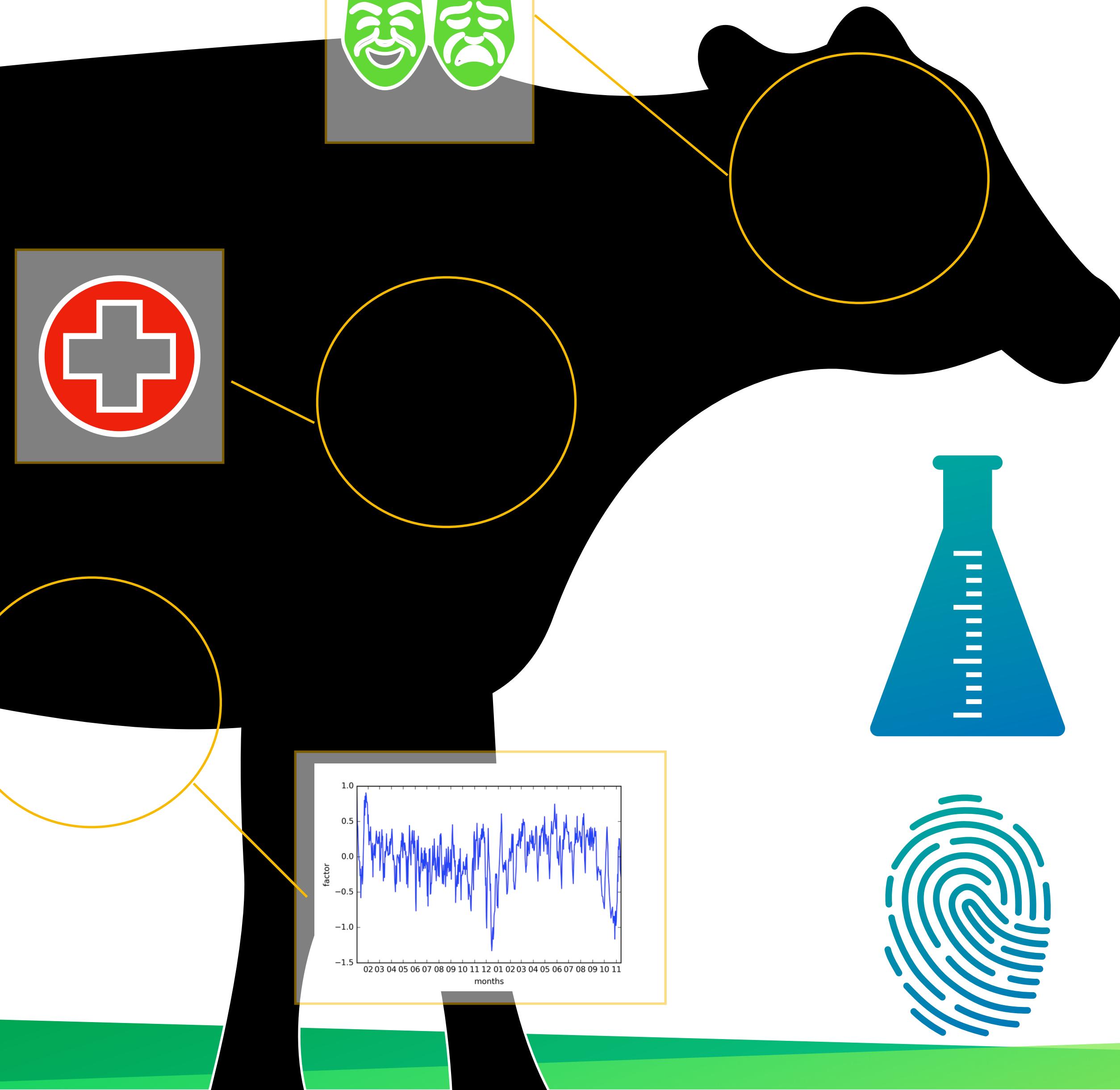
- Look at the whole cycle
 - Give local insights
 - Use global knowledge
 - Other goals (CO2, margin)
- Offer APIs, let the market integrate and sell it
 - Data owner (farmers) share in revenue
 - Personal prediction for farmers
 - Global trends for industry
- The market can further enrich it with financial information, ...

End

Larger vision

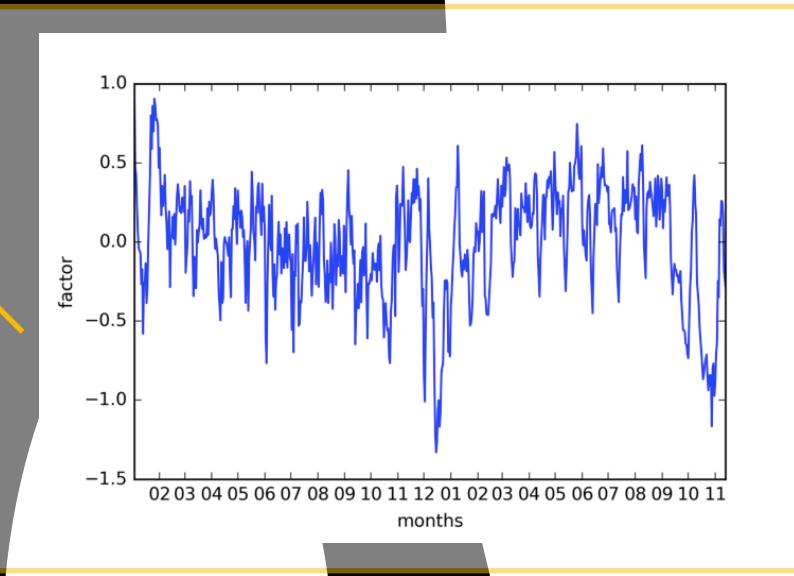
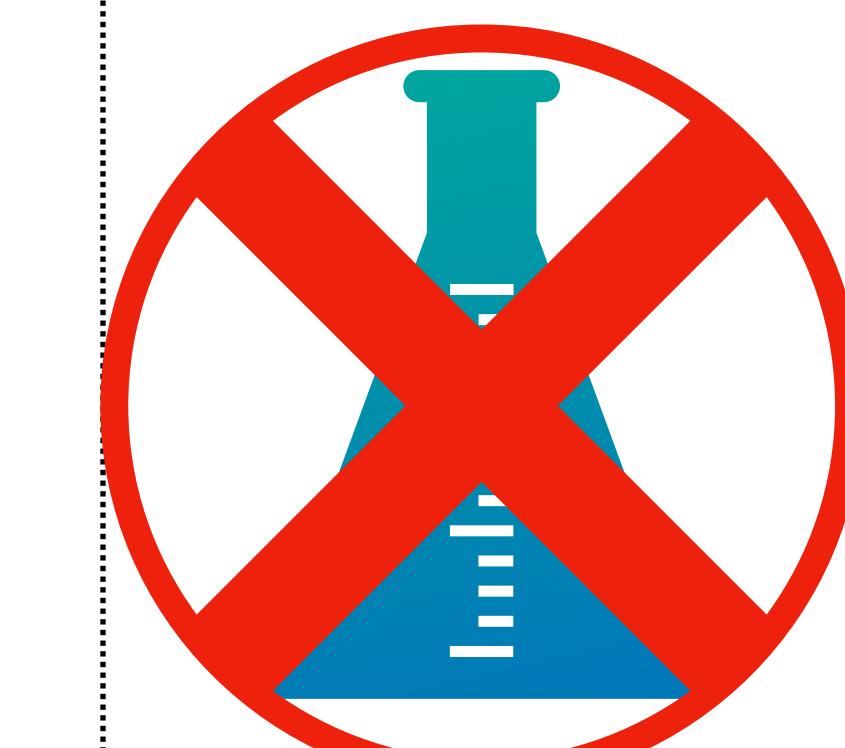
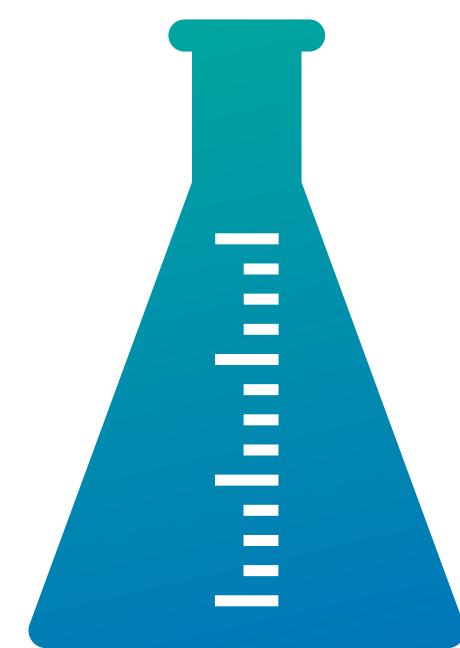
- We use more information
- Consider the whole lifecycle
- Formalise experimentation - get scientific rigour by letting a computer run it. Confirm intuition.
- Convince the farmer to give information to get constant information/predictions and trials

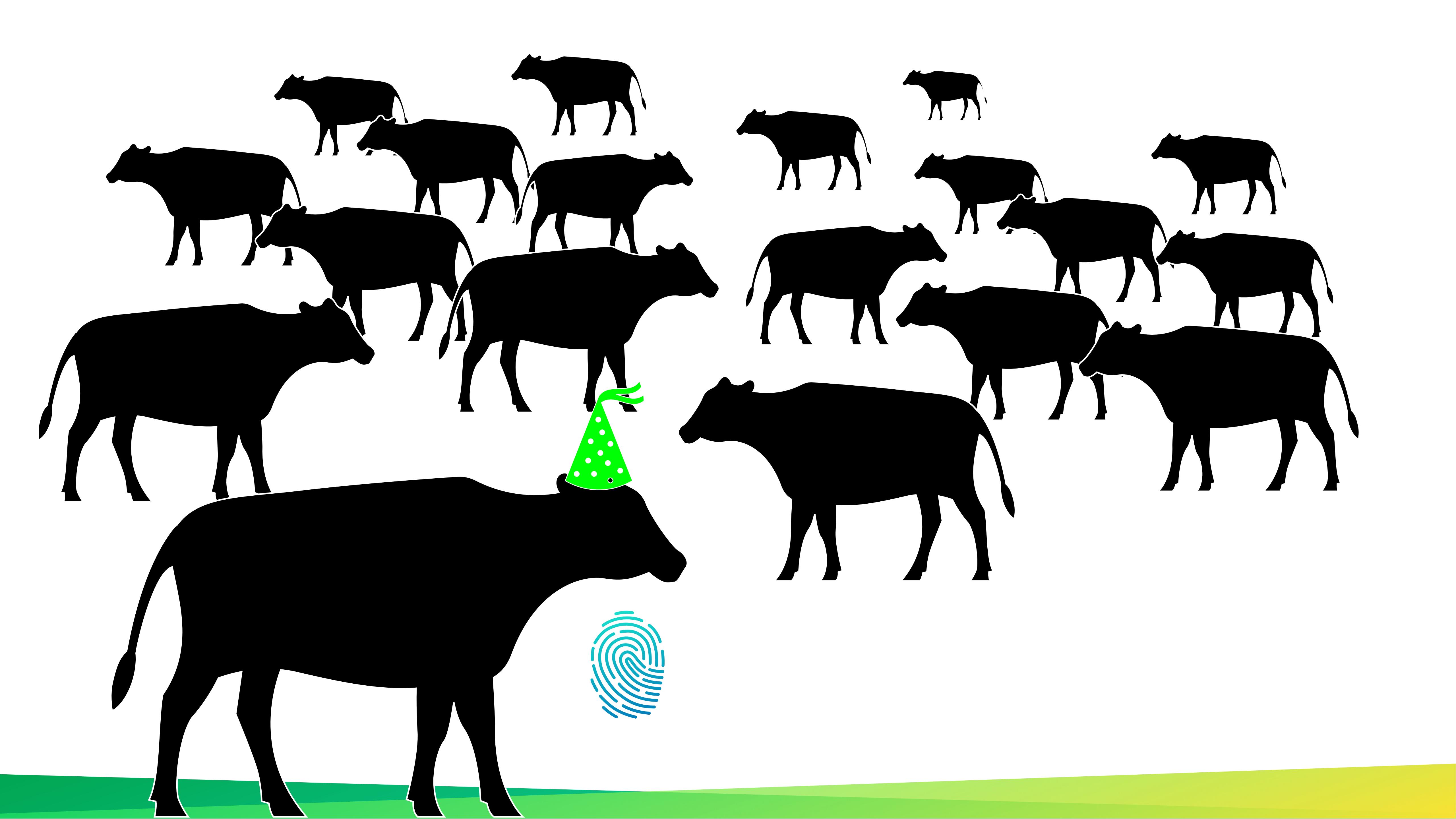
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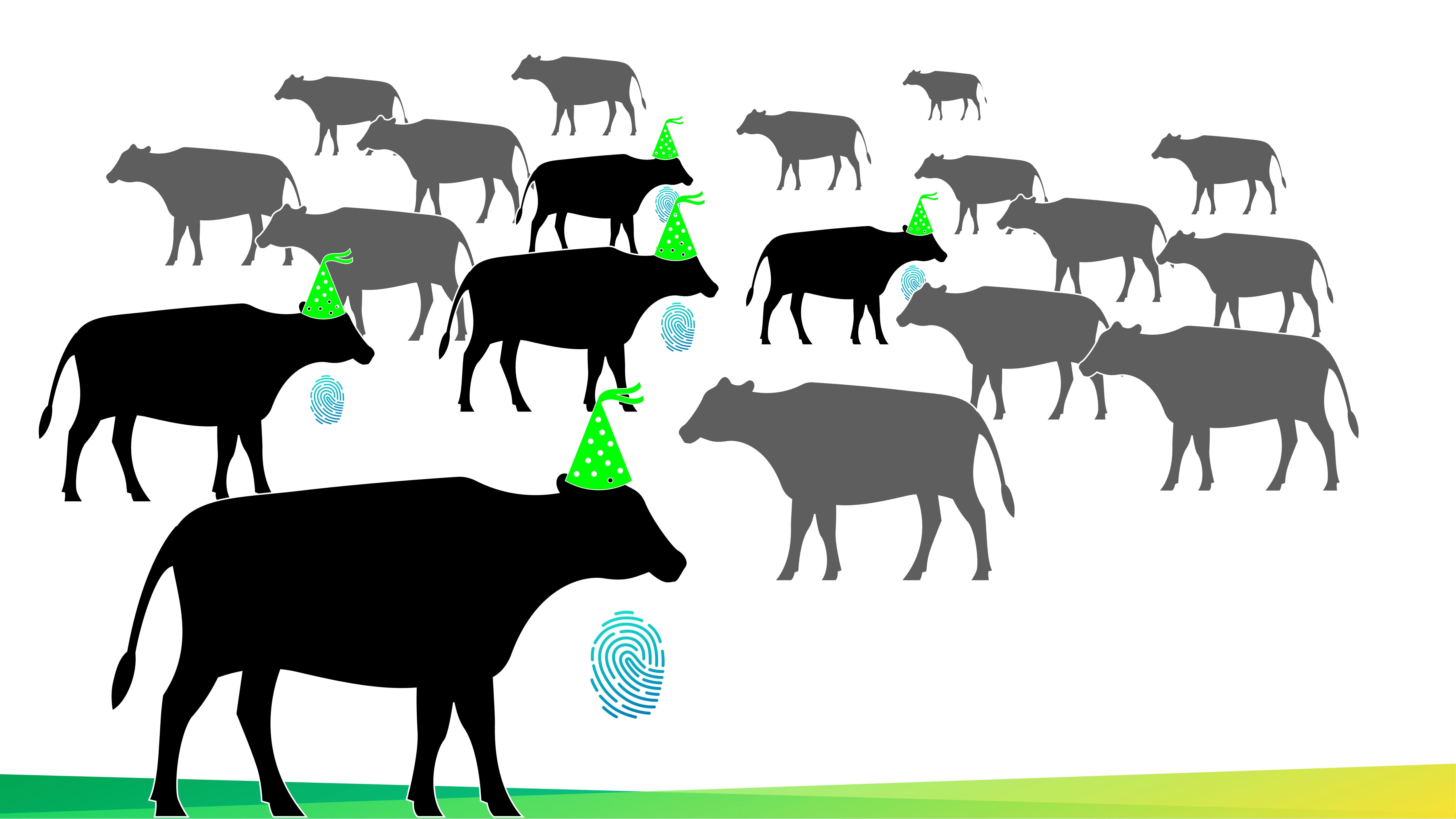


Annabel

Bertha







Improvement-Trials

| Nr | Phase | Size | Plan | Progress | Result |
|-----|------------|---------|---------------------------|---|--|
| 230 | Phase III | 65 cows | Increase food type 3 | <div style="width: 100%;"><div style="width: 100%; background-color: #2e7131;"></div></div> | Result: +3% milk production. Change applied. |
| 231 | Phase I | 5 cows | Increase snacks | <div style="width: 20%;"><div style="width: 20%; background-color: #17a2b8;"></div></div> | |
| 232 | Individual | 1 cow | Increase milking sessions | <div style="width: 30%;"><div style="width: 30%; background-color: #17a2b8;"></div></div> | |
| 233 | Phase II | 25 cows | Increase food type 2 | <div style="width: 5%;"><div style="width: 5%; background-color: #17a2b8;"></div></div> | |