



REPRO  
M\$NEY

# REPRO MONEY



# What is Repro Money?

Repro Money is a farmer-directed **team-based extension program** designed help Wisconsin dairy farmers improve reproductive performance and overall herd profitability

**Teams usually consisted of :**

Extension agents

AI company consultants

AI technicians

Veterinarians

Nutritionists

Key employees

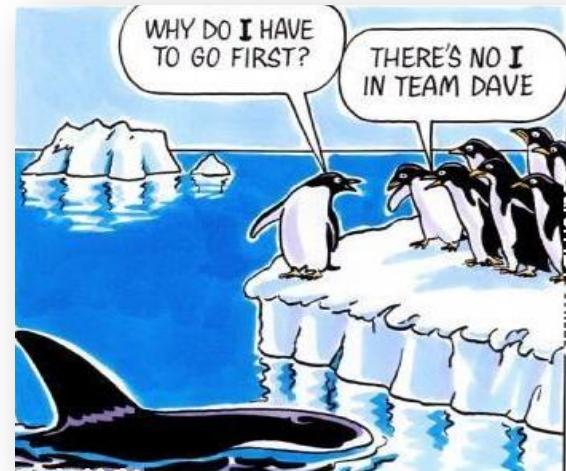


# Why Forming Reproductive Management Teams

- Focus on one issue
- **Reproduction is a multifactorial problem**
- Take advantage of different points of view of advisors already working with farmers

## Process:

- Snapshot of actual situation
- Detect potential problems
- Set goals and action plan
- Assign responsibilities to team members
- Meet to evaluate progress



# Goal Setting

- What are your reproductive goals?



## REPRODUCTIVE PERFORMANCE GOAL SETTING

(Use this form at all meetings.)

Goal	Target date	How will results be evaluated?
1. Increase 21d PR	6 months	Dairy Comp 305 records
2. Evaluate potential cost savings	3 months	Repro \$ analysis tool



### Meeting Two - Review team goals:

Do any reproductive goals need to be changed or added? Yes No

If yes, please explain:

What progress have you made toward your farm reproductive performance goals?

### Meeting Three - Review team goals:

Do any reproductive goals need to be changed or added? Yes No

If yes, please explain:

What progress have you made toward your farm reproductive performance goals?

### Meeting Four - Review reproductive performance goals:

Have the goals from Meeting One been met? Check the appropriate box.

Goals	Completed	Progress made	No progress made	Dropped goal
1. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SEND IN ORIGINAL OF FORM AFTER 1ST MEETING AND  
SECOND COPY AFTER 4TH MEETING

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UW DEPARTMENT OF DAIRY SCIENCE

UW  
**Extension**  
University of Wisconsin-Extension

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# Action Plan

Actions needed to achieve goals and assign responsibilities



## REPRO MONEY ACTION PLAN

(Use this form at all meetings.)

Farm \_\_\_\_\_

**List actions intended to achieve your reproductive goals and assign responsibility for completion.**

### MEETING ONE

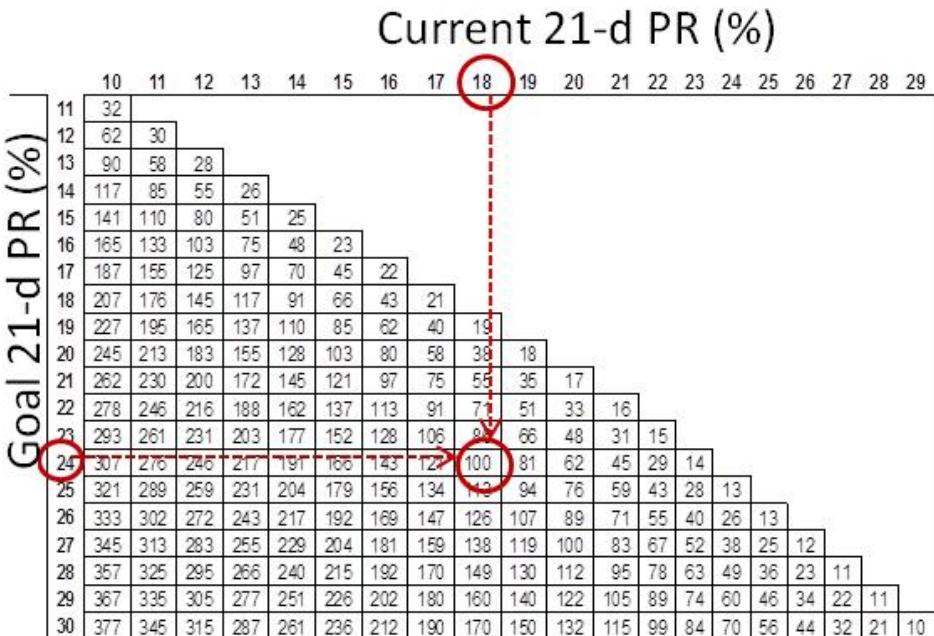
Actions	Who is responsible?	Completed by Meeting 2?	
		Yes	No
1. Record cystic cows in Dairy Comp 305	Joe	<input type="radio"/>	<input type="radio"/>
2. Change TAI protocol	Bill	<input type="radio"/>	<input type="radio"/>
3. Record lameness %	Judy	<input type="radio"/>	<input type="radio"/>
4. Improve tail chalking technique	Joe	<input type="radio"/>	<input type="radio"/>
5. Invite new team member for next meeting	José	<input type="radio"/>	<input type="radio"/>

- Say what you do (**outline procedures**)
- Do what you say (**follow procedures**)
- Prove it (**keep records**)



# Economic analysis: Financial Impact of Reproductive Performance

**21 day Pregnancy Rate ( 21d PR):** %cows that are eligible to be bred that become pregnant during each 21d period.



Dairy Management Wisconsin

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Decision-making focused on scientific research

This site is designed to support dairy farming decision-making focusing on model-based scientific research. The ultimate goal is to provide user-friendly computerized decision support tools to help dairy farmers improve their economic performance along with environmental stewardship.

**GW-Dairy Management Decision Support TOOLS**

Latest Projects

- Improving Dairy Farm Sustainability
- Genomic Selection and Herd Management
- Dairy Health and Reproduction
- Strategies of Pasture Supplementation
- Improving Dairy Cow Fertility

Contact

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More »

Tweets

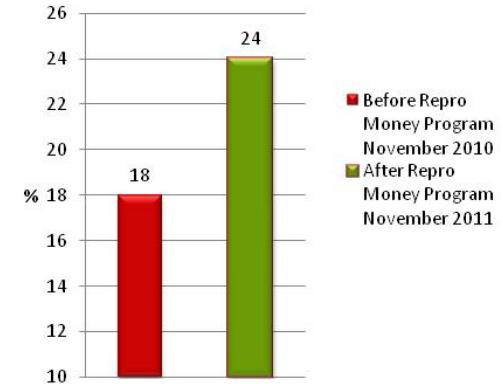
- Victor E. Cabrera 5 Dec 8:00 AM  
Nice program for the Western Canadian Dairy Seminar, March 11-14, Sheraton Red Deer, Alberta, Canada... [View tweet](#)
- Victor E. Cabrera 25 Nov 10:00 AM  
man401 info to me@UWExtension.org [View tweet](#)
- Victor E. Cabrera 25 Nov 10:00 AM  
Tweet to @vcabre [View tweet](#)

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DEPARTMENT OF DAIRY SCIENCE  
University of Wisconsin-Madison

UW Extension University of Wisconsin-Extension

**21-d Pregnancy Rate**



improving 21d PR from 18-24%=  
**\$100/cow/year**  
\$100 x 400 cow herd=  
**40,000/year**



# Enrollment Distribution

Figure 2: Number of farms enrolled by region

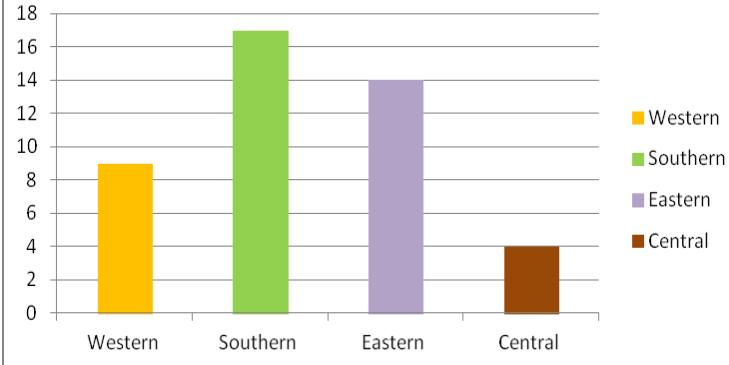
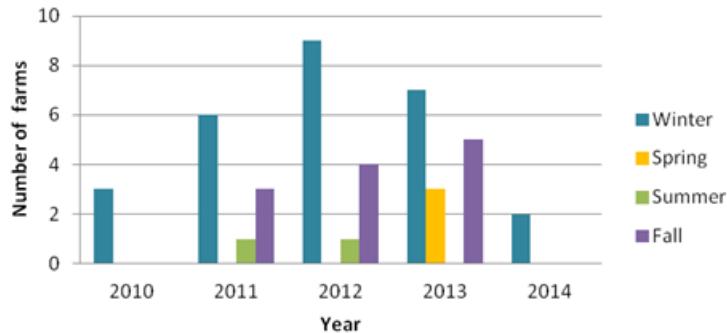


Figure 1: Enrollment distribution by year and season



- Farms enrolled = 45
- Farms that finished the program = 40
- Farms in progress = 3
- Farms that dropped out = 2



# Results

## Characteristics of Herds that Finished the Program (n=40)

ITEM	OUTCOME (average, $\pm$ SE)
Herd size (lactating and dry)	414 $\pm$ 47
# Milking cows	373 $\pm$ 42.8
# 1 <sup>st</sup> lactation cows	162 $\pm$ 20.4
Milk production (kg)	37.6 $\pm$ 0.72
Rolling Herd Average (kg)	11,765 $\pm$ 245
ME 305	28,131 $\pm$ 502
Fat (%)	4 $\pm$ 0.03
Protein (%)	3 $\pm$ 0.02



# Results ( cont.)

## Outcomes of Farms Completing the Repro Money Program

OUTCOME	BEFORE	AFTER	IMPROVEMENT	P-value
21-d PR (%)	18 (9-29)	20 (11-29)	2 (0-13)	0.0004
SR (%)	53 (23-63)	56 ( 34-68)	5 (0-15)	0.001
CR (%)	35 ( 26-64)	36(29-64)	1 (0-10)	0.01
Cows inseminated 21d past VWP (%)	78	85	7	0.005
IBI (d)	44	41	-3	0.07
DIM for milking cows	188	182	-6	0.007
Abortion rate (%)	7.5	7.3	0.2	0.01
Mastitis clinical cases/month (n)	15.9	14.9	-1	0.001

(Data from DHIA, Dairy Comp, PC Dart and farm records (n=40) were collected by team leaders)

# Results ( cont.)

## Characteristics and Outcomes of Teams (N=40)

ITEM	OUTCOME
Duration of team (months)	$9 \pm 0.5$ (4-16)
Number of Team Members	$5 \pm 0.2$ ( 2-10)
Extension as team leader	100(%)
Veterinarian in team	100 %
Nutritionist in team	90 %
AI company consultant	60%
Herd Manager	62%
Goals reached	Not reached : 2.5% 1 goal reached : 20% 2 goals reached : 77.5%
Continue Team Meetings (%)	<u>Yes</u> _____ <u>No</u> 80%                          20%



# Results ( cont.)

## Economic Impact

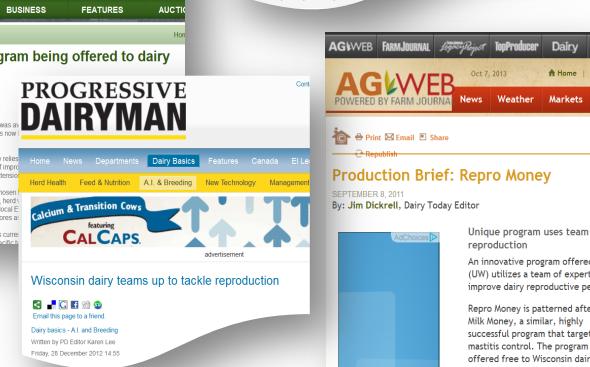
OUTCOME	%	21d PR BEFORE (%)	21d PR AFTER (%)	CHANGE (%)	ECONOMIC IMPACT (\$/cow/year)	ECONOMIC IMPACT (\$/herd/ year)
Farms that Increased/ maintained 21-d PR	85	18	20	2	44	14,482
Farms that decreased 21-d PR	15	19	17	-2	-40	-15,207
<b>All farms (%)</b>	<b>100</b>	<b>18</b>	<b>20</b>	<b>2</b>	<b>31</b>	<b>10,029</b>

GOAL SET	N	REACHED	PROGRESS	%	ECONOMIC GAIN (average)
Increase 21d PR	38	29	2	82	\$15,105.613
Other goal	2	2	-	100	
<b>Total</b>	<b>40</b>	<b>88 %</b>	<b>3%</b>	<b>91%</b>	



# Program Efforts-Recruitment

- Personalized letters to farmers (~1,000)
- Registration forms ( pre-paid postage)
- Newspapers articles and interviews ( AgriView, Progressive Dairyman, DCRC, etc)
- County Newsletter
- Radio and Facebook add
- Website and video testimonial
- Poster and oral presentations  
( national and regional meetings)



# Road show 2012- 2013

- 40 Locations
- Average attendance of 25/location- <1,000 attendees
- Raised over \$25,000 with sponsorship



**2013 Repro Money Road Show Series**

**REPRO MONEY**

## 3<sup>rd</sup> Reproducing Profitability Workshop

**Speakers and Topics:**

- Dr. Paul Fricke and Dr. Richard Pursey**  
"Update on reproduction research at UW Madison and MSU"
- Dr. Pat Hoffman**  
"Controlling Dominance Effect: Building Better Breeding Criteria for Dairy Replacement Heifers"
- Dr. Amy Stanton**  
"Using Cattle Behavior to Maximize Health, Production and Reproduction"
- Dr. Connie Cordoba**  
"Tried and True: The Repro Money Program can increase your net income by enhancing your herd's reproductive efficiency"

**zoetis**  
PHARMAZOO HEALTH FOR YOU

**ANIMART**  
The Source for Healthy Animals

**MERCK**  
Animal Health

**Accelerated Genetics**

This solution-oriented workshop will provide practical ideas for your farm.

UW and Michigan State experts will share proven methods and decision-making tools to help you manage your dairy farm's reproductive program and make the right decisions.

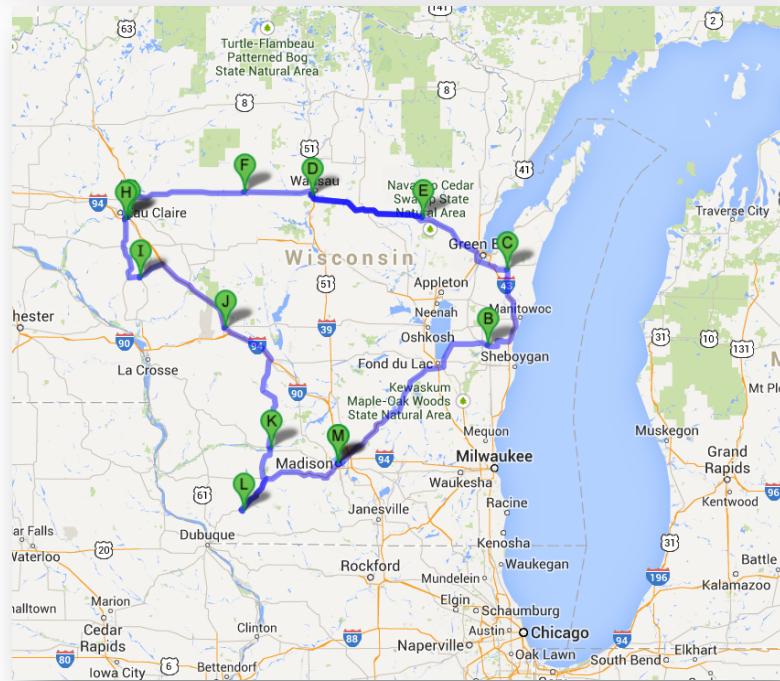
Registration Fee: \$15 ( includes lunch and program material)

FOR MORE INFORMATION :  
Contact Connie Cordoba at: [mccordoba@wisc.edu](mailto:mccordoba@wisc.edu)  
Or call 608-219-5297

### DATES & LOCATIONS

All workshops will take place 9:30 am - 3:30 pm

November 12 <sup>th</sup>	November 14 <sup>th</sup>	November 15 <sup>th</sup>
Fond du Lac, Manitowoc Kewaunee & Brown Co. Millhome: Millhome Supper Club - 16524 Lax Chapel Rd. Denmark: Beverly Gardens - 5911 Pine Grove Rd.	Eau Claire & Trempealeau Co. Eau Claire: Eau Claire County Expo Center - 5530 Fairview Drive. Whitehall: Whitehall Public Golf Course - 35635 West Street.	Sauk & Lafayette Co. Spring Green: The Shed - 123 N Lexington St. Belmont: Convention Center-103 Mound View Rd.



# Our Repro Money Team



**Victor Cabrera**  
Assistant Professor,  
Dairy Management Extension  
Specialist



**Connie Cordoba**  
Reproductive Management  
Outreach Specialist



**Paul Fricke**  
Professor, Dairy Cattle  
Reproduction Extension  
Specialist



**Pamela Ruegg**  
Professor, Milk Quality  
Extension Specialist



**Randy Shaver**  
Professor, Dairy Cattle  
Nutritionist



**Kent Weigel**  
Professor, Breeding and  
Genetics Extension Specialist



**Milo Wiltbank** Professor  
Reproductive Physiology



United States Department of Agriculture  
National Institute of Food and Agriculture



# Project Accomplishments

Good Job!

- Project accomplished objective of generating measurable improvement in the reproductive performance of Wisconsin dairy herds by developing and implementing an integrated team-based extension program.
- Economic returns are expected to increase even more as 80% of farms decided to continue with regular meetings after program completion
- 100% participation of county extension agents and veterinarians
- Project served as link to transfer of knowledge to farmer without intermediaries
- All 40 farms that finished the program to date were highly satisfied with the outcomes as 91% of farms achieved the goals set, which included increasing the 21-d pregnancy rate, increase conception risk, and lower days to first artificial insemination



# Discussion....

