



From Data to Decisions: Connecterra Overview and Insights

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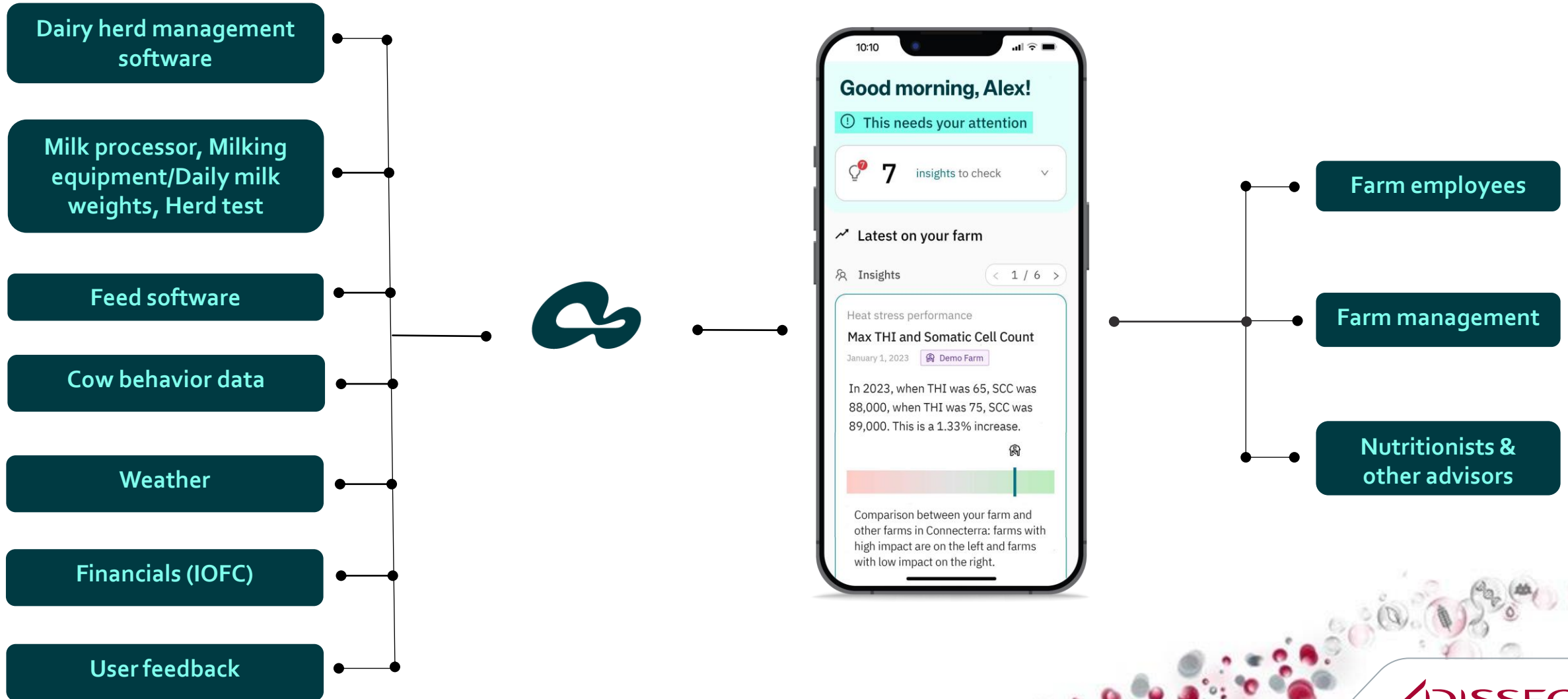
*Ag Partners,
Kiefland Holsteins*



Nathan Brandt

Four Cubs Farm

How does the platform work?



Connecterra Platform Integrations at a Glance

Dairy Herd Management
Systems



Activity
monitoring



Feed management
software



Processors



Platform Key Features



Insights

Automate up to **90+ KPIs** tracking via email or push notification
Receive **new insights** and **benchmarking data**, i.e. Heat Stress insights



Analytics

Visualize data from 8 areas: Production, Feed, Behavior, Repro, Health, Stocking density, Weather, & Finance in charts and tables
Customize view based on pens, lactation groups, stage of lactation and more
Organize custom dashboards with relevant analytics for consistent tracking



Farm Timeline

Record important **events** and **changes** on the dairy
Analyze changes and **impact** in relevant KPIs over specified time periods

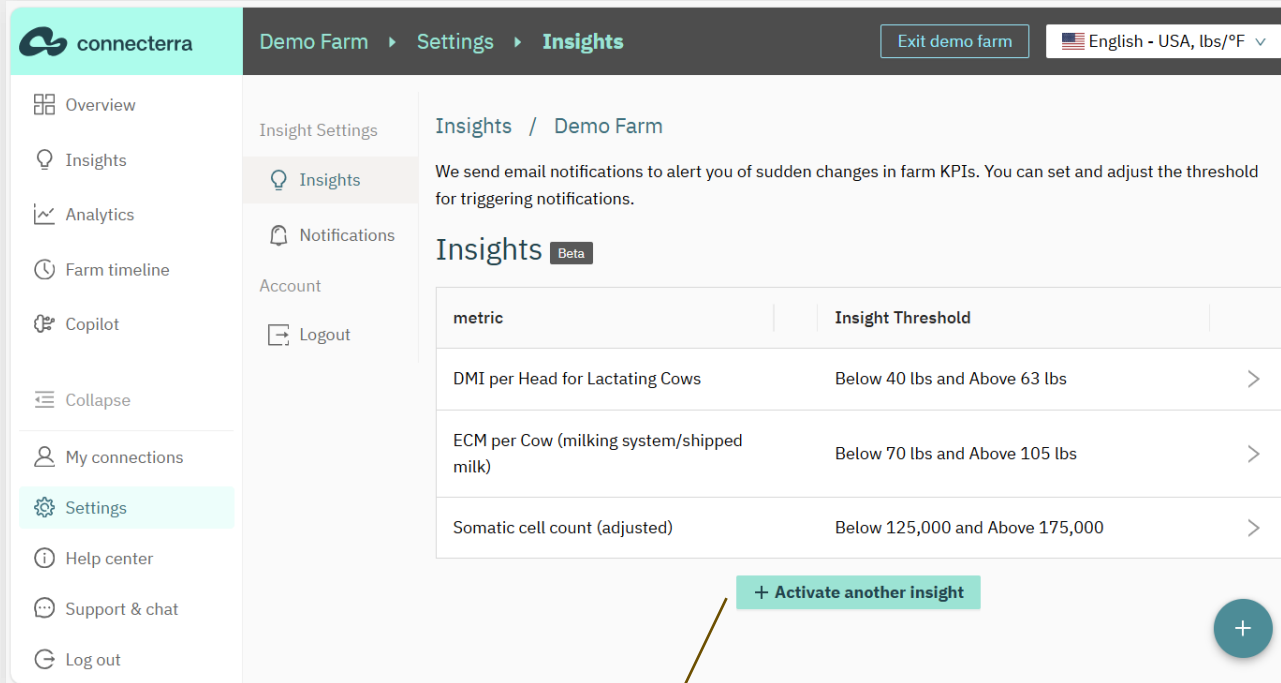


Copilot

Automated: receive a weekly summary
On Demand: Summarize significant changes over a relevant time period



Set up Insights



connecterra Demo Farm ▶ Settings ▶ Insights Exit demo farm English - USA, lbs/°F ▼

Insight Settings

- Insights
- Notifications
- Account
- Logout

Insights / Demo Farm

We send email notifications to alert you of sudden changes in farm KPIs. You can set and adjust the threshold for triggering notifications.

Insights Beta

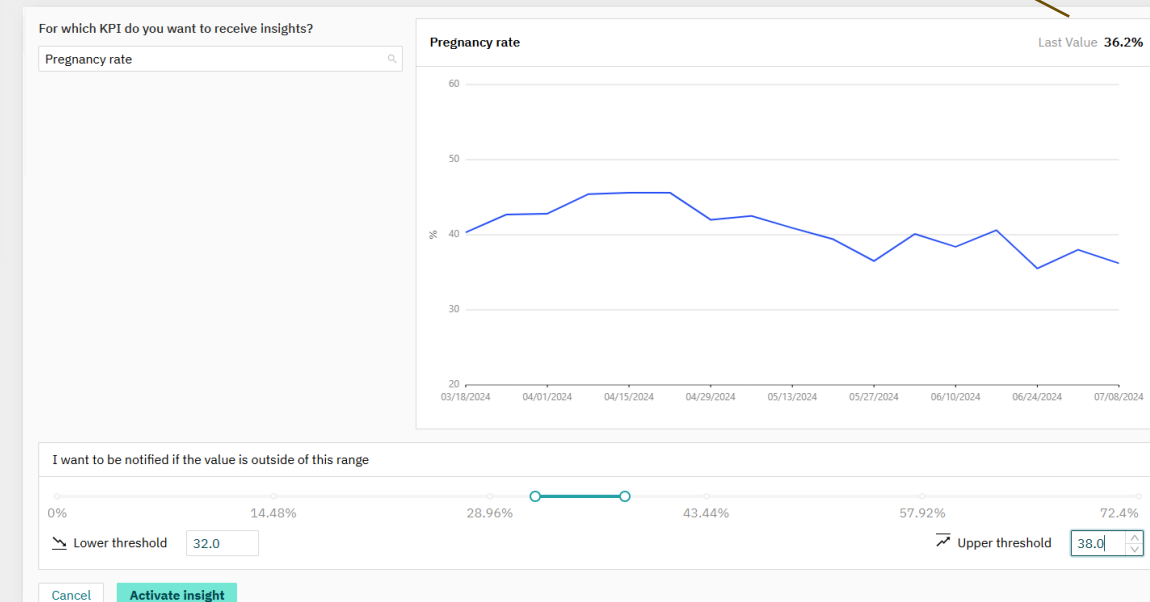
metric	Insight Threshold	
DMI per Head for Lactating Cows	Below 40 lbs and Above 63 lbs	>
ECM per Cow (milking system/shipped milk)	Below 70 lbs and Above 105 lbs	>
Somatic cell count (adjusted)	Below 125,000 and Above 175,000	>

[+ Activate another insight](#)

[+](#)

Review current and activate new insights

Utilize current performance and goals to set thresholds



For which KPI do you want to receive insights?
Pregnancy rate

Pregnancy rate Last Value 36.2%

I want to be notified if the value is outside of this range

0% 14.48% 28.96% 43.44% 57.92% 72.4%

Lower threshold 32.0 Upper threshold 38.0

Cancel Activate insight

Leverage Impact Tracker in the Farm Timeline

Potentially impacted metrics Beta

Evaluate KPI values before and after the change to understand its impact. Use the projections toggle to see the value of key-metrics had you not made the change (if available).

Projections ☐

Before July 10, 2024 - July 17, 2024

After July 17, 2024 - July 24, 2024

3 days

1 week

2 weeks

4 weeks

There are other events that happened in this period, their effects might be overlapping

[Show events](#)

% of Cows with Ketosis

Before 24.85 %
After 19.93 %
↓ 4.92 %
Decrease

DMI per Head for Lactating Cows

Before 55.44 lbs
After 54.27 lbs
↓ 1.17 lbs
Decrease

Eating time

Before 139.52 min
After 153.84 min
↑ 14.32 min
Increase

ECM per Cow (milking system/shipped milk)

Before 103.12 lbs
After 104.8 lbs
↑ 1.68 lbs
Increase

Daily milk yield per cow (milking system)

Before 89.84 lbs
After 90.31 lbs
↑ 0.47 lbs
Increase

Fat % (adjusted)

Before 4.41 %
After 4.48 %
↑ 0.07 %
Increase

Protein % (adjusted)

Before 3.27 %
After 3.31 %
↑ 0.04 %
Increase

Somatic cell count (adjusted)

Before 186,000
After 205,000
↑ 19,000
Increase

Ruminating time

Before 492.18 min
After 498.65 min
↑ 6.47 min
Increase

Add another chart

Select a metric + Add

Measure impact over appropriate time period

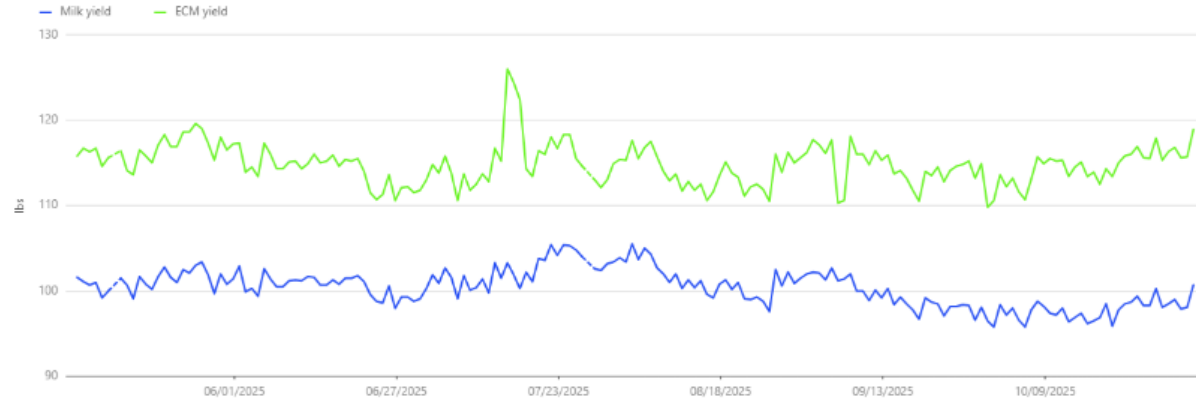
Monitor key metrics

Add appropriate metrics

Review farm performance in Analytics

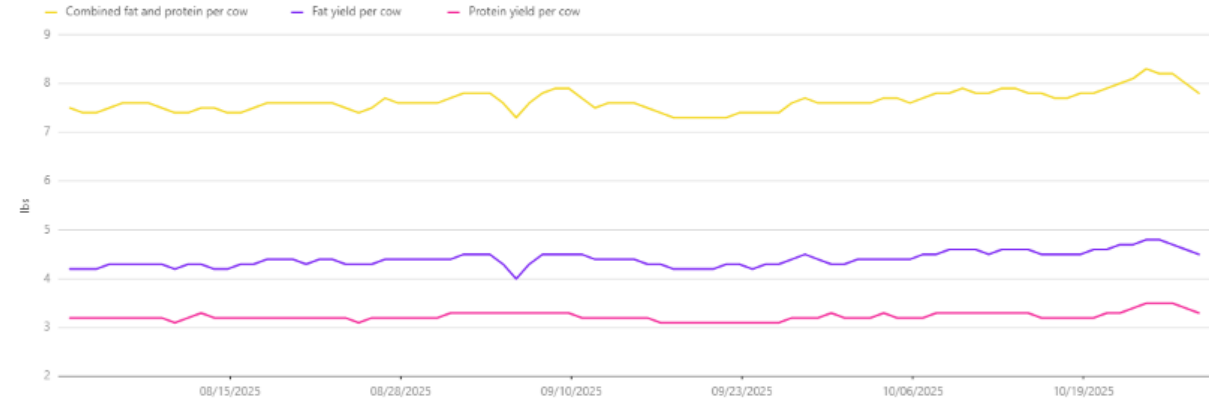
Milk yield and ECM

Series Milking system, Shipped milk



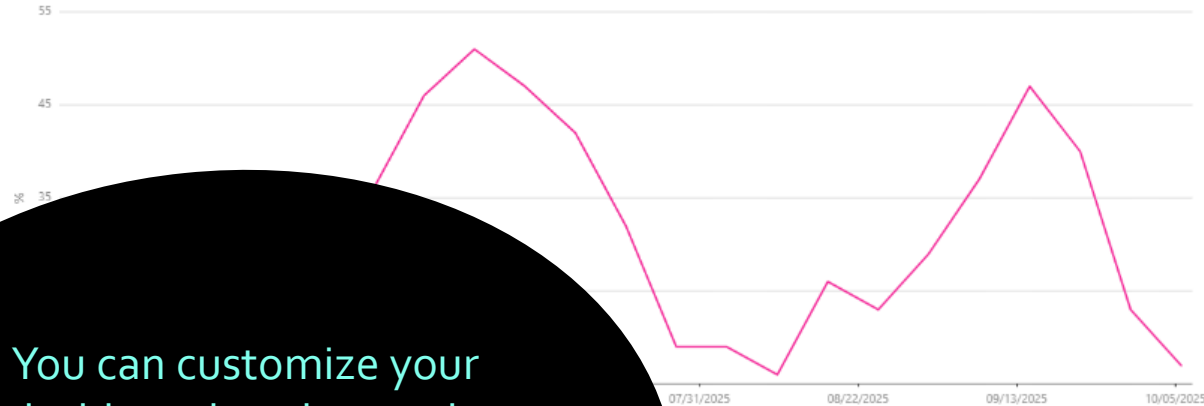
Combined milk pickup fat and protein per head interp corrected p 1 d

Series Shipped milk



Pregnancy rate

Per farm Calculation



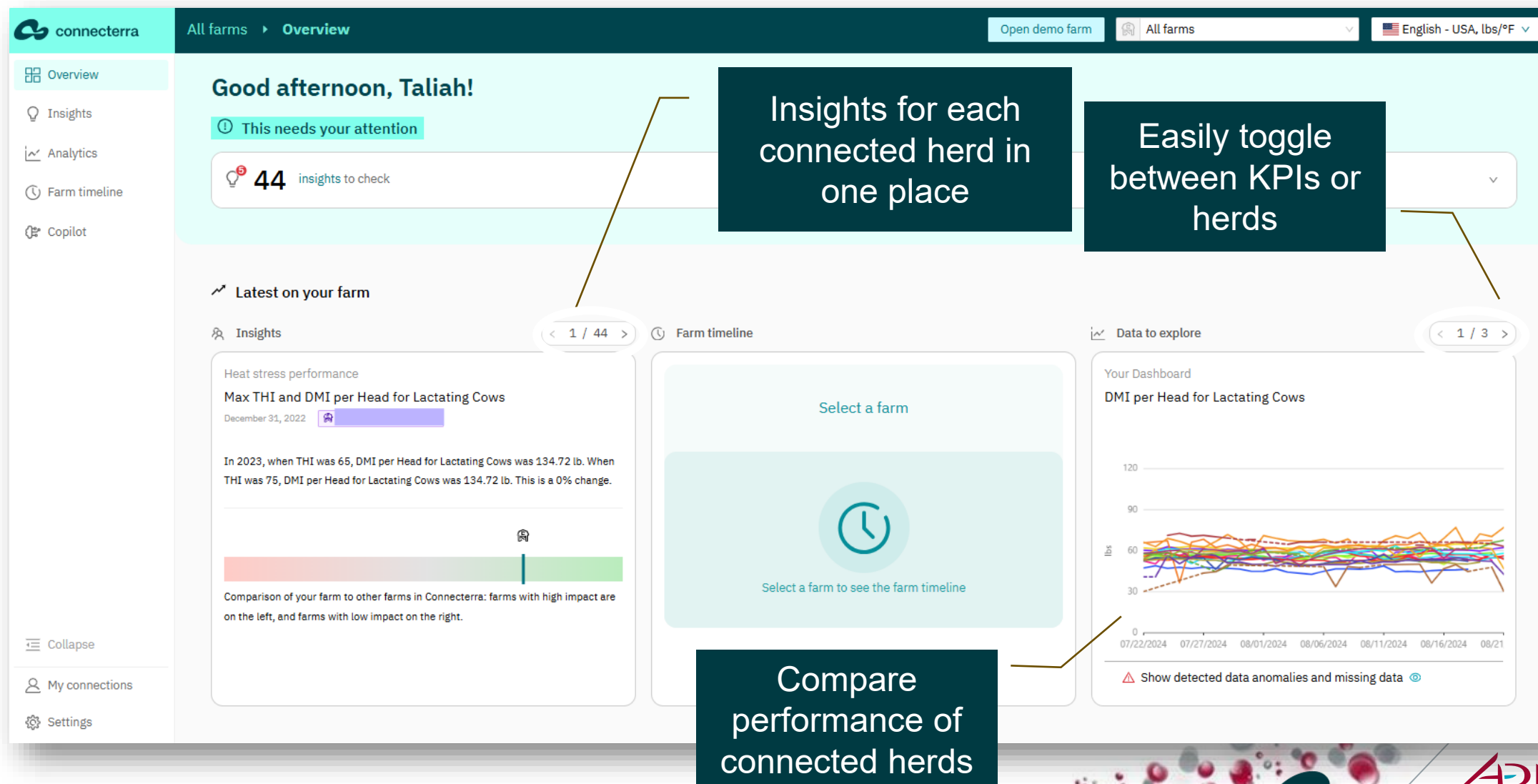
Somatic Cell Count (SCC)

Per farm Shipped milk (adjusted)

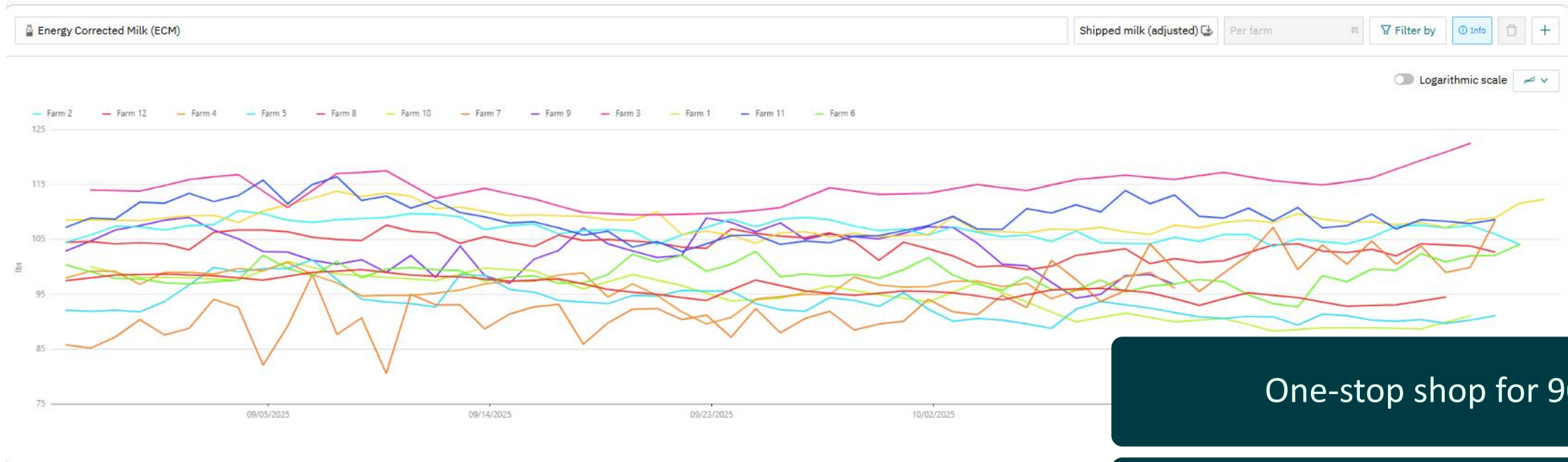


You can customize your dashboard to show only the relevant analytics

Connecterra Consultant Landing Page



Your farms in one place

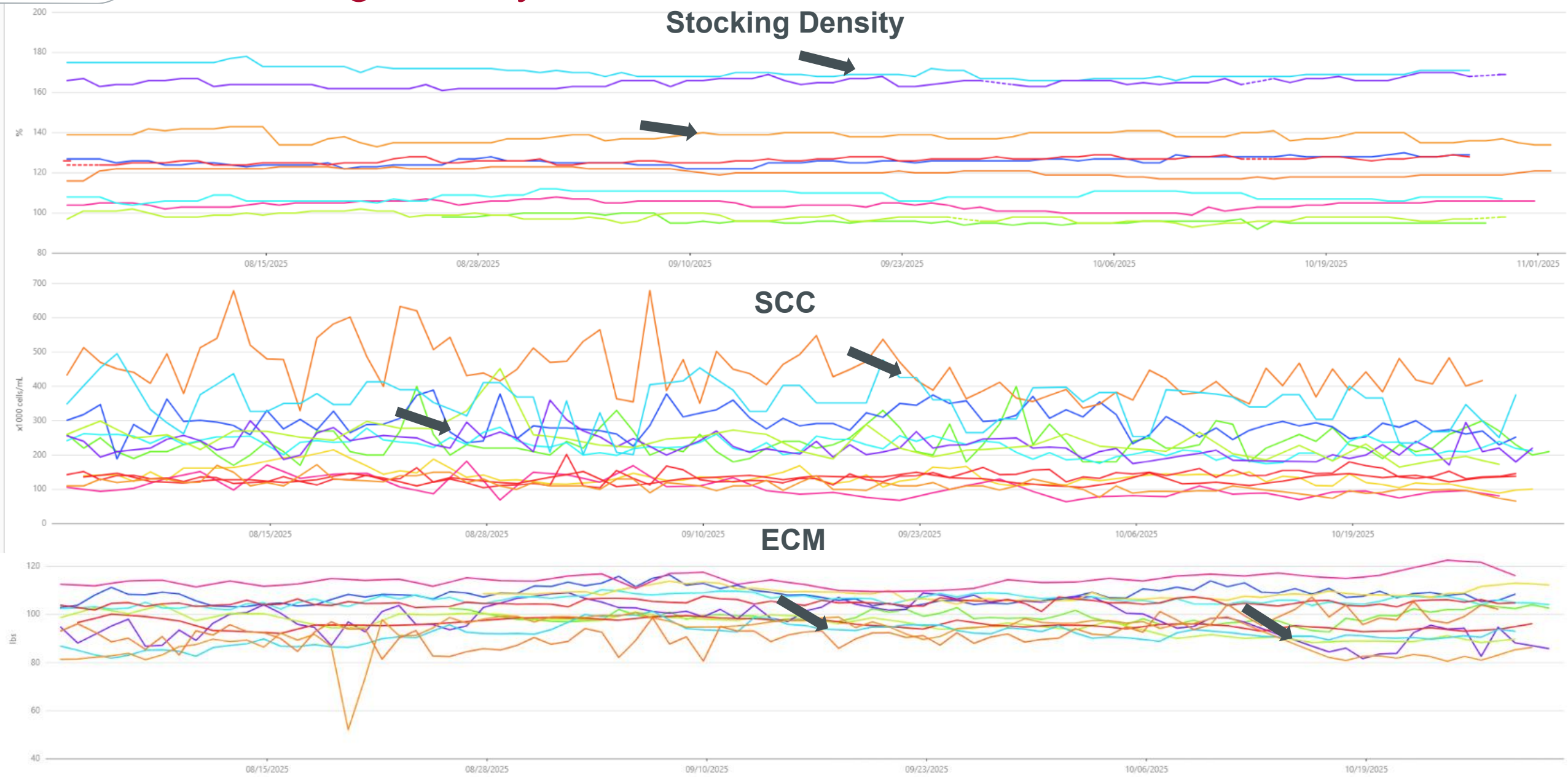


One-stop shop for 90+ KPIs

Overlay multiple connected farms

Customize insight alerts per farm

Stocking Density x SCC x ECM



Chad Kieffer

Ag Partners &
Kiefland Holsteins

Connecterra Overview and Insights



- Nutritionist & Robotic Milking Consultant for the past 23 years
- Part owner of our family 300 cow dairy



AG
PARTNERS

Kiefland
HOLSTEINS

ECM vs Stocking Density Thru 2025 Heat Stress

🔧 Energy Corrected Milk (ECM)

Milking system, Shipped milk 📄

Per farm

🔍 Filter by

📘 Info

🗑️

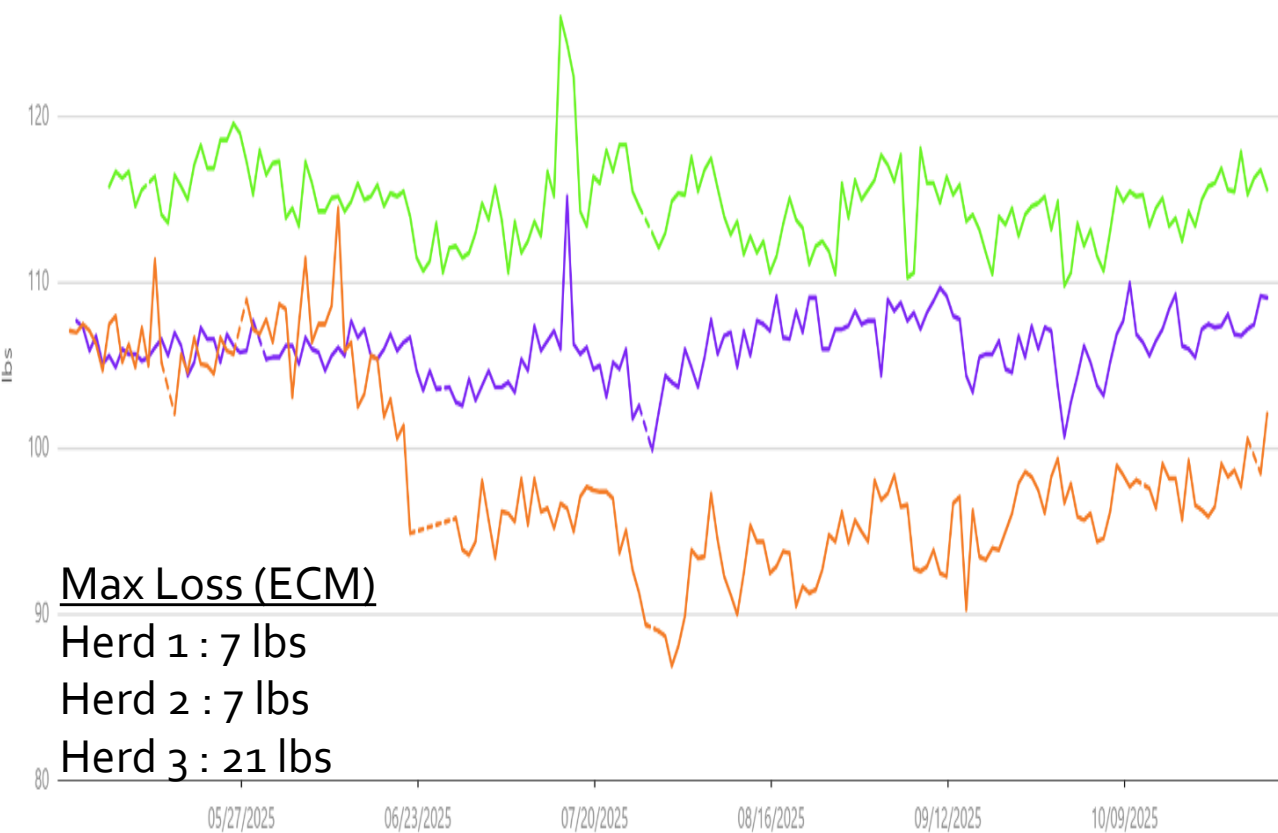
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☐ Logarithmic scale

☒ Show detected data anomalies and missing data

📘 Data issues?

🔍



🔧 Stocking density - stalls

Per farm

🔍 Filter by

📘 Info

🗑️

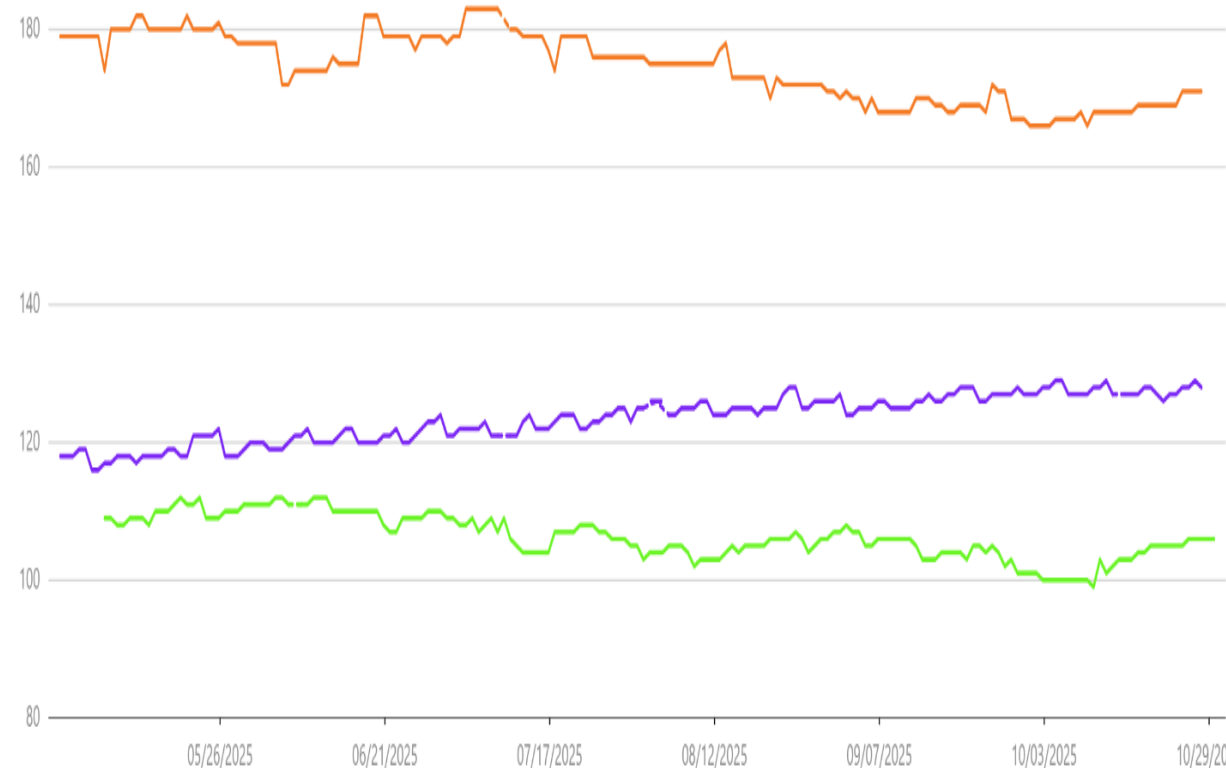
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☐ Logarithmic scale

☒ Show missing data

📘 Data issues?

🔍

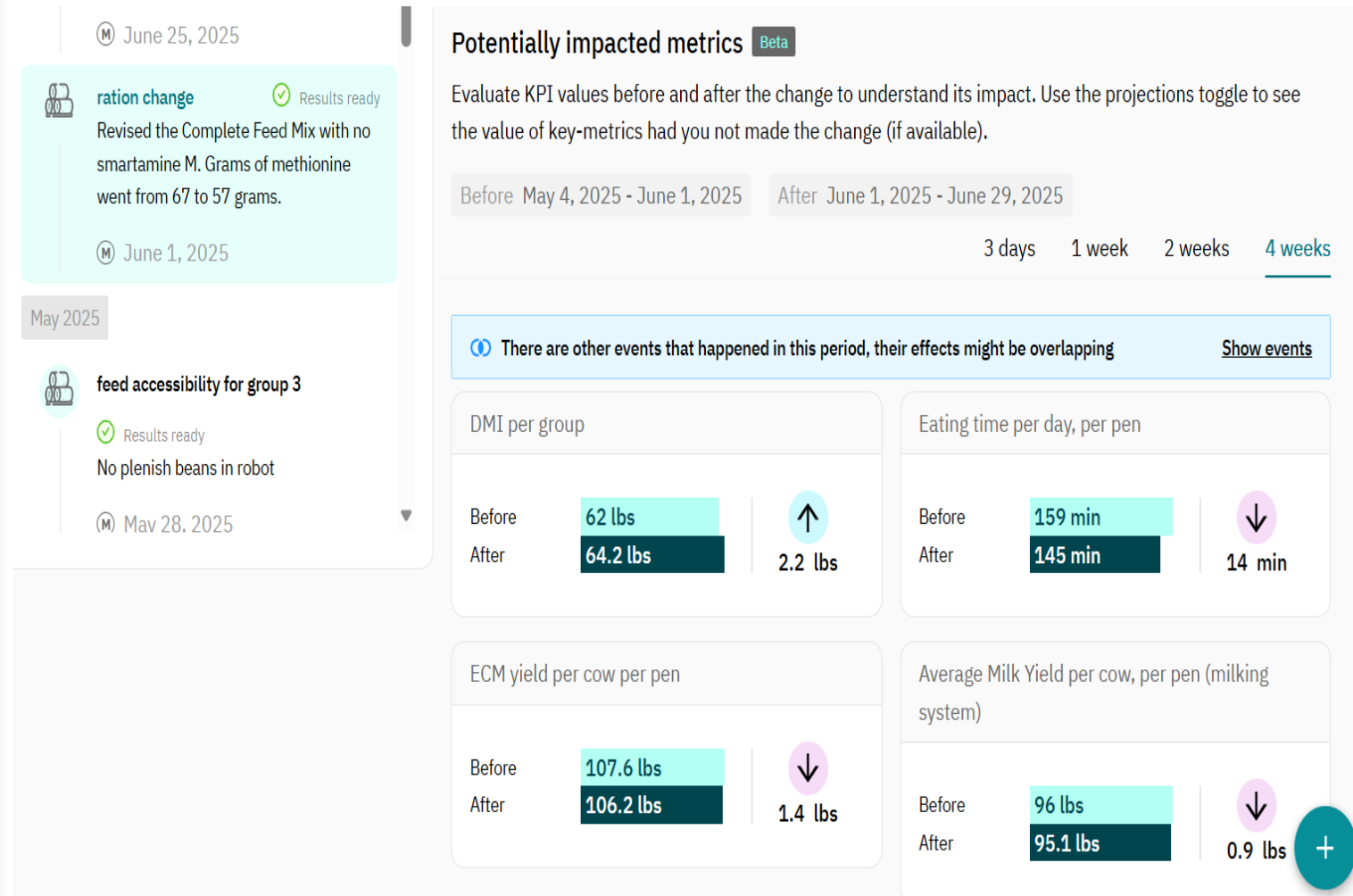


Rumination & DMI on Same Herds



Farm Timeline Evaluation

- Lowered Methionine 10 g
- Lost 28 cents/cow milk income



Copilot Farm Briefing

- Emailed weekly based on your desired metrics

Key trends on Demo Dairy



Connecterra Copilot

To: Alex Smith

Hi Alex,

Here is a summary of key changes, trends and outliers on your farm:



Feed

- **Feed efficiency for lactating cows** decreased from 1.62 to 1.57.
- **DMI per head for lactating cows** decreased from 58.2 lbs to 55.42 lbs



Production

- **Milk yield average per DIM group** decreased for:
 - 28-33 DIM group from 66.93 lbs to 59.62 lbs
 - 100-199 DIM group from 65.33 lbs to 64.93 lbs
 - >305 DIM group from 48.16 lbs to 44.85 lbs
- **Income over feed cost** per head per day (from milk pickup) increased from \$11.42 to \$15.14.



Health

- **Somatic cell count** in shipped milk decreased from 165 to 140.
- **Health Issues Incidence per DIM group** decreased for:
 - 28-33 DIM group from 2% to 1%



Weather

- **THI** decreased from 28.89 to 10.91.

Thank You!!



Four Cubs Farm Grantsburg, Wisconsin

Nathan Brandt
Dairy Herd Manager



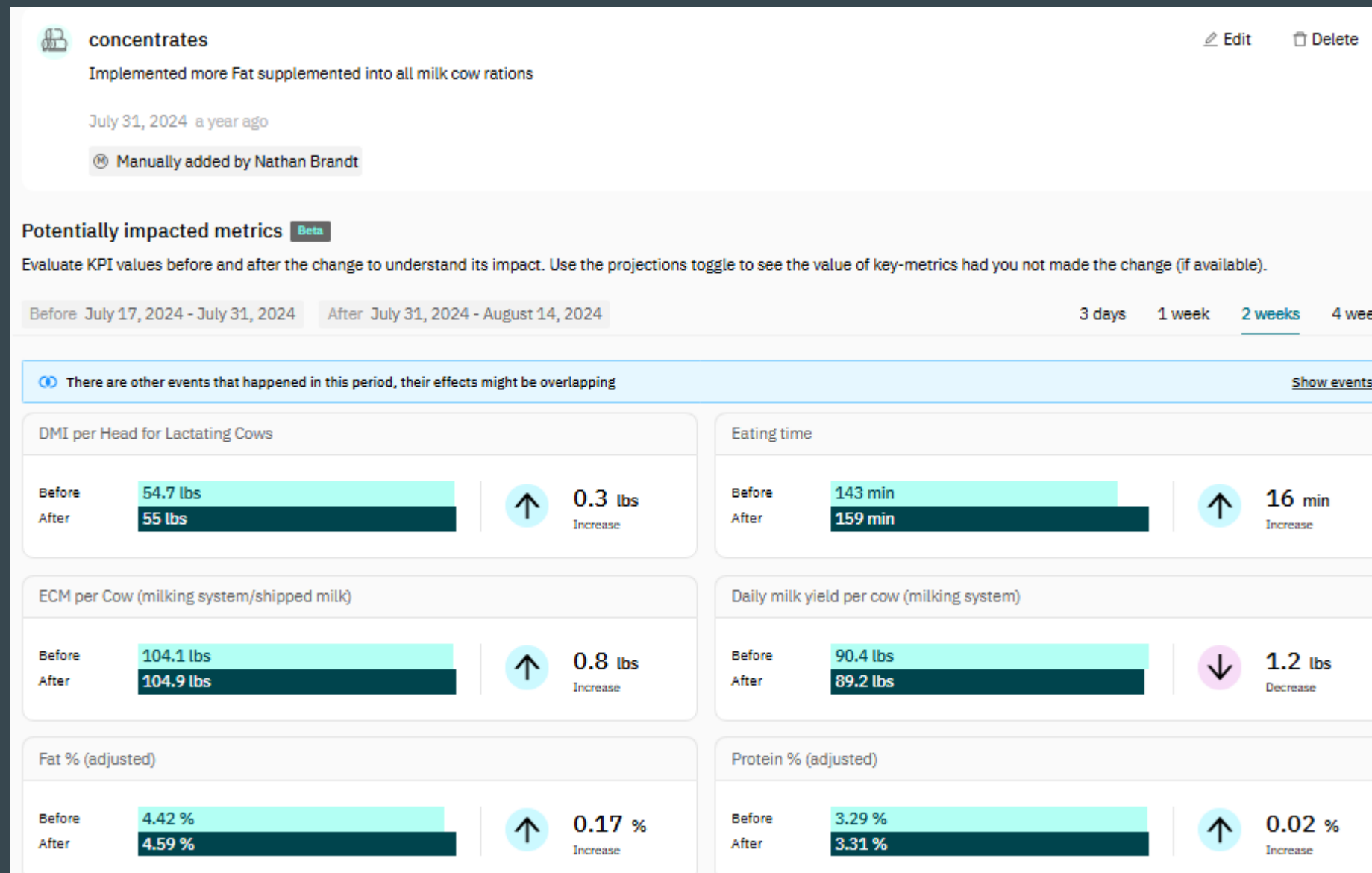
Four Cubs Farm – NW Wisconsin





End of July 2024 Supplemented Palm Fat ½ Rate on top of the HOSB.

- **+0.17% Fat**
- ECM improved in the Hottest Stretch of Summer Heat



Thank You!



Connecterra Offer for Smartamine[®], MetaSmart[®], Selisseo[®] & DynOmik[™] Users

Rewarding Your Commitment to Precision Nutrition

6-Month Offer

Continue optimizing with Smartamine, MetaSmart, Selisseo or DynOmik and your producers will enjoy 6 months of access/support.

12-Month Offer

Start your journey with any of our precision nutrition solutions and receive 12 months of access/support.

Whether you're already enhancing performance with our trusted products or just getting started, we're committed to helping you achieve more.

Contact your regional business manager for more information or to sign up a herd

