



## From Data to Decisions: Connecterra Overview and Insights

Karen Luchterhand  
Adisseo US Ruminant Technical Services Director



**Chad Kieffer**

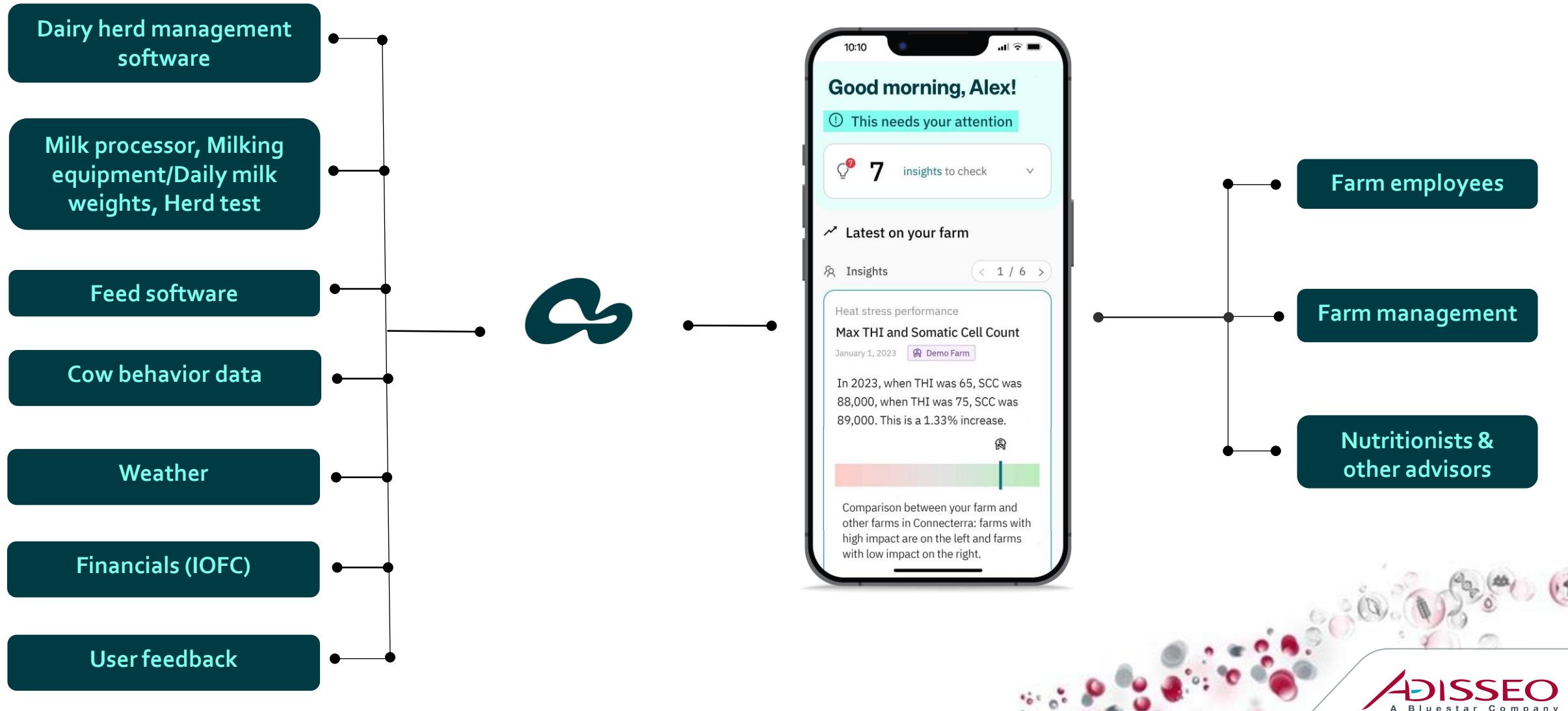
*Ag Partners,  
Kiefland Holsteins*



**Nathan Brandt**

*Four Cubs Farm*

# How does the platform work?



# Connecterra Platform Integrations at a Glance

## Dairy Herd Management Systems



## Activity monitoring



Other sources:



## 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



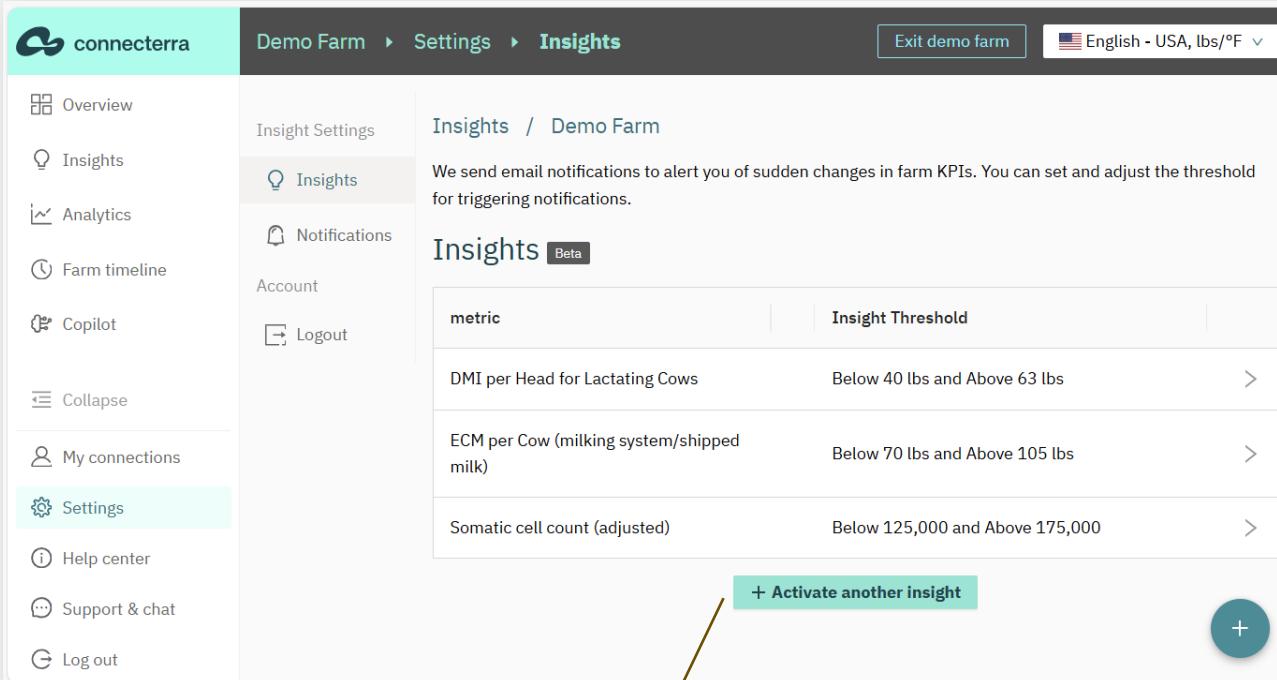
## Copilot

**Automated**: receive a weekly summary

**On Demand**: Summarize significant changes over a relevant time period



# Set up Insights



connectterra

Demo Farm > Settings > Insights

Exit demo farm English - USA, lbs/°F

Overview

Insights

Analytics

Farm timeline

Copilot

My connections

Settings

Help center

Support & chat

Log out

Insight Settings

Insights / Demo Farm

Insights

Notifications

Account

Logout

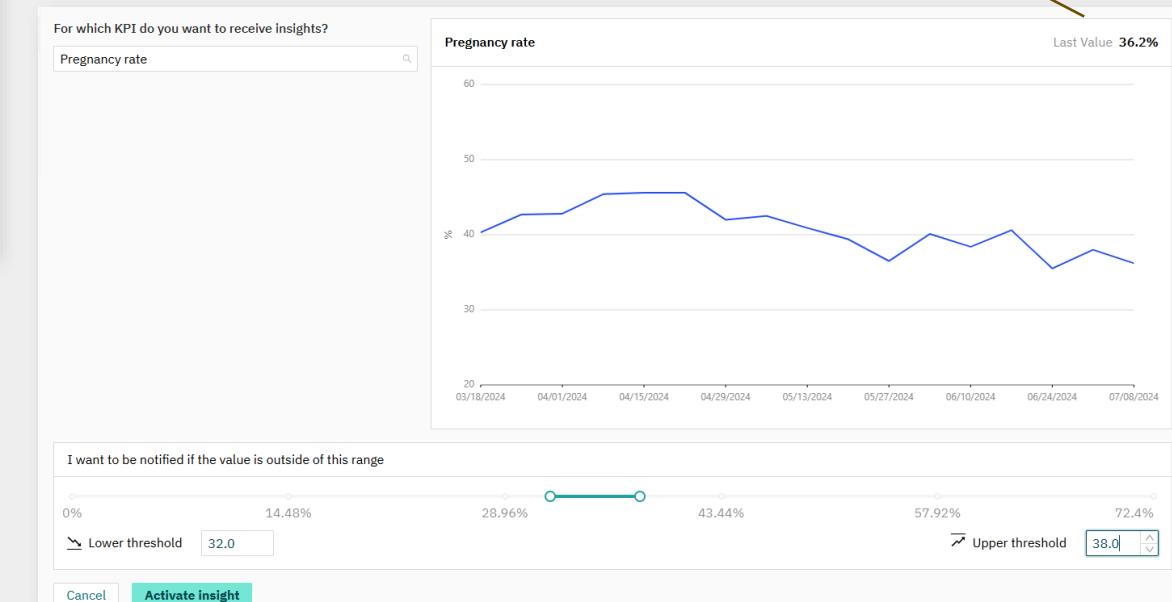
Insights Beta

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

+

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%

40 30 20

03/18/2024 04/01/2024 04/15/2024 04/29/2024 05/13/2024 05/27/2024 06/10/2024 06/24/2024 07/08/2024

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

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

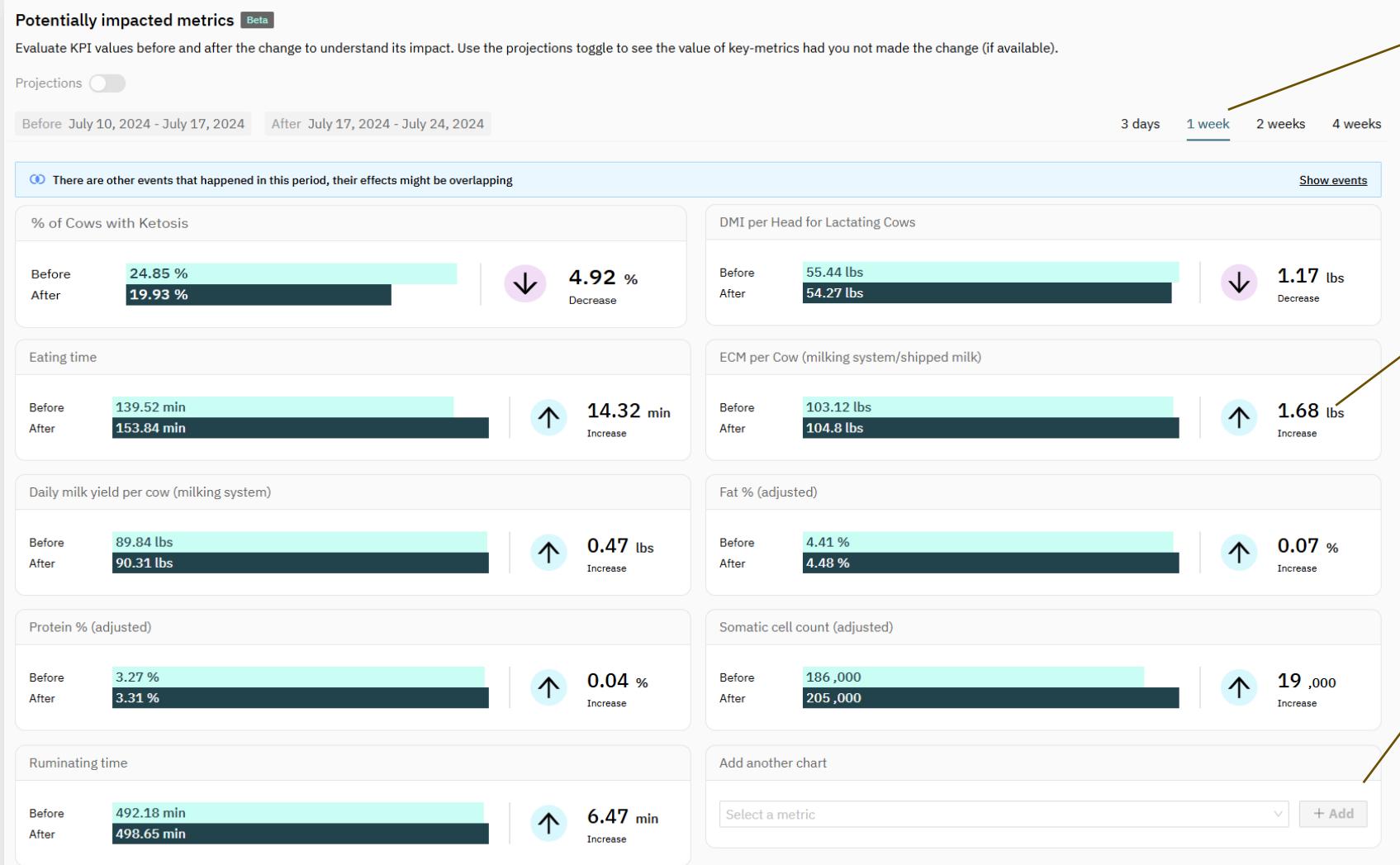
Lower threshold 32.0

Upper threshold 38.0

Cancel Activate insight

Review current and activate new insights

# Leverage Impact Tracker in the Farm Timeline



Measure impact over appropriate time period

Monitor key metrics

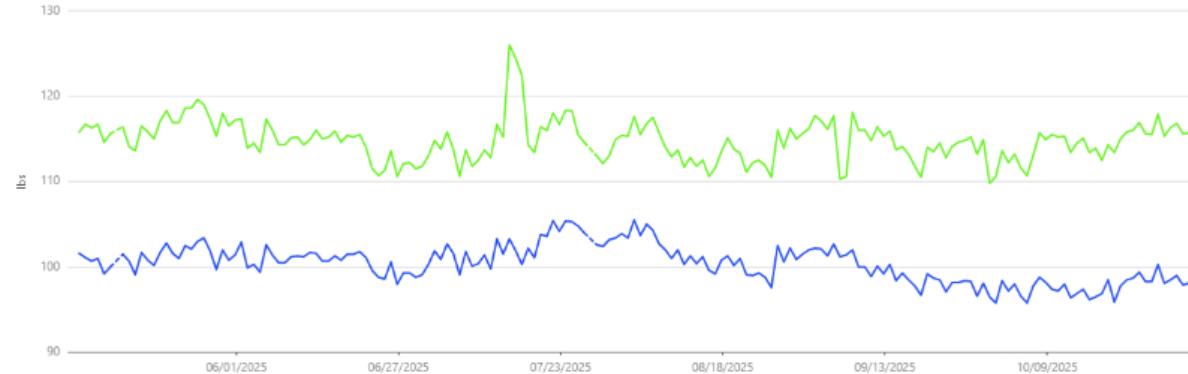
Add appropriate metrics

# Review farm performance in Analytics

## Milk yield and ECM

Series: Milking system, shipped milk

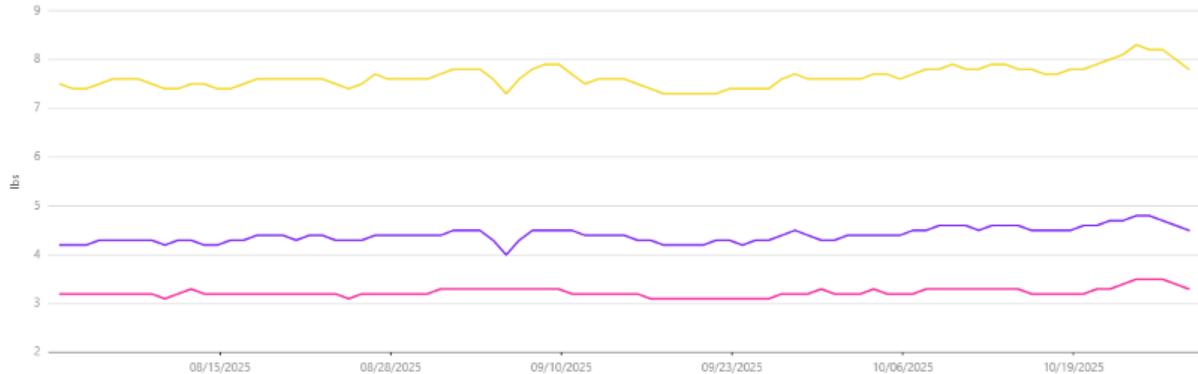
Milk yield ECM yield



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

Series: Shipped milk

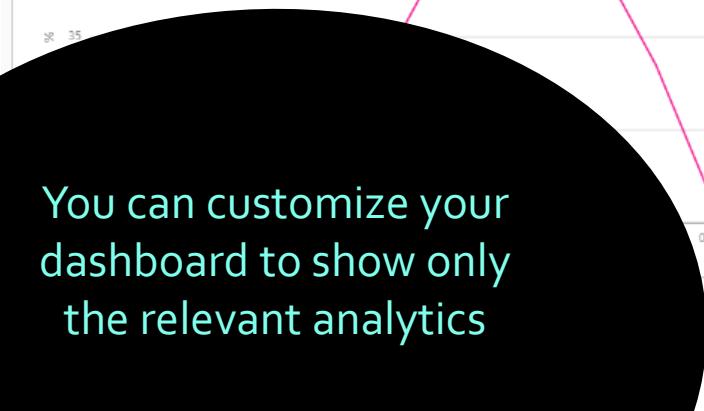
Combined fat and protein per cow Fat yield per cow Protein yield per cow



## Pregnancy rate

Per farm Calculation

%



## Somatic Cell Count (SCC)

Per farm Shipped milk (adjusted)

xl000 cells/ml



# Connecterra Consultant Landing Page

The screenshot shows the Connecterra Consultant Landing Page. The top navigation bar includes 'All farms' (with a dropdown for 'Overview'), 'Open demo farm', 'All farms' (dropdown), and 'English - USA, lbs/°F'. The left sidebar has a 'connecterra' logo and links for 'Overview', 'Insights', 'Analytics', 'Farm timeline', and 'Copilot'. The main content area features a teal header with 'Good afternoon, Taliah!', a 'This needs your attention' alert, and a '44 insights to check' badge. A large teal box on the right says 'Insights for each connected herd in one place'. Another teal box says 'Easily toggle between KPIs or herds'. A central box says 'Compare performance of connected herds'. The main content includes sections for 'Latest on your farm' (with 'Insights' and 'Farm timeline' tabs), 'Data to explore' (with a 'Your Dashboard' chart for 'DMI per Head for Lactating Cows' from July 22 to August 18, 2024), and a 'Select a farm' box.

Good afternoon, Taliah!

This needs your attention

44 insights to check

Insights for each connected herd in one place

Easily toggle between KPIs or herds

Latest on your farm

Insights

Heat stress performance

Max THI and DMI per Head for Lactating Cows

December 31, 2022

In 2023, when THI was 65, DMI per Head for Lactating Cows was 134.72 lb. When THI was 75, DMI per Head for Lactating Cows was 134.72 lb. This is a 0% change.

Comparison of your farm to other farms in Connecterra: farms with high impact are on the left, and farms with low impact on the right.

Farm timeline

Select a farm

Select a farm to see the farm timeline

Data to explore

Your Dashboard

DMI per Head for Lactating Cows

120

90

60

30

0

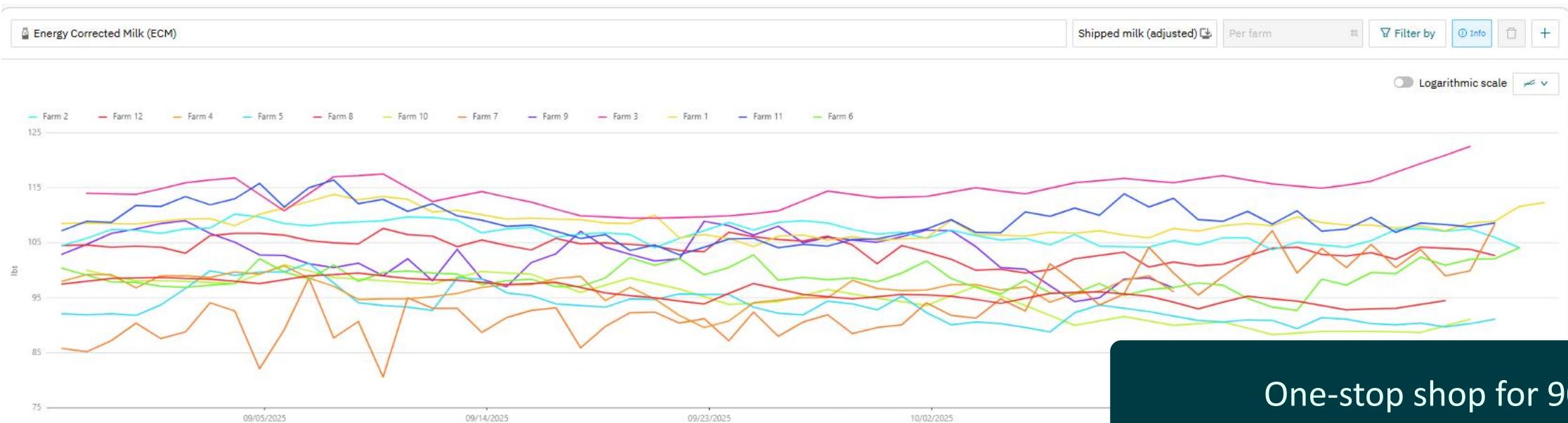
07/22/2024 07/27/2024 08/01/2024 08/06/2024 08/11/2024 08/16/2024 08/21/2024

lbs

Show detected data anomalies and missing data

Compare performance of connected herds

# Your farms in one place



One-stop shop for 90+ KPIs

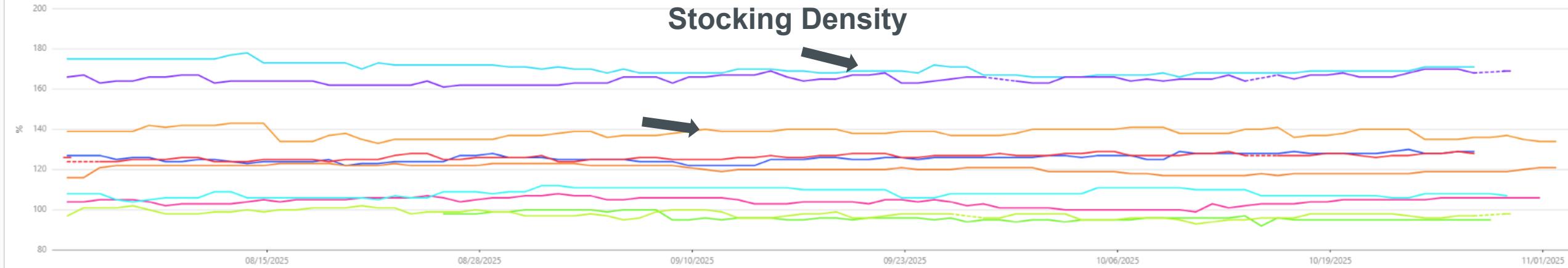
Overlay multiple connected farms

Customize insight alerts per farm

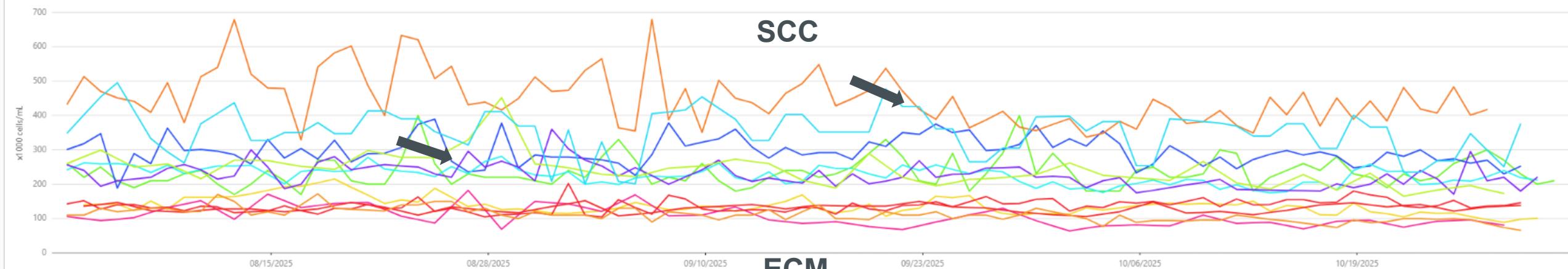


# Stocking Density x SCC x ECM

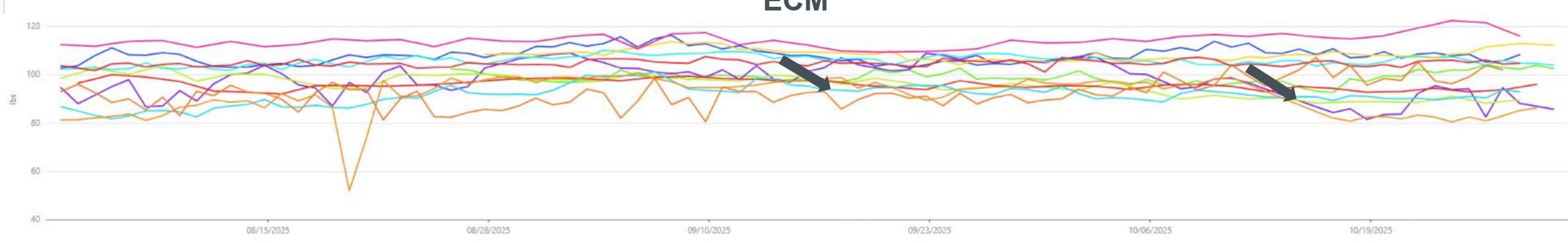
## Stocking Density



## SCC



## 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



# ECM vs Stocking Density Thru 2025 Heat Stress

Energy Corrected Milk (ECM)

Milking system, Shipped milk

Per farm

Filter by

Info

+

Stocking density - stalls

Per farm

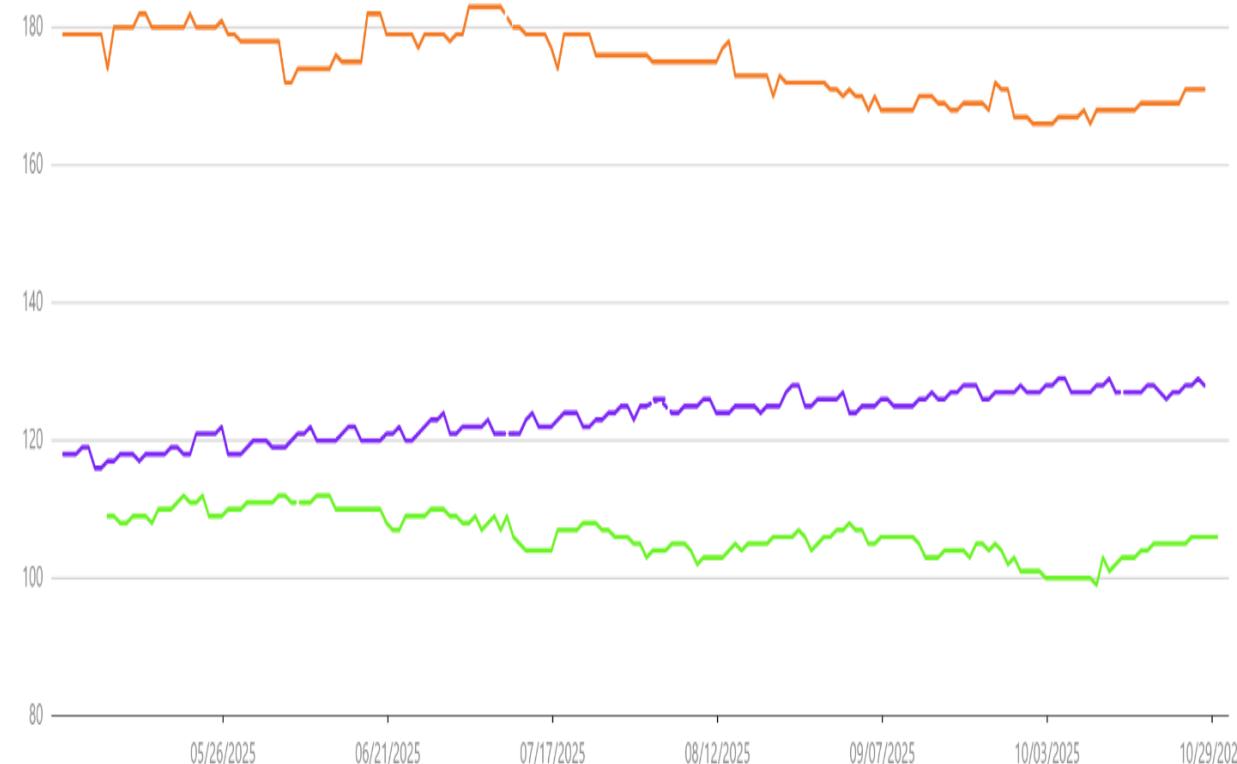
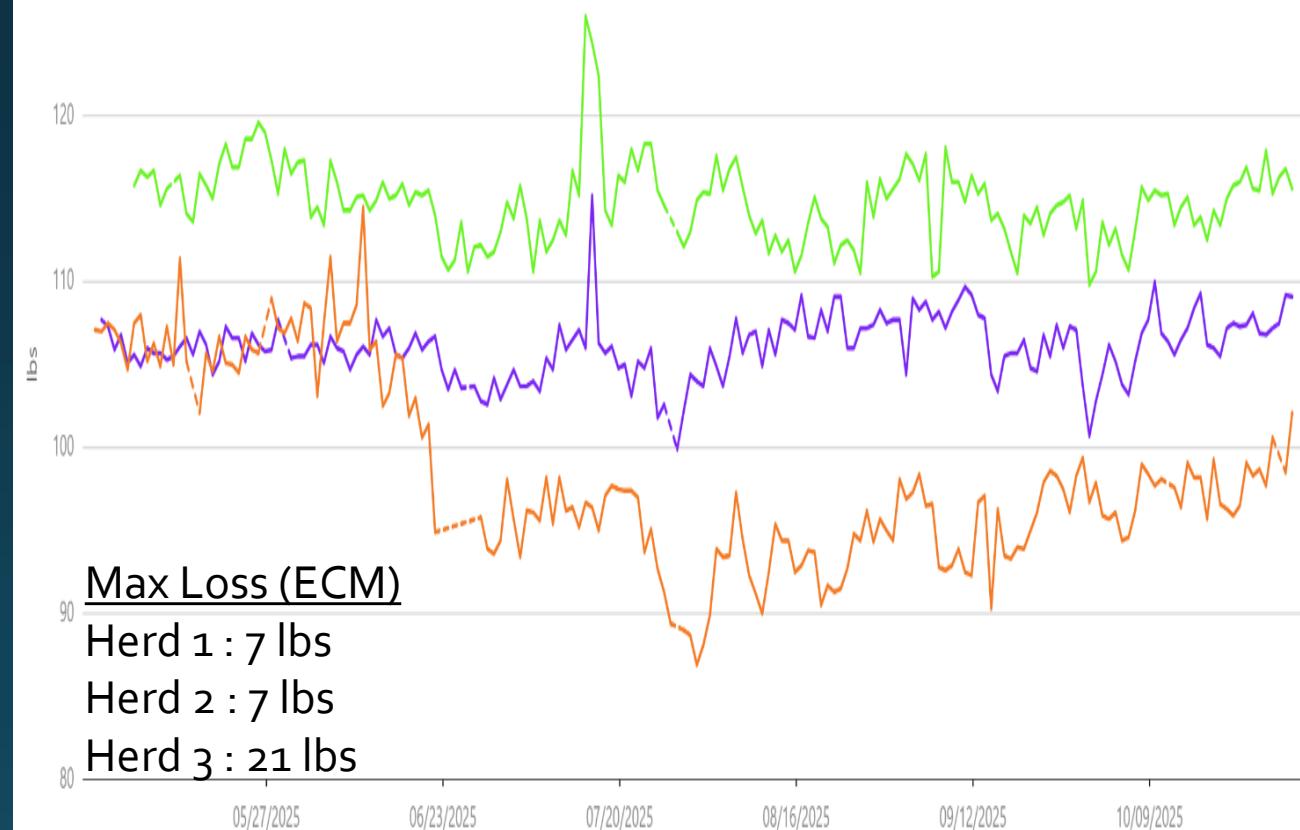
Filter by

Info

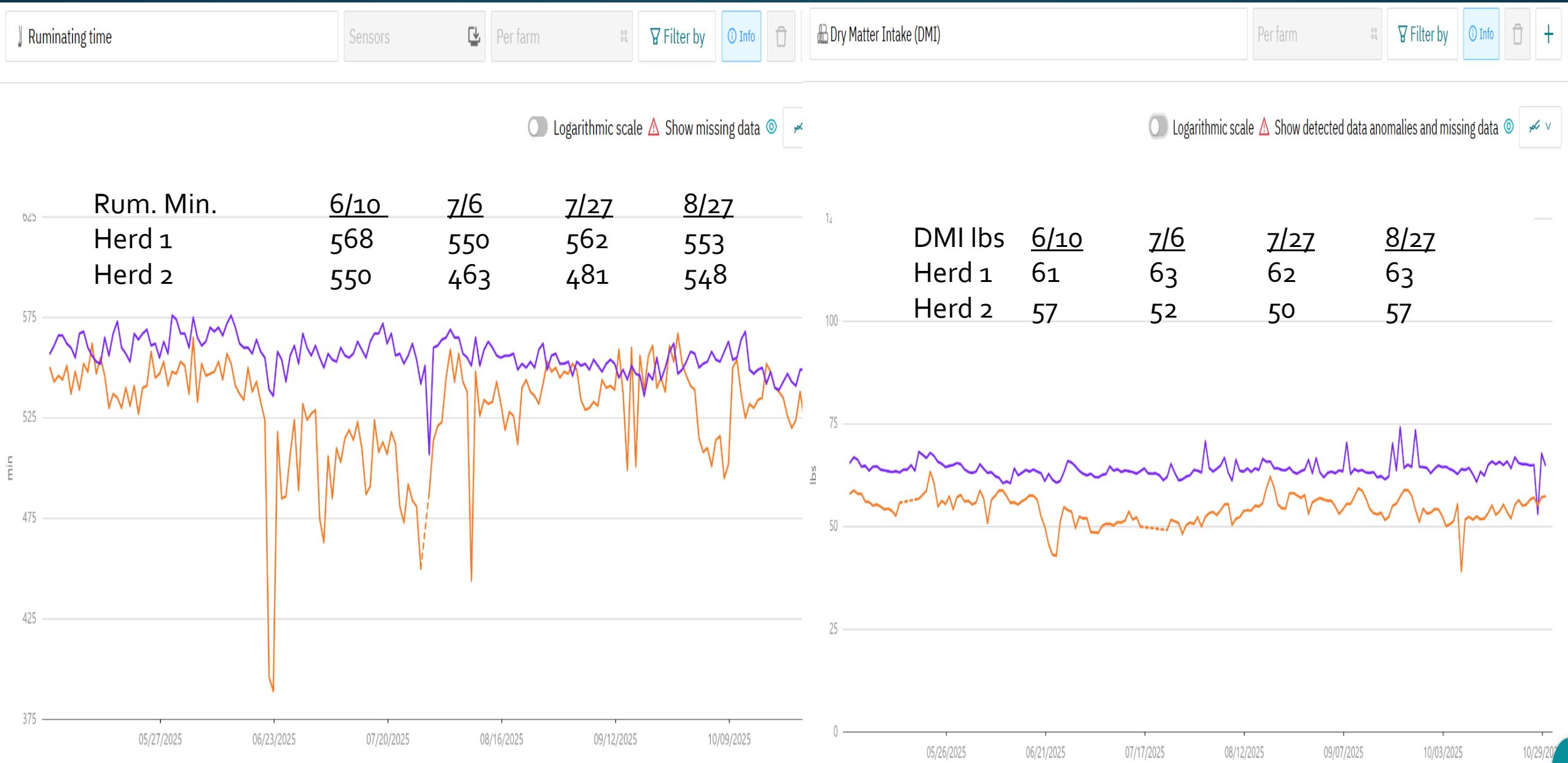
+

Logarithmic scale  Show detected data anomalies and missing data  Data issues?  

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

⌚ June 25, 2025

 **ration change**  **Results ready**  
Revised the Complete Feed Mix with no smartamine M. Grams of methionine went from 67 to 57 grams.

⌚ June 1, 2025

⌚ May 28, 2025

 **feed accessibility for group 3**  **Results ready**  
No plenish beans in robot

**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).

Before May 4, 2025 - June 1, 2025      After June 1, 2025 - June 29, 2025

3 days   1 week   2 weeks   **4 weeks**

 There are other events that happened in this period, their effects might be overlapping [Show events](#)

DMI per group		Eating time per day, per pen	
Before	62 lbs	Before	159 min
After	64.2 lbs	After	145 min
 2.2 lbs		 14 min	

ECM yield per cow per pen		Average Milk Yield per cow, per pen (milking system)	
Before	107.6 lbs	Before	96 lbs
After	106.2 lbs	After	95.1 lbs
 1.4 lbs		 0.9 lbs	



# 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



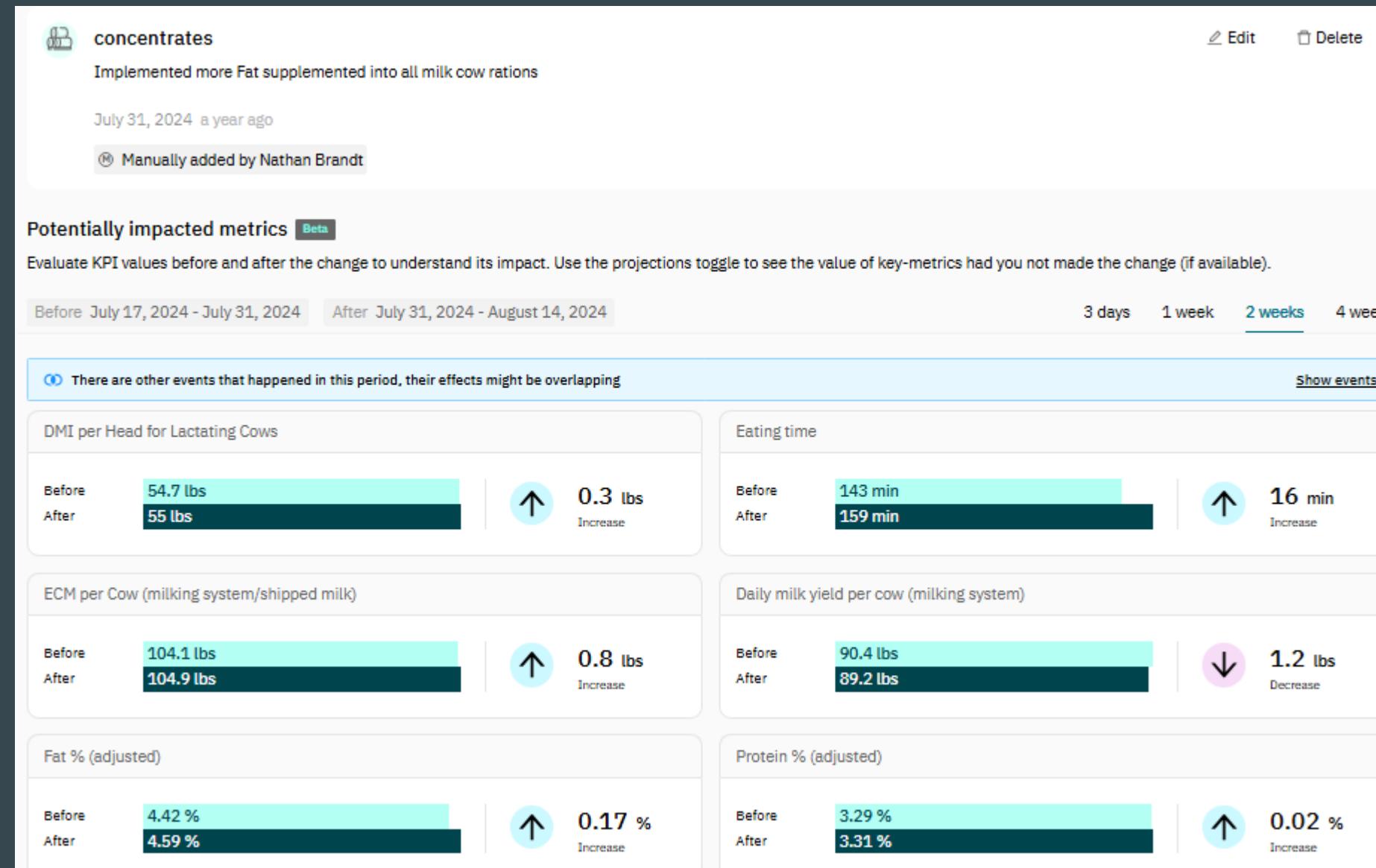
# Four Cubs Farm – NW Wisconsin



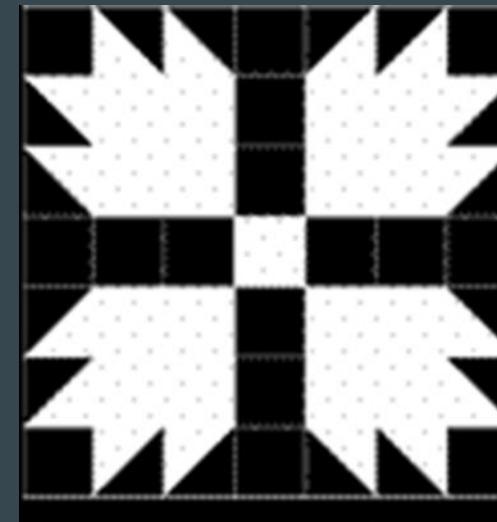


End of July 2024  
Supplemented Palm  
Fat ½ Rate on top of  
the HOSB.

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



# Thank You!



**FOUR  
CUBS  
FARM**

1 8 7 7

# Connecterra Offer for Smartamine®, MetaSmart®, Selisseo® & DynOmic™ Users

## Rewarding Your Commitment to Precision Nutrition

### 6-Month Offer

Continue optimizing with Smartamine, MetaSmart, Selisseo or DynOmic 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

