

HUPPA

Heard recording system

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Heard recording and data collecting

Where do we come
from?

Until 2008 – only data
collecting for
calculation of
breeding values

HUPPA – web-based
heard recording
system launched in
2008



- ***Was a dramatic change in heard recording for dairy cattle in Iceland***

Purpose of the recording system

Collecting data for breeding of the Icelandic dairy cow

Creating a valuable and useful data for farm managing

Being a powerful tool for agricultural advisors and researchers



- ***The demand for the last two points is huge!***

Today

Breeding of the
Icelandic dairy cow

Data collecting

*Managing of
breeding animals*

*Execution of the
national breeding
program*

Tool for farm
management and
advisors

Work in progress



The environment we work in

About 650 farms

About 30.000 cows

Closed population

Official breeding
scheme

Farmers
participation crucial



- *Important that farmers are active participants*

The task in hand

Bringing all players together

Meeting the diverse needs of different groups of participants

Combining practical needs of the dairy industry with social responsibilities



- *Close relationship between farmers, advisors and researchers is vital!*

The competition

Of course there is competition!

Solutions focusing on specific tasks are often more appealing for the user



Sometimes others are better suited to do the job!

We have to have a clear goal

What are we aiming for?

Our obligations

Who are we working for and what are we supposed to do



- Creating an understanding that active participation is the key to success

Breeding

More possibilities of data collection

More efficient data processing and more accuracy of breeding values

Sustainable breeding scheme with a long term goal



- A small closed population depends on thorough pedigree recording and reliable data

Heard and farm management

Data collected through heard recording is valuable for the farmer

Important not to underestimate this aspect



- This is probably the best way to get people interested

Tool for advisors and researchers

Processing of data on
larger scale

Important to organize
data collection and
data structure with
this in mind

This usergroup might
very well have other
interests than the
industry



- „unimportant“ things can suddenly become important!

Can we do this?

Yes of course!

But final results depend on if farmers want to use it

Even the best designed system will not work if nobody wants to use it



- Has to be accessible and practical

Keeping it interesting

This should not only be a task

Also interesting

Hoping the user will come back for more

Creating an interest and maintaining it



- Sometimes it is alright to do a little something just for fun!

Takk!



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