

Nök 2016
Jakobstad

Intro to Theme "Technology"

Morten Hansen

- Northern part of DK
- 260 cows, RDM, Holstein and crosses
- 1 wife and three boys
- 200 ha
- 2x10 Delaval milking parlour from 2000
- 3 x milking, 12000 kg ECM
- Breeding based on genomic test of all females
- Vicechairman in the Viking Red Board

Technology and Disruption

- Read article by Anders Hvid from Dare - disrupt
- "New" word for large technology step
- Old technology replaced with a new and better product
- Old technology is destroyed
- Be ready to change – or you will loose
- Eg: Kodak with paper foto – digital foto

Technology and Disruption (2)

- Disruptions goes much much faster today because of the new technologi and can give large jumps when they are combined
- "Earlier we made visions and strategies, based on predictions, but future market is unpredictable. We need new tools "

Examples of disruption in the dairy business

- Handmilking → Milking machine → AMS
- Tied up barns → Loose cows barns
- Individual feeding → TMR
- Natural mating → AI and frozen semen
- Daughter proven → Genomic selection
- Others?

Data can be worth of billions

- Data can be much more worth than the product
- Think of Google
- John Deere are building a database of GPS, weather, earth conditions, crop, treatments, yield etc.
- Future for John Deere may be drones and robots (based on data) taking care of fields

Program of today

- Optimal feeding
- IT-solutions for dairy farms
- Robotmilking
- New technology in Animal breeding
 - Genomic selection
 - ET
 - New data