REPRO MONEY
A team-based Program to Improve the Reproductive Performance of your Herd
What is Repro Money?

• Repro Money is a **team based farmer directed program** aimed at improving your dairy farm’s profitability by improving the reproductive performance of your herd.

  🐮Farm specific**: target issues and challenges specific to your farm.

  🚀Results oriented**: Time frame
  Define goals
  Create a reproductive plan
  Adopt best management practices
Why sign up for Repro Money?

Repro Fact$.

Nothing happens until the cow gets pregnant.

- Reproductive performance has been systematically declining over the years.

- Efficient management practices shown to increase profitability of dairy operations.

- Becoming pregnant faster means:
  - More time in early lactation
  - Less likely to be culled for repro reasons.
Benefits!

• 1. A review of records from Dairy Comp or other software (if requested)
• 2. Record summary evaluation and benchmarking in preparation for the first meeting
• 3. A dairy management economic analysis tool (Repro$)
• 4. A review of rations by UW nutrition faculty (if requested)
• 5. Support for the development of an action plan by UW faculty

• Also included:
• Artificial insemination techniques for dairy cattle DVD in English and Spanish
How often does the team meet?

• Once every month for a minimum of four consecutive months. (Team meetings are usually scheduled for one hour)
  • Some teams may choose to meet quarterly

• May also decide to form peer groups after completing this program
How does it work?

#1 Make up the Repro Money Team:
• Each farm owner decides who to have on the reproduction team.
  – Extension agents, artificial insemination (AI) company consultants, AI technicians, veterinarians, nutritionists, key employees, others

#2 Choose a Team Facilitator or Leader

#3 Set the First Meeting
What happens at a team meeting?

At meeting one team members:

• Assess current practices
• Discuss and set their reproductive goals
• Calculate the potential gains
• Assign specific tasks for people to carry out
• Commit to a process
First Meeting

- Usually lasts for two hours → Set goals and action plan.
- What you’ll need:
  - Team commitment form and team member information to be signed by each team member)
  - Latest DHI and farm records information
  - Fill out the management questionnaire: questions regarding breeding and management (do you use AI, who’s responsible, etc)
  - Economic analysis
Economic analysis:
Financial Impact of Reproductive Performance

• **21 day Pregnancy Rate (21d PR):**

  Good overall measure of reproductive performance-speed at which cows get pregnant past the VWP.

  \[ 21d\ PR = \%\text{cows that are eligible to breed that become pregnant during each 21d period} \]
FINANCIAL IMPACT OF REPRODUCTIVE PERFORMANCE: MEETING ONE

Meeting One date _______________ Farm ______________________________

Improving the 21-day pregnancy risk (21-d PR) in your herd will improve your operation’s net income. The value of this improvement can be calculated by the difference between the expected monetary value of an improved 21-d PR (see table) and the expected monetary value of the current 21-d PR of your herd. More important than the absolute expected monetary values in the table are the differences between the goal and the current pregnancy risks for a given rolling herd average.

Calculate the value (potential gain) for improving your reproductive performance.

1. What is your rolling herd average? _________ lb/cow/year
2. What is your current 21-d PR? _________%
3. The expected monetary value of your current 21-d PR beyond 10% using the value in the table closest to your current rolling herd average: _________$/cow/year
4. What is a realistic goal for your herd’s 21-d PR? _________%
5. The expected monetary value of your 21-d PR goal beyond 10% using the value in the table closest to your current rolling herd average: _________$/cow/year
6. Find the value of improving your 21-d PR by calculating the difference between the expected monetary value of your goal and the current herd pregnancy risk: _________ – _________ = _________$/cow/year

5. Find the overall value (potential gain) of your herd for improving your reproduction performance by multiplying the number of cows in your herd (milking and dry) by the value of improving your 21-d PR per cow: _________ – _________ = _________$/herd/year

* Calculated in a monthly model for nine lactations for $15/cwt milk price, $10/cwt feed price, $600 cow salvage value, and $1,200 heifer replacement value, using industry standard lactation curves and culling rates and assuming various costs for different levels of pregnancy rates. For additional information, please visit: DairyMGT info/markov.
Potential gain of increasing your 21d PR:

1\textsuperscript{st}: Your RHA
2\textsuperscript{nd}: Your current 21d PR
3\textsuperscript{rd}: Find your value in the table
4\textsuperscript{th}: 21d PR Realistic goal
5\textsuperscript{th}: Find value in table
6\textsuperscript{th}: Calculate your potential gain:

PR goal - Current PR = \$/cow/year
63 - 51 = $12/cow/year

$12 \times 350 = $4,200/herd/year
Management Questionnaire

A. Breeding and Management
- Use of IA
- Culling for repro reasons
- Use of bST
- SCC

B. Synchronization Programs
- What method is used to detect heat
- Bull/AI
- Use of synchronization protocols
- VWP
- Method to submit animals for breeding

C. Pregnancy Diagnosis
- Frequency
- Days post breeding
- Method

D. Facilities and Nutrition
- Cow grouping
- Heat abatement devices
- Frequency of feeding
- Rations

24. Which method is most often used to submit animals for their first, second, and later postpartum services? (Please rank)

<table>
<thead>
<tr>
<th>Method</th>
<th>1st service</th>
<th>2nd services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat detection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PGF₂₀ only</td>
<td></td>
<td></td>
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<tr>
<td>OvSynch</td>
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<tr>
<td>PreSynch</td>
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<tr>
<td>Double Ovsynch</td>
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<tr>
<td>Combination</td>
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<tr>
<td>Other</td>
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Diagram your protocol:

Symbols:
P = PGF₂₀
G = GnRH
T = Timed AI
Team Facilitator Action Item Review

- Calculate economic potential of improving reproductive performance?
- Discussed heat detection or Timed Artificial insemination protocols?
- Determine if Dairy Comp or other type of record support is needed?
- Checked heat abatement in the farm?
- Reviewed or set Standard Operating Procedures (SOPs)?
- Discussed rations?
Reproductive Performance Goal Setting

• Which factors need to be addressed to improve reproductive performance? (record keeping, estrous detection, breeding protocols, personnel training, etc)

<table>
<thead>
<tr>
<th>Goal</th>
<th>Target date</th>
<th>How will results be evaluated?</th>
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<tbody>
<tr>
<td>1. Increase SR</td>
<td>30d</td>
<td>TAI/ increase # observed in heat</td>
</tr>
<tr>
<td>2. Timely re breeding</td>
<td>30d</td>
<td>Ultrasound/ preg check more often/sooner/TAI</td>
</tr>
</tbody>
</table>

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Setting Goals

• Goals should be selected with care
• Employees, consultants and farm owners may not have the same goals for the herd.
• Prioritized and limited number of goals: We risk attaining nothing when we seek to solve all problems at once.
Repro Money 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**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Who is responsible?</th>
<th>Completed by Meeting 2?</th>
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<tbody>
<tr>
<td>1.</td>
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<td>4.</td>
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<td>5.</td>
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**UW DEPARTMENT OF DAIRY SCIENCE**
Meetings 2 and 3

- Have DHI and farm records ready
- Use the herd information form to update info
- Review goals:
  - Do we need to change or add goals?
  - Any progress made towards those goals?
- Action Plan:
  - Record progress on last month’s actions
  - Create action plan for next month
Meeting 4

- **Same information** as previous meetings
- **Financial Impact**: compare how monthly costs of reproductive parameters changed during the program
- **Evaluate progress**

- **Long term action plan?**
Benefits of Enrolling in Repro Money

• Review of Dairy Comp or any other software
• Farm record summary evaluation and benchmarking
• Dairy management economic analysis tool (Repro $)
• Review of rations by UW faculty (if requested)
• Support for development of action plan by UW Faculty
• Artificial insemination techniques for dairy cattle DVD-English and Spanish
Why Work as a Team?

A successful team recognizes that contributions from **all** team members will lead to a better solution than any individual working alone.
Team Development

Get acquainted - Informal discussions before the meeting begins are helpful

Explain - all must know the farm situation to develop goals

Planning: Identify goals; what needs to be done and who is responsible

Implement the program
Tips for Successful Meetings

- **Start on Time**: Set precedent for "latecomers"
- **Have an Agenda**: Avoids issues that are not related
- **End on Time**: Takes care of "early leavers"
- **Create Trust**: Everyone's voice is heard and respected.
- **Focus on Action**: Decisions must be converted to action
- **Have all the necessary information at hand**: To eliminate postponing critical decisions that will delay the project
REPRO MONEY RESOURCES

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Thank you!