



Data management

Wednesday, February 8th, 2018

WILLOW HOLLOW FARMS INC.

PRESENTATION OF THE FARM

- Located in the municipality of Clarendon in Outaouais;
- Farm exists since 1960, but in cattle production since 1986;
- 3 current shareholders of the company (Robert, Rick & Ben);
- The cattle farm is a **breeder-finisher**;



PRESENTATION OF THE FARM

- 246 cows, mainly commercial;
- 7 bulls, all pure breeds (2AN, 2CH et 3SM);
- Calving April to September;
- Raises its own replacement heifers;
- 7 wintering sites;



PRESENTATION OF THE FARM

- 800 acres owned;
- 400 acres rented;
- Grazing season starts in May and ends in November;
- 215 acres used for rotational grazing (35 paddocks).



DATA MANAGEMENT SYSTEM USED

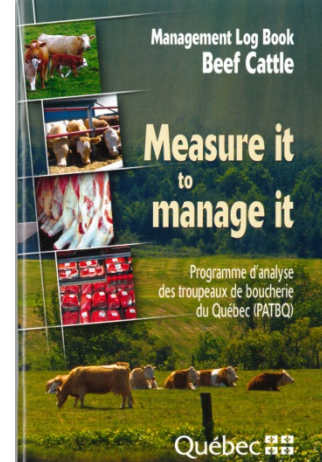
- Financial
 - Uses the Simply Accounting software for processing expenses and revenues;
 - Financial statements created by an accountant every year;
 - Look at and consult the financial statements^s for all important decisions;
 - Calculation of ratios completed as needed by a private advisor.

DATA MANAGEMENT SYSTEM USED

- Health

- Any curative care (needles) given to cattle is indicated in a calendar;
- When there is a vaccination, the animal is weighed to ensure that the required amount of vaccine is injected;
- Any injury and/or unusual behavior of an animal is noted in the herd book.

HERD MANAGEMENT DATA



- Births
 - **Before**, everything was written on yellow calving sheets;
 - **Now**, everything is written in a herd book.
- Identification of calves
 - ATQ tags ordered in large quantities so numbers are not repeated;
 - Cattle always have 2 ATQ identifiers, loss of 1 = replacement of the 2.



HERD MANAGEMENT DATA

- Tools for weighing
 - Fixed corral;
 - Squeeze;
 - Head gate;
 - Electronic tag reader;
 - Electronic scale.



HERD MANAGEMENT DATA

- Herdbook data are entered in PATBQ;
- Weaning weights taken with the electronic scale and reader are entered in PATBQ and processed;
- Data processing and printing of reports done by a Bovi-Expert consultant.

2018-01-12 16-07 FATS.csv

Electronic ID	Tag Number	Weight	Condition	Notes	Date
124 000109425323		1320			2018-01-12
124 000109425342		1300			2018-01-12
124 000109425347		1350			2018-01-12
124 000109425390		1455			2018-01-12
124 000109425405		1555			2018-01-12
124 000109425410		1575			2018-01-12
124 000109425415		1345			2018-01-12
124 000109425447		1390			2018-01-12
124 000109425461		1360			2018-01-12
124 000109425463		1405			2018-01-12
124 000109425489		1520			2018-01-12
124 000109425497		1345			2018-01-12
124 000109425498		1315			2018-01-12
124 000109425499		1575			2018-01-12
124 000109425500		1320			2018-01-12
124 000109425501		1350			2018-01-12
124 000109425502		1540			2018-01-12
124 000109425505		1520			2018-01-12
124 000109425506		1310			2018-01-12
124 000109425507		1555			2018-01-12
124 000109425510		1360			2018-01-12
124 000109425511		1270			2018-01-12
124 000109425513		1555			2018-01-12
124 000109425514		1505			2018-01-12
124 000109425515		1455			2018-01-12
124 000109425517		1240			2018-01-12
124 000109425519		1185			2018-01-12
124 000109425526		1450			2018-01-12
124 000109425534		1315			2018-01-12
124 000109425535		1390			2018-01-12

Statistics

Number of Weights:	30	Highest Weight:	1575.0
Average Weight:	1404.7	Lowest Weight:	1185.0
Total Weight:	42140.0		

Example of a data sheet
after a weighing.

HERD MANAGEMENT DATA

- PATBQ reports consulted:
 - Birth and weight report of calves (R1.01);
 - Cow report (R1.02);
 - Sire offspring performance report (R1.03);
 - Cow lifetime record (R1.06).
- Reports are used, among others, to:
 - Choose replacement females;
 - Cull cows and underperforming bulls.

HERD MANAGEMENT DATA

- Choice of 45 replacement females depends on:
 1. Conformation and performance of the heifer;
 2. Conformation, performance and temperament of the dam;
 3. Timing of calving (spring group);
 4. Temperament observed while they are fed during the winter;
 5. Ability to become pregnant in spring, if not, then the female is headed to the feedlot!

OTHER DATA/REPORTS CONSULTED

- Bulls' EPDs to select those meeting our criteria;
- Market price of calves and steers, which allows us to react to:
 - Market opportunities;
 - The need for short-term money;
 - Inventories of available foods;
 - Lack of space in feedlots.
- Drugs, vaccination program.

IMPROVEMENTS IN MONITORING OUR HERD

- With the new generation of the business (Ben), the vision of having everything on our smart phone is a consideration;
- Being in the field and getting all the information about an animal by typing in only its ATQ number would certainly make us more efficient.



Thank you!
Questions???