

# The Dairy Brain project: From Data to Insights



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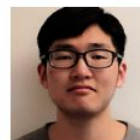
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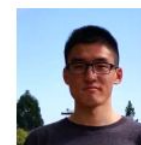
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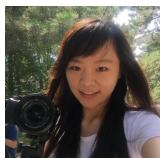
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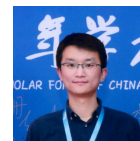
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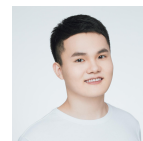
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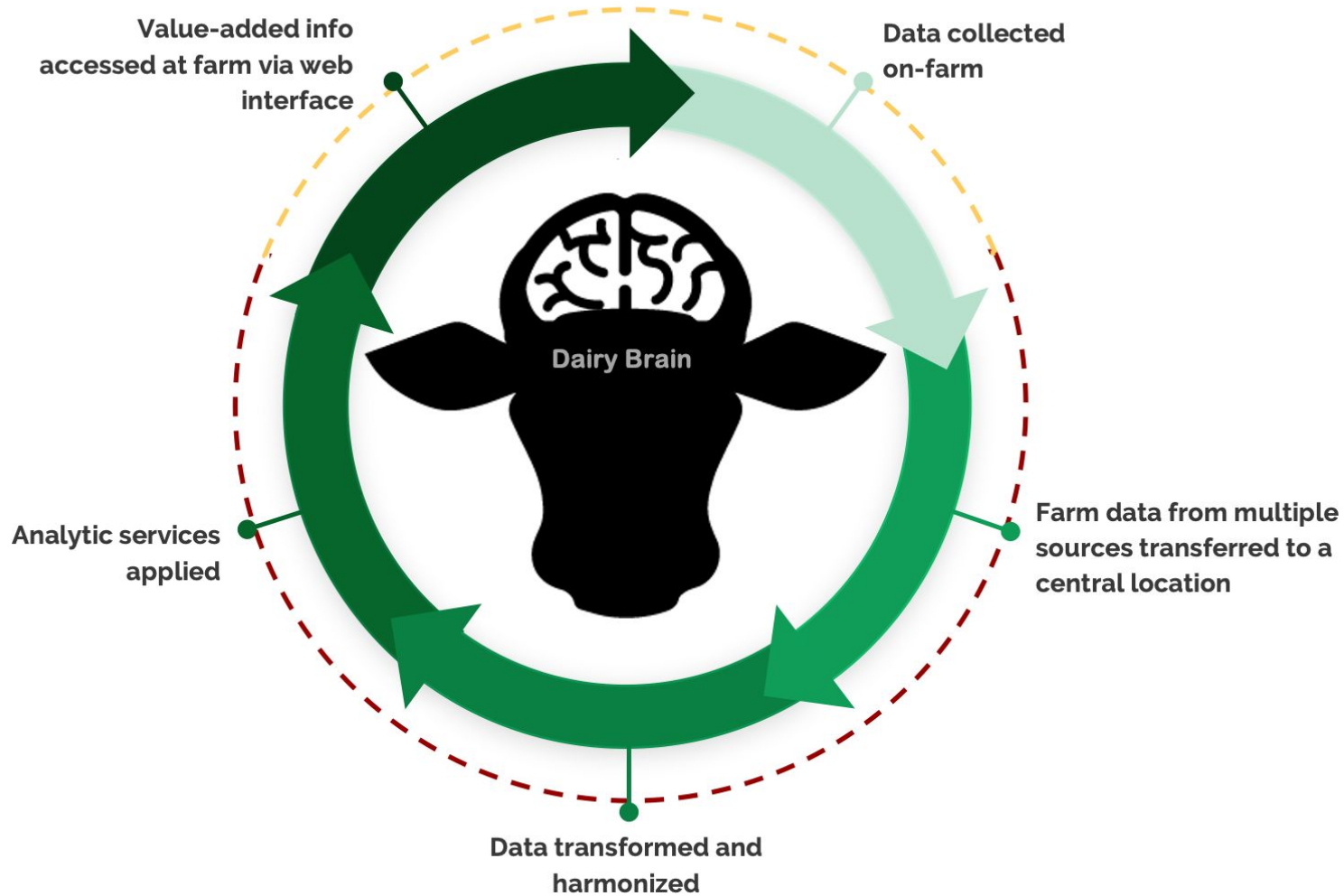
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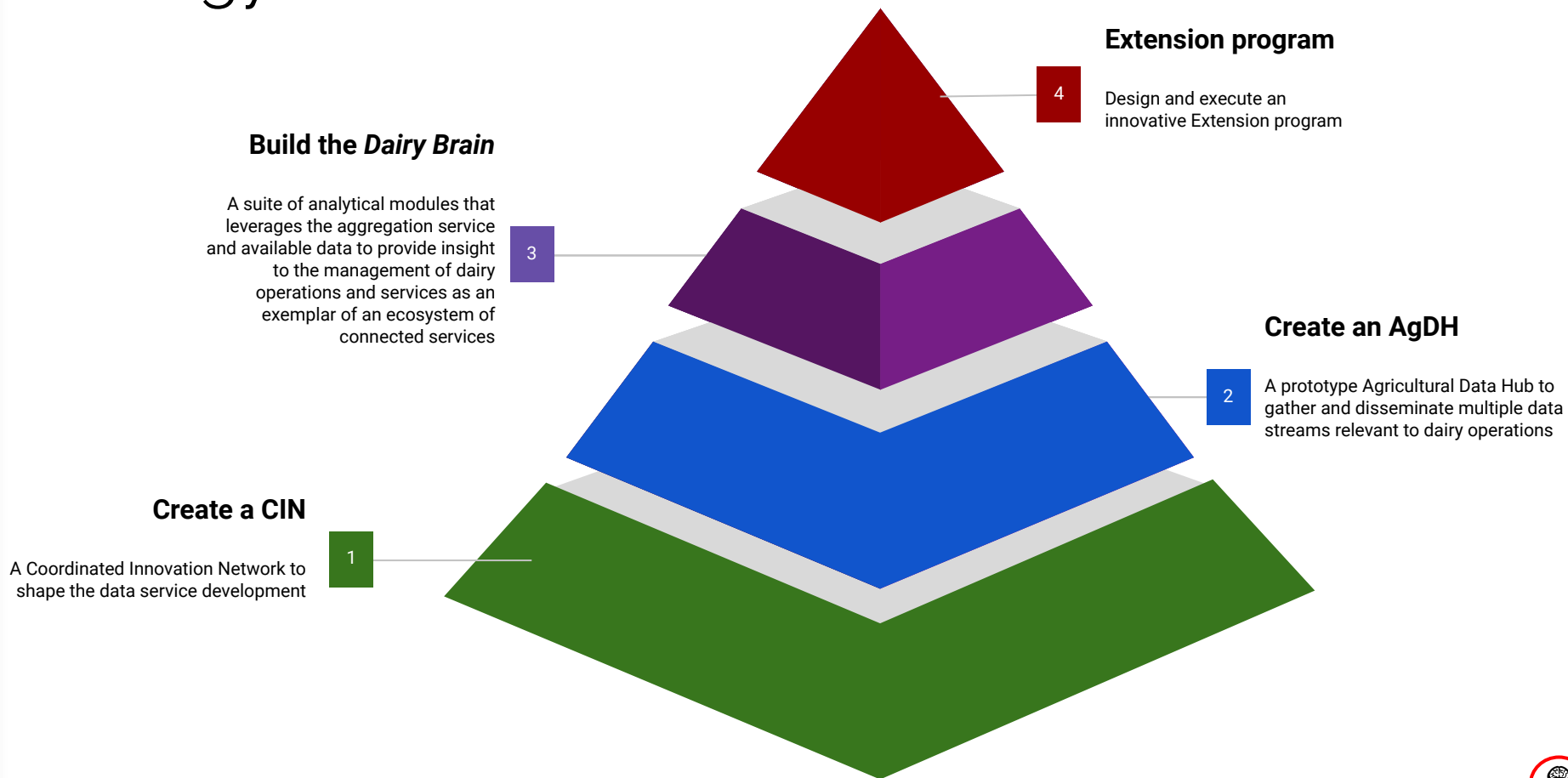
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# Strategy



# Dairy Brain CIN



The



definition of the CIN is:

*“A larger community that addresses bottlenecks... by bringing together experts from different disciplines and domains to identify innovative and synergistic solutions.”*

# Dairy Brain CIN



## Roles of the CIN

- Raise awareness
- Facilitation - exchange opinions and discussion
- Create guidelines



## Opinion articles



The foundation for more technical/scientific articles



# Dairy Brain CIN opinion articles

HOARD'S DAIRYMAN



Help us help you make better use of dairy data  
Feb. 10 2020

As more and more data is collected on land use, farm operations, animal health, and food supply chains, many initiatives, including the Dairy Brain project at the University of Wisconsin-Madison



Farming out data-driven decisions  
March 25 2020

Data has played an integral role in dairy farmers' decision-making process for many decades. Much of this started with foundational work from land-grant universities and state extension services

<https://hoards.com/articles.sec-136-1-dairy-brain.html>



# Dairy Brain CIN opinion articles

HOARD'S DAIRYMAN



Data: Think big, but start small

April 10 2020

Data collection, integration, and analysis are unavoidable factors when it comes to advancing the development of decision support tools in livestock operations



Making data work on the farm

April 25 2020

The University of Wisconsin-Madison Dairy Brain's team is committed to developing data-integrated, data-driven, time-sensitive decision support tools (DST) that disseminate research and help improve...



Creating value from data

May 10 2020

Data is a key driver for improving operations and sustainability of physical and business systems

<https://hoards.com/articles.sec-136-1-dairy-brain.html>

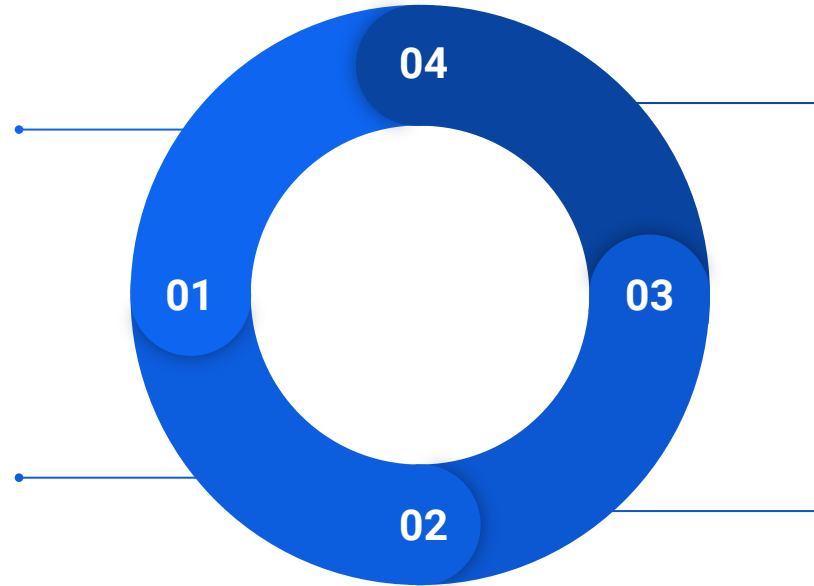
# CIN Articles

## Identify key topics

Rank them in order of importance

## Organize groups by topics

CIN members select which topic or topics they want to participate



**Publish the Opinion articles**

**Write the article: Online collaboration**

Zoom meetings and google docs to facilitate the process of collaboration





Commentary

## Integrated Decision Support Systems (IDSS) for Dairy Farming: A Discussion on How to Improve Their Sustained Adoption

Michel Baldin <sup>1</sup>, Tom Breunig <sup>2</sup>, Roger Cue <sup>3</sup>, Albert De Vries <sup>4</sup>, Mark Doornink <sup>5</sup>, Jan Drevenak <sup>6</sup>, Robert Fourdraine <sup>7</sup>, Regi George <sup>8</sup>, Robert Goodling <sup>9</sup>, Randall Greenfield <sup>10</sup>, Matthew W. Jorgensen <sup>11</sup> , Andy Lenkaitis <sup>12</sup>, Doug Reinemann <sup>13</sup> , Amit Saha <sup>14</sup>, Chakra Sankaraiah <sup>15</sup>, Saleh Shahinfar <sup>16</sup> , Cori Siberski <sup>17</sup>, Kevin M. Wade <sup>3</sup> , Fan Zhang <sup>18</sup>, Liliana Fadul-Pacheco <sup>18</sup> , Steven Wangen <sup>18</sup>, Tadeu E. da Silva <sup>18</sup>  and Victor E. Cabrera <sup>18,\*</sup> 

- Currently there are few examples of IDSS and *no successful business models* in the dairy industry
- IDSS will *change the way that dairy farms operate* in the future and reshape the entire dairy products supply chain
- Sustainable adoption of IDSS will depend on the *willingness of dairy sector stakeholders* to coordinate data sharing that benefits the entire value chain



Commentary

## Data Governance in the Dairy Industry

Roger Cue <sup>1</sup>, Mark Doornink <sup>2</sup>, Regi George <sup>3</sup>, Benjamin Griffiths <sup>4</sup>, Matthew W. Jorgensen <sup>5</sup> , Ronald Rogers <sup>6</sup>, Amit Saha <sup>7</sup>, Kyle Taysom <sup>8</sup>, Victor E. Cabrera <sup>9</sup> , Steven R. Wangen <sup>10</sup> and Liliana Fadul-Pacheco <sup>9,\*</sup> 

- Challenges regarding data management, availability, use, and security are a growing concerns as there are **no existing laws that regulate data usage** in the dairy industry in the U.S.
- There are **codes of practices**, but these are **voluntary**
- **Spark a discussion** of some of the **challenges** and their **possible solutions**.
  - A first step is proposed: creating a **Farmers Bill of Rights** to standardize data governance and data regulations and to promote an equitable relationship of dairy data governance between farmers, industry professionals, and companies.

## Other CIN Articles coming...

- Best practices for data collection and communication
- Addressing data bottlenecks in the dairy farm industry  
(Survey)