

CEO Operations Report



61st National DHIA Annual Meeting
March 6, 2026



Jay Mattison
CEO
National DHIA- QCS- DHIA Services

USA Celebrating 250 years
DHI Celebrating 121 years

Celebrate the Past



Work in the Present



Prepare for the Future



Mission Statement

To serve dairy herds by advancing management information services

Vision Statement

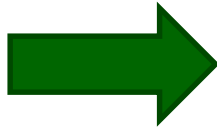
National DHIA will lead dairy records providers and facilitate the delivery of effective, usable data and management information.

We will:

- *Ensure information accuracy*
- *Represent and support the DHI System*
- *Be the unifying voice for the dairy information industry*
- *Collaborate with industry partners*

Mission and Vision

Current



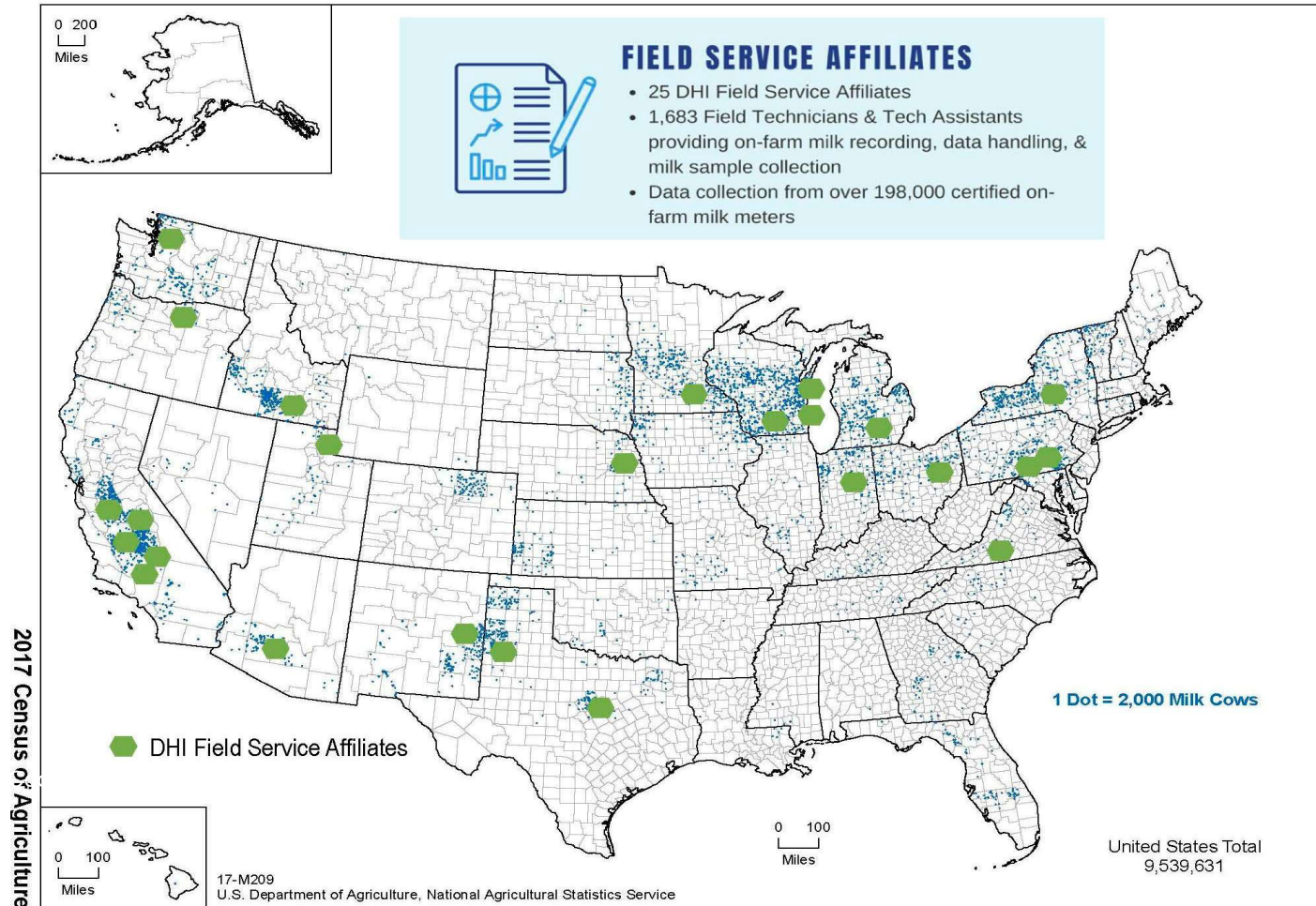
Alignment of NDHIA
Board, Staff and DHI
System



committed to continuous improvement in the US dairy data flow system
through quality assurance, management and certification programs
for DHI and industry collaborators

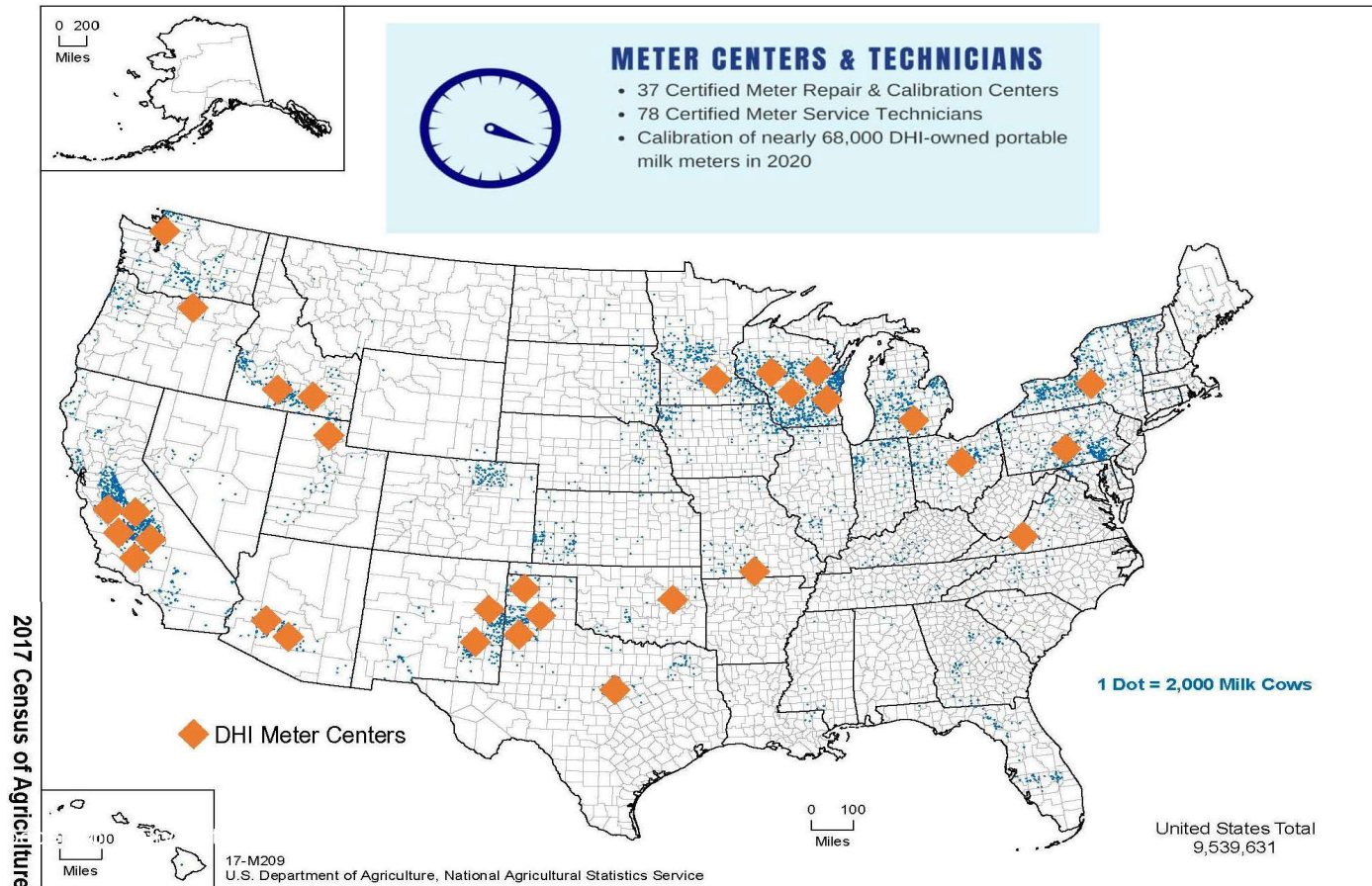
DHI System Field Service

- 1,106 Technicians
- 24 Affiliates
- 178,000 certified fixed meters



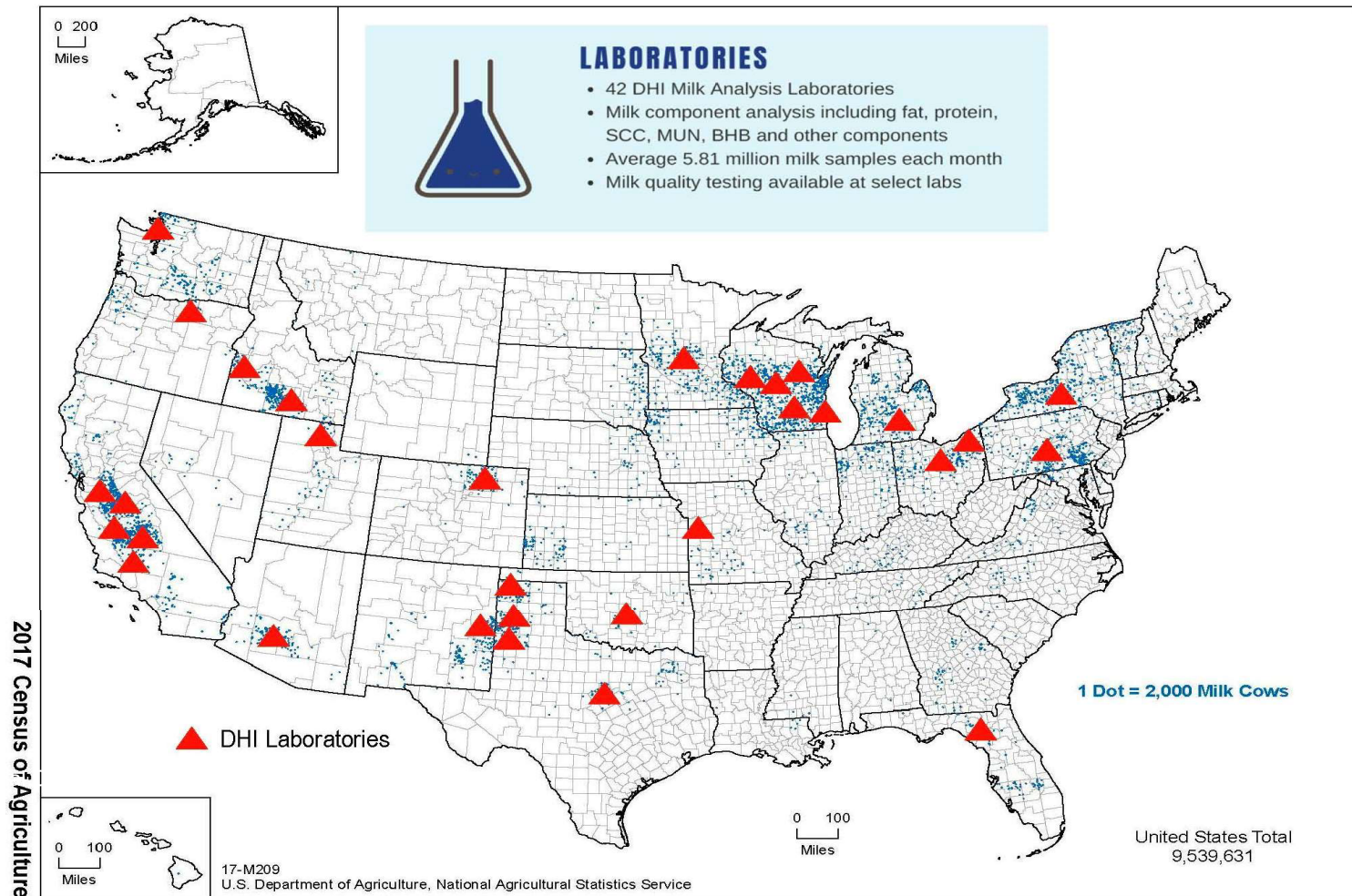
DHI System Meter Calibration and Service

- 37 Centers
- 78 Technicians
- 68,000 meters



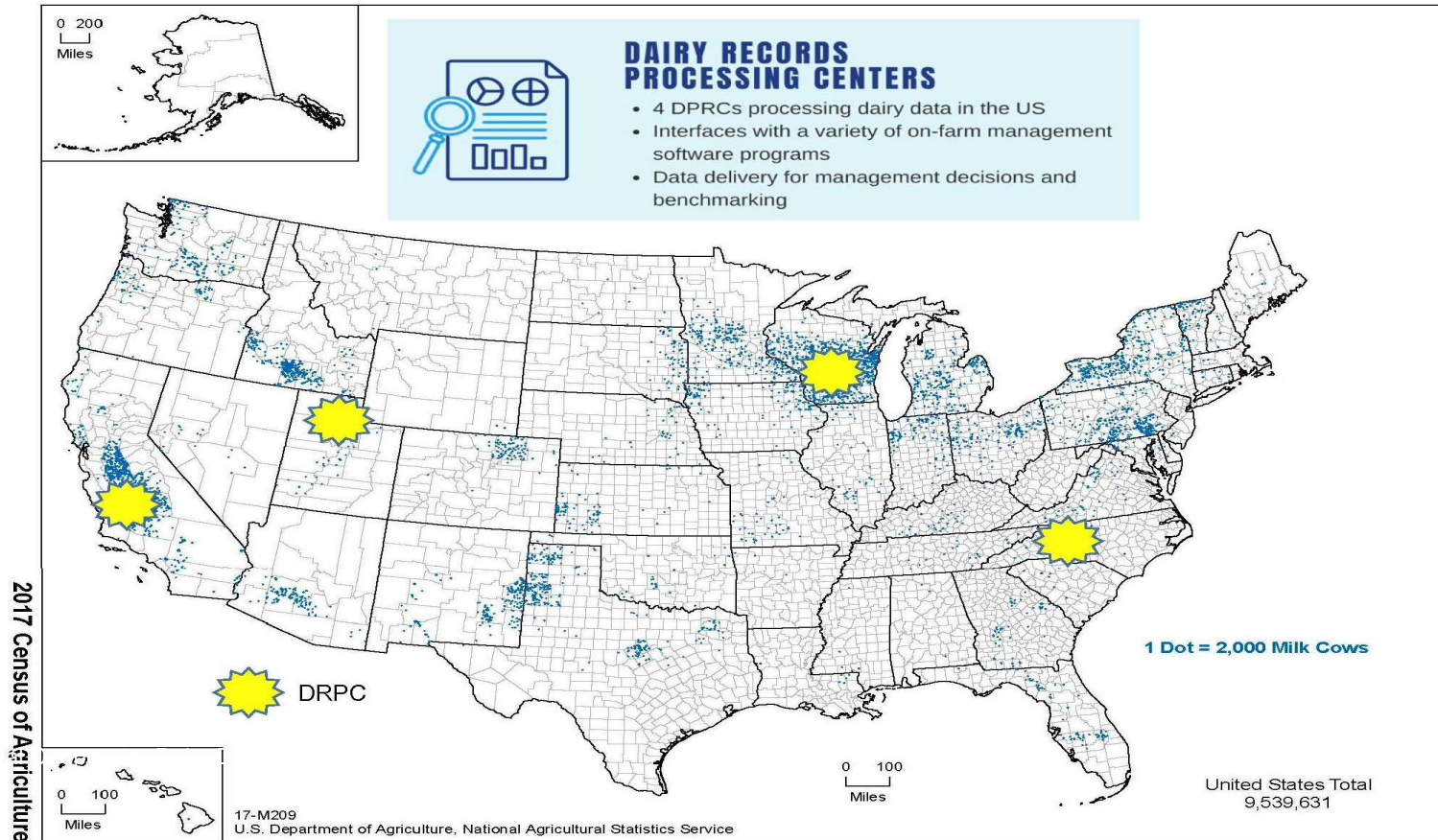
DHI System Laboratories

- 35 Laboratories
- 5.81 million samples monthly



DHI System Records Processing Centers

- 4 Centers
- Direct reporting to farms
- Connections to other management systems



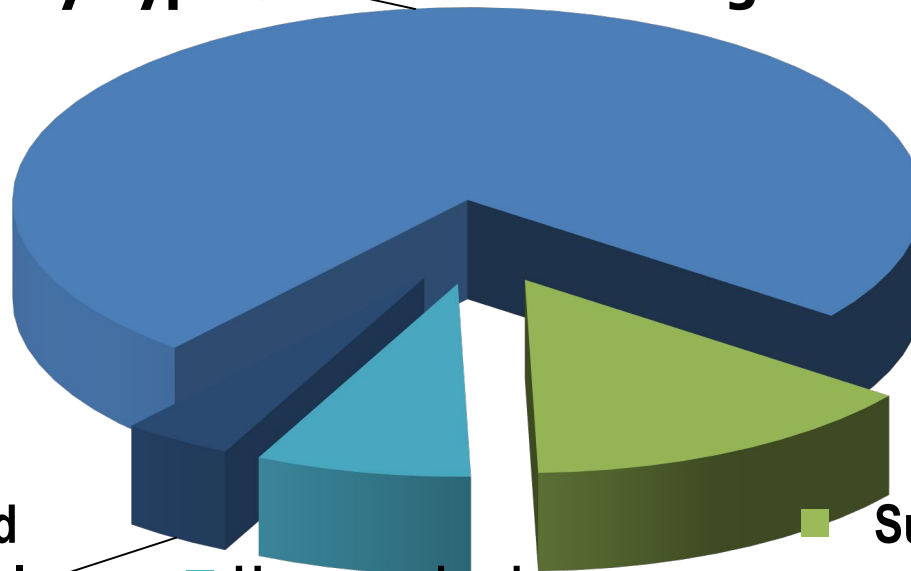
■ Supervised
2,813,378
Cows
74.1%

DHI Cows Submitting Data to CDCB by Type of Test Plan During 2025

■ Supervised
Commercial
148,578 Cows
3.9%

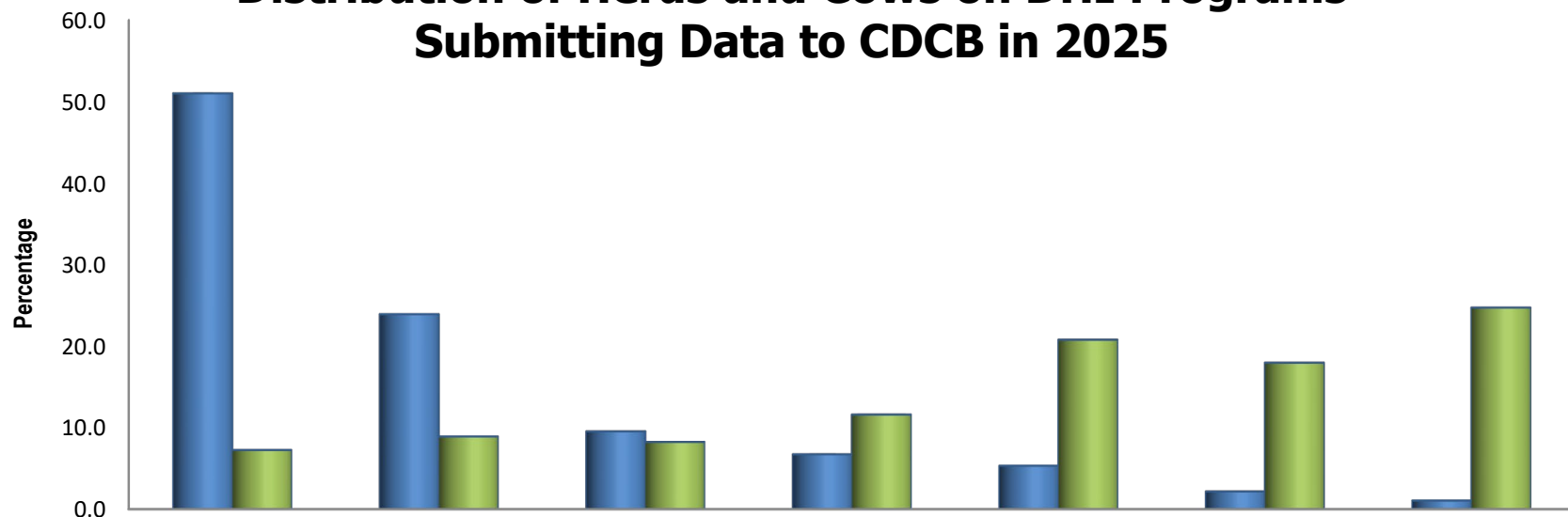
■ Unsupervised
290,564 Cows
7.7%

■ Supervised
DHIR
542,012 Cows
14.3%



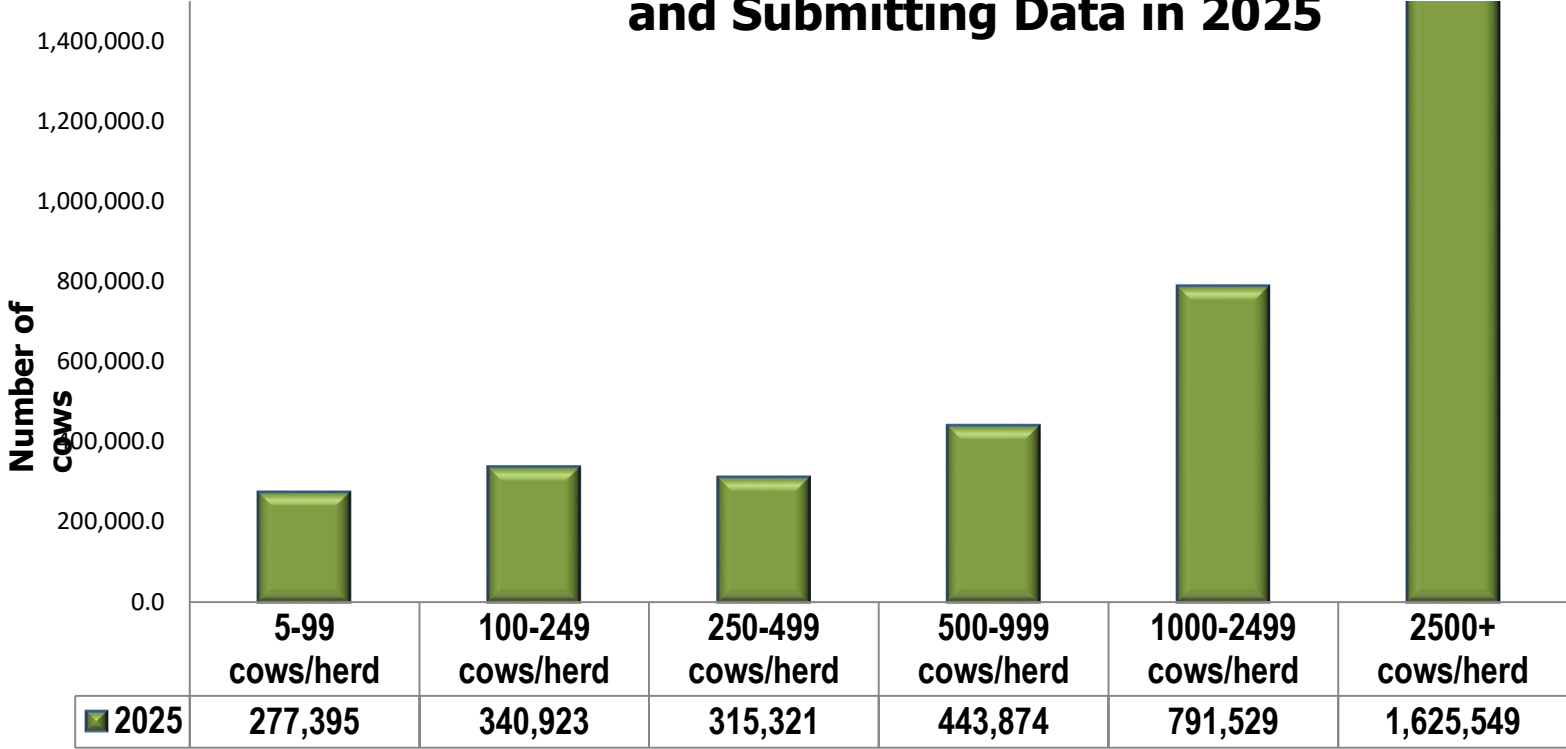
Partnership of The National Cooperator Database, CDCB and DHI System

Distribution of Herds and Cows on DHI Programs Submitting Data to CDCB in 2025



Herd Size in Cows	5-99	100-249	250-499	500-999	1000-2499	2500-4999	5000+
■ Percent of Herds	51.0	24.0	9.6	6.8	5.4	2.2	1.0
■ Percent of Cows	7.3	9.0	8.3	11.7	20.9	18.0	24.8

Cows from Differing Herd Sizes on DHI Programs and Submitting Data in 2025





QUALITY CERTIFICATION SERVICES PROVIDES:

Quality Management Systems for Dairy Data Industry Collaborators
Compliance Auditing of Service Providers
Program Development & Support for DHI System
External Industry Partnerships & Liaisons

Quality Certification

- Credibility
- Neutral
- Documentation of Processes for:
Conformance
Performance

to QC Guidelines developed by the sectors and vetted by the Advisory review process and following ICAR Guidelines and Standards.

Organizations Should Have:

- Conformance
 - Processes and documentation
 - Training
- Performance
 - Lab Proficiency Test
 - Meter Calibration

Continuous Improvement

Research and Innovation

- ***USDA-AIGL***
- ***CDCB***
- ***Animal Health***
- ***Nutrition(ists)***
- ***Engineers and milking systems***

- ***Continuous Modernization***



International Dairy Data Exchange Network

**Collaboration
Cooperation
Standards**

Streamlining data exchange between dairy herds, milk recording organizations, farm service providers, dairy equipment manufacturers and on-farm software organizations.



Factors Project Update

- Updating 305, 365, ME and Projection factors developed in 1990's
- USDA-AGIL – CDCB – National DHIA joint project
- Produce the largest dataset for research and updating Factors for HERDS



Collaborations and Partnerships

DHIA Services

- Ori-Collectors
- EarTagCentral
 - ID devices
 - Readers

DHIA Services



Search Items...



SHOP BY CATEGORY ▾

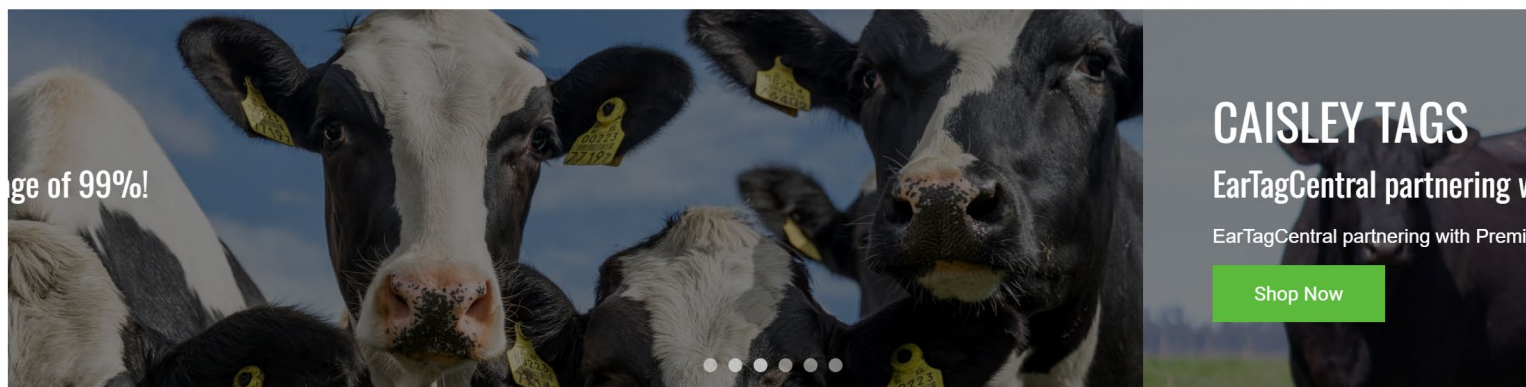
SHOP BY MANUFACTURER ▾

ABOUT ETC

ABOUT 840 TAGS

TAX EXEMPT SALES

CONTACT US



Featured Products



ICOW

Established a company for Development of Sampler and Combo Yield Sampler

Coming together for a common solution that serves the herds and organizations of DHIs

Representative valid sample for Lab Analysis





Indeed! <https://www.indeed.com/career-advice/career-development/10-common-leadership-styles>

DHI Operations Leadership

- ✓ Engagement
- ✓ Leading by example

Transactional

Transformational

