



# AgSource Cooperative Services

A Subsidiary of Cooperative Resources International

## HERD REPORT CARD FACTS

The Herd Report Card allows you to see how your herd compares to similar AgSource herds across five key management areas: Production, Reproduction & Genetics, Inventory, Udder Health and Fresh Cow Transition.

The report tracks and graphs 25 variables within those five management areas. Each is a measure you control with management decisions. Use this benchmarking tool to focus on areas that will maximize profits and keep you competitive.

### Who will I be compared to?

Herd Report Card comparison groups are determined by herd size and/or breed composition.

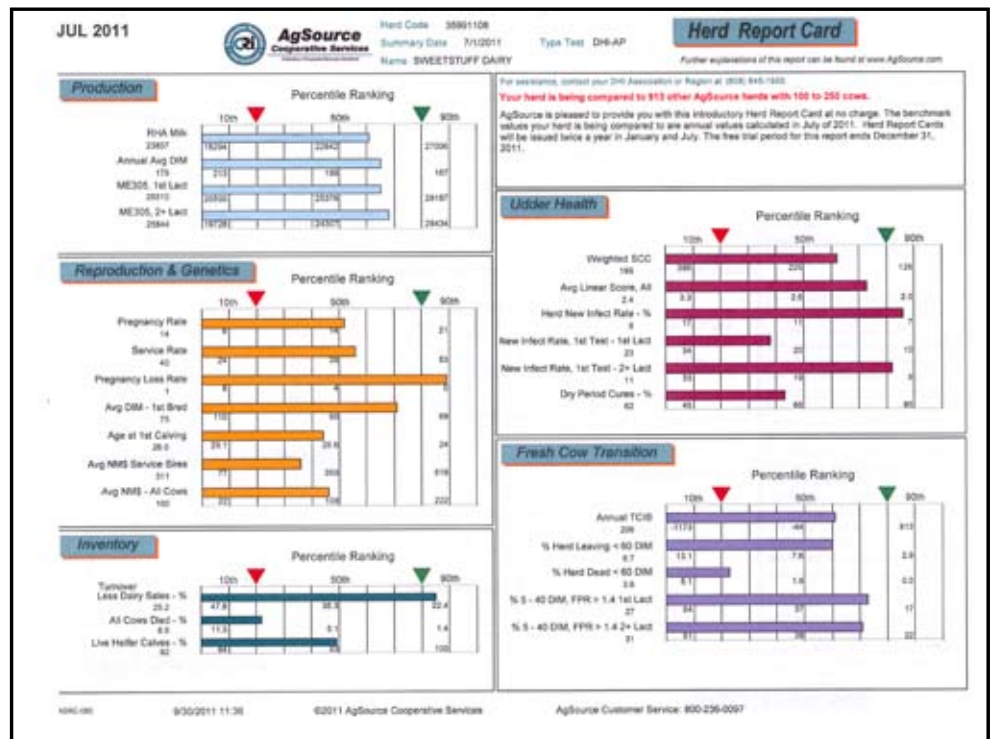
If your herd is 75% or more Jersey, your herd will be compared to all other AgSource Jersey herds, regardless of herd size. If your herd is 75% or more Holstein, it will be compared to like-sized Holstein herds. There are five different comparison groups:

- Herds with < 100 cows
- 100-250 cows
- 251-500 cows
- 501-1,000 cows
- Herds with > 1,000 cows

Total cow numbers in the AgSource database for these two breeds are sufficient to calculate meaningful benchmark values by breed. For all other AgSource herds, comparison groups are based on size of herd. Your herd will be compared to all other AgSource herds (including Jerseys and Holsteins) regardless of breed composition, based on the herd sizes listed above. A note in the upper right corner of the Herd Report Card indicates the size range and how many other herds to which you are compared.

### How often will I receive this report?

The Herd Report Card will be issued twice a year. Benchmark values are calculated in mid-January and mid-July. You can expect the Herd Report Card to arrive with your monthly herd report packet in the months following those calculations.

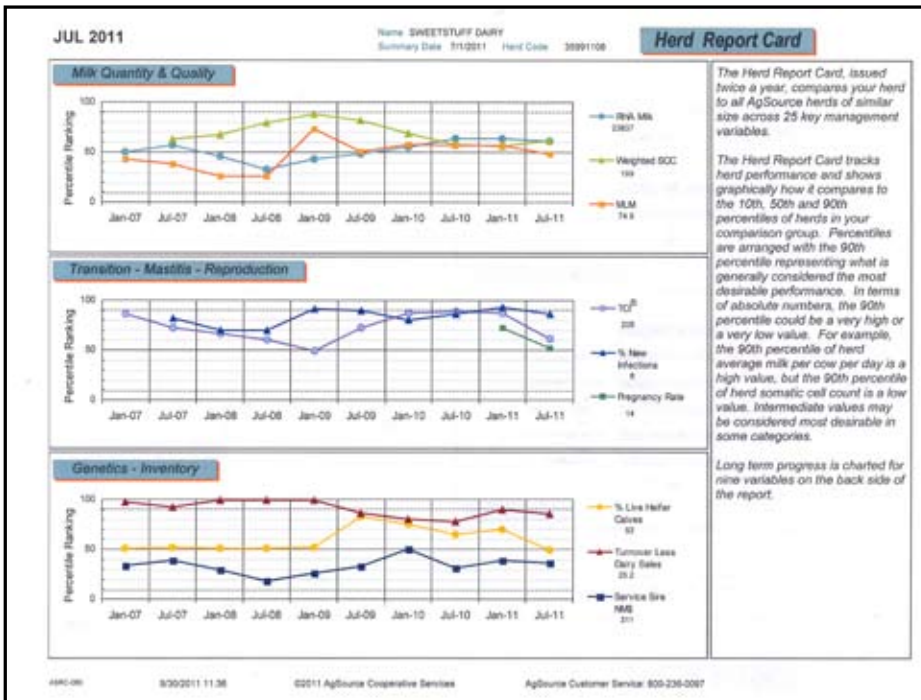
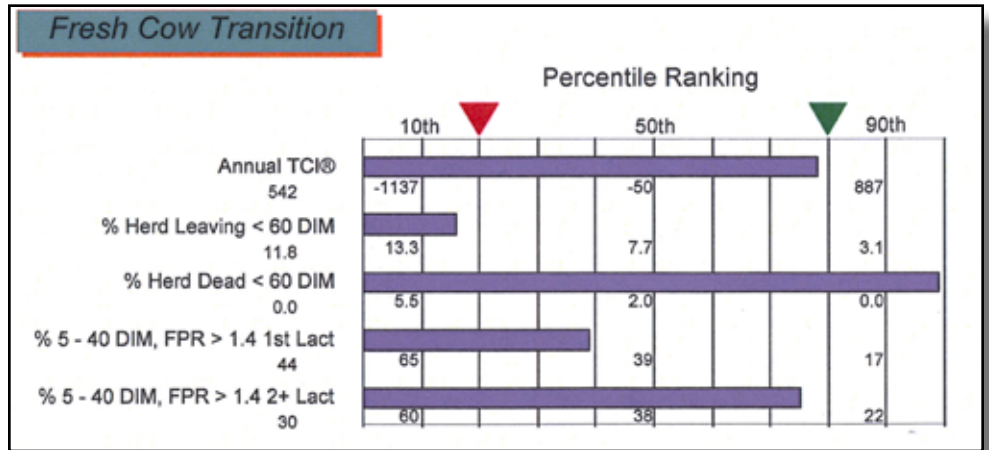


## Easy as ABC

The Herd Report Card converts a huge amount of data into a simple report that takes just a few minutes to digest. It shows graphically how your herd's performance compares to the 10th, 50th and 90th percentiles of similar herds. Percentile rankings work like this:

- The 90th percentile indicates that only 10% of peer AgSource herds are outperforming your herd.
- A 50th percentile ranking shows that you are keeping up with the average for herds your size.
- A 10th percentile ranking means that 90% of peer AgSource herds are doing better in that category.

Percentiles are arranged with the 90th percentile representing what is considered most desirable. In terms of absolute numbers, the 90th percentile could be a very high or a very low number. For example, the 90th percentile for RHA milk is a high number, whereas the 90th percentile for herd somatic cell count is a low number. Intermediate values may be considered most desirable in some categories.



## But wait, there's more!

While the front page of the Herd Report Card provides a wealth of current comparisons, the back compares your herd's performance to your peer group over the last five years, tracking nine of the key variables. Dotted lines indicate 10% and 90% on these graphs. Long term trends that are barely noticeable on other AgSource reports are obvious here. Use these panels to visibly track your herd's performance against industry advancements and changes over time.

Exclusively available from AgSource, the Herd Report Card provides you with the *Data That Matters!*



**AgSource**  
**Cooperative Services**

A Subsidiary of Cooperative Resources International  
135 Enterprise Drive, P.O. Box 930230 • Verona, WI 53593  
Phone 608/845-1900 • Fax 608/845-1999  
E-mail info@agsource.com • www.agsource.com