



# DairyMetrics®

## A Web-Based System for Benchmarking Dairy Herd Information

*DairyMetrics®*, a web-based system from DRMS, enables producers and consultants to benchmark a herd's performance with the performance of other herds (cohorts). Managers can compare a herd's information relative to herds in a similar "state" or to herds in a desirable "state." Cohorts can also be chosen by identity and placed in **Peer-Groups** to compare against a target herd.

**How am I doing?** There are many ways to measure performance:

- Comparison against standards proposed by the experts
- Comparison against past performance
- Comparison against others

Regardless of the method, almost everyone needs the ability to identify weaknesses and acknowledge improvements. Performance evaluation is used in many facets of life including sports, financial analysis, and consumer comparisons. Comparison analysis can also be used to evaluate dairy manager performance.

**Comparative analysis** with *DairyMetrics®* will give you the answers you need:

- What is a "normal" number of breedings in my state?
- Compared to other herds of similar size, am I culling too much?
- If I switch from 2x to 3x, what is a reasonable income / feed cost?
- Last year I lost 8% of my herd to death. What are others doing?
- How many abortions do 1000-cow herds in this region have?
- Suppose I move to another state and expand to 600 cows, what reproductive factors are normal?
- Are my heifers calving at the same age as other Holstein herds?

The *DairyMetrics®* **database** is updated nightly and includes information from over 15,000 herds that are routinely processed by DRMS. *DairyMetrics®* **filters** are used to identify cohort herds. For example, filters could include: only Holsteins, 2x milking, 200-499 cows, summit milk on 1<sup>st</sup> lactation cows over 85, and SCC <200,000. Eighty-five filters and items can be displayed from the areas of General, Production, Udder Health, Reproduction, and Genetics.

### ACCESS

To access *DairyMetrics®*, go to the DRMS website ([www.drms.org](http://www.drms.org)) and click the Log In link. Then click on the DairyMetrics link on the left. Producer who send data to DRMS must know 8-digit herd code number and Remote Access Code.

Producers who do not send data to DRMS can sign up as a consultant. Consultants must have an account with DRMS and must know the client's herd code and the 4-digit Remote Access Code or use "no herd." Call DRMS at 800-344-3772 to set up an account.

## STEPS

Use the tabs in *DairyMetrics*<sup>®</sup> to set up your reports:

- **Set Limits** – Select existing report or choose cohorts by applying filters; any item on the report can be used as a filter. Some limits will alter graph axes.
- **Disp Items** - Choose database items to display on the report.
- **Run Report** – “Display to Screen” or use “Output to File” to generate a PDF or CSV file. Comparative herd is optional.
- **Graphs** – Select category, option, and graph type. Comparative herd and peer group are both optional.
- **Save Report** – Use this new feature to save reports with your limits and items to display for frequent use. Companies with shared accounts may also save by the name of the report builder.
- **Peer Groups** - Create and save peer groups using identified cohorts. Consultants must know the 8-digit herd code and 4-digit Remote Access Code for each peer herd.

## RUN REPORT

After you have used either filters or a Peer-Group, click the *Run Report* button to create a report. The report will display in a separate window that can be expanded to full screen.

- Percentiles indicate a herd’s rank among its cohort herds. Percentiles range from 0 to 100 and inform the user **what percentage of the cohort herds is exceeded by the specific value of the herd** being compared. The 0th percentile is the smallest value, and the 100th percentile is the largest value. The 75th percentile is larger than 75% of the values. For most management measures, a herd is performing better if the percentile is high. So, a percentile of 92 for “Summit Milk – 1st lact cows” indicates that, for the herds that passed the current filters, the herd being compared has a value that is larger than 92 percent of the cohorts. However for some management measures, such as Average Somatic Cell Score, a high percentile is not desired.
- Standard deviations are measures of variability of values around the mean (average) of values. Specifically, it is the square root of the variance. However, the units of measure for the standard deviation are the same as the units for the mean. If a series of numbers are “normally” distributed, then 68 percent will be within one standard deviation of the mean and 95 percent will be within 2 standard deviations of the mean. To modify filters, click on either the left or right filter panel and use the features described above.
- For Peer Groups, the *Average View* looks very similar to the report available for filters – it includes number of herds, average of herds, standard deviation, lowest herd and highest herd. Although the herds are not identified by herd code, the *Herd View* displays data for each of the herds.

## FOR FURTHER INFO

- Website: [www.drms.org](http://www.drms.org)
- Email: [drms@iastate.edu](mailto:drms@iastate.edu)  
[drms@ncsu.edu](mailto:drms@ncsu.edu)
- Phone: Ames: (515) 294-2526  
Raleigh: (919) 661-3120

