

# Future of dairy farming

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# Introduction

- Passion for cows
- Dairy farming developments
- Future of dairy farming
- Precision Livestock Farming (PLF)
- Examples of PLF technology use in dairy
- Vision for the future

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# Passion for cows

What makes her so special?

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# Dairy farming developments

>10,000 years domestication and selection

Year	Ayrshire	Brown Swiss	Canadienne	Guernsey	Holstein	Jersey	Milking Shorthorn
1960	~4000	~4500	~4500	~4500	~4500	~4500	~4500
1970	~4500	~5000	~5000	~5000	~5000	~5000	~5000
1980	~5000	~5500	~5500	~5500	~5500	~5500	~5500
1990	~5500	~6000	~6000	~6000	~6000	~6000	~6000
2000	~6000	~6500	~6500	~6500	~6500	~6500	~6500
2010	~6500	~7000	~7000	~7000	~7000	~7000	~7000
2020	~7000	~7500	~7500	~7500	~7500	~7500	~7500

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# Future of dairy farming

Contribute to feeding the growing global population:  
↑ animal protein ↓ ecological footprint / kg

Integrate information for efficiency and productivity

Sustainability throughout the dairy chain

- Environment
- Social
- Economic

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# Precision Livestock Farming (PLF)

24/7 cow monitoring – she'll tell you how her day is

Optimal daily activity (time budget 24 h)

- 15-18 hours eating
- 2500-3000 steps per day
- 10-14 hours lying down
- 3-14 hours ruminating
- 3-40 hours ruminating
- 10-14 hours lying down
- 3-14 hours ruminating

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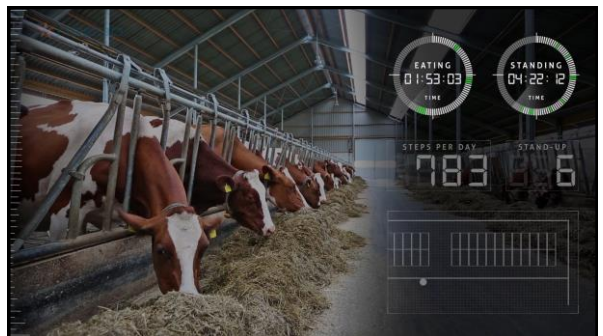
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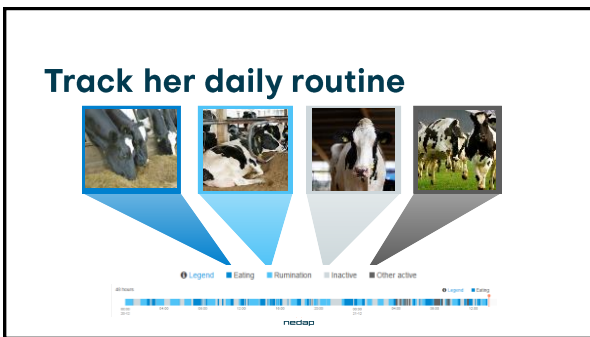
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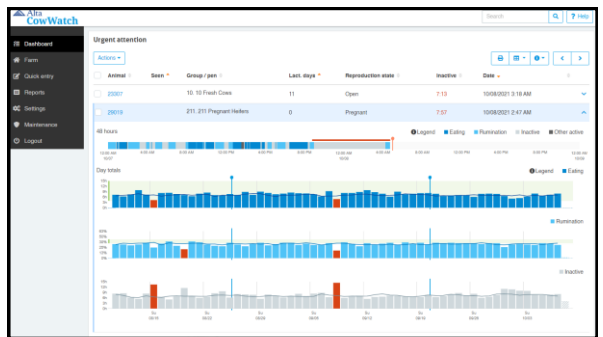
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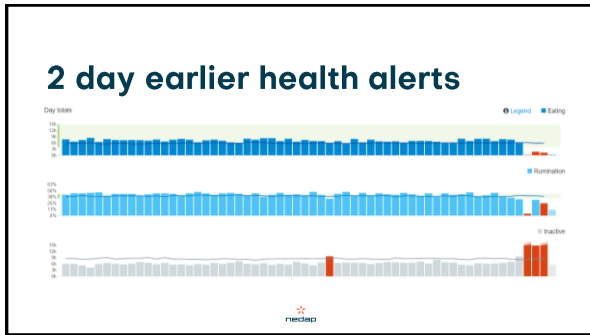
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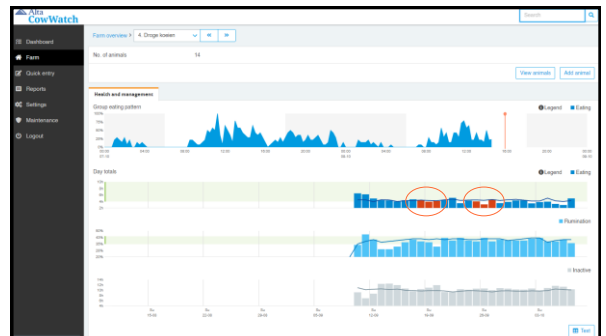
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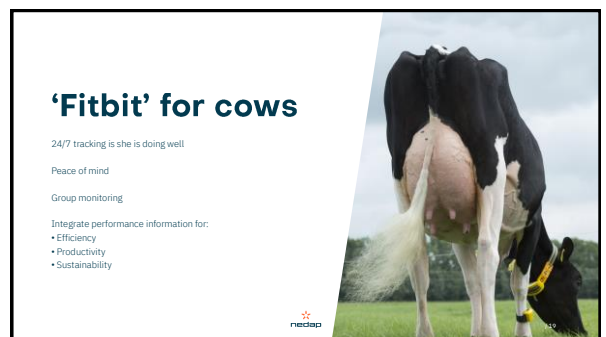
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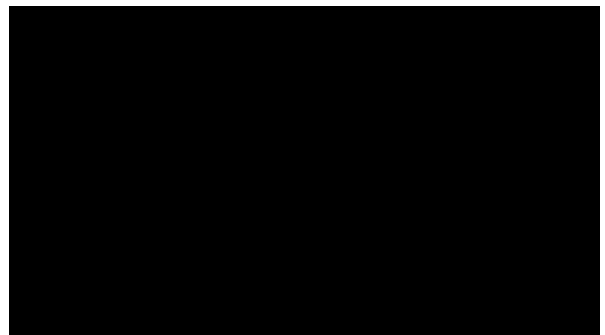
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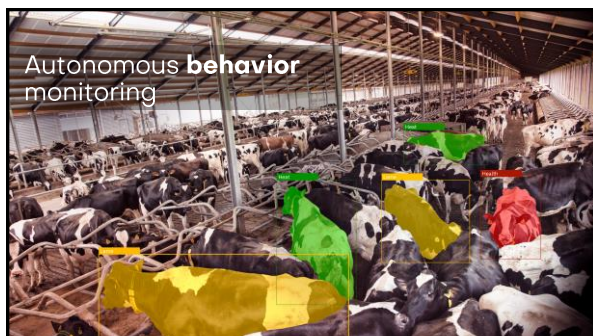
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