Dairy has a Story to Tell

HOW RAPID ADOPTION OF TECHNOLOGY AND TRANSPARENCY WILL TRANSFORM CONSUMER RELATIONSHIPS WITH DAIRY
DISRUPTION
SELF DISRUPTION

> TRANSFORMATION
SELF DISRUPTION

> TRANSFORMATION
“DIGITAL TRANSFORMATION IS NOT ABOUT TECHNOLOGY. IT’S ABOUT STRATEGY AND NEW WAYS OF THINKING.”

— David Rogers
DAIRIES ARE TECHNOLOGY COMPANIES THAT MILK COWS
Dairies are a set of complex interconnected processes that have variation.

Accessible intuitive technology connects and empowers workers and drives improved decisions.

The result is process improvement and dramatic profitability growth.
DAIRY ECOSYSTEM COLLABORATION THROUGH TECHNOLOGY IS KEY TO INDUSTRY PROGRESS
Realtime data availability and openness will drive operational insights for the industry

As suppliers we need to embrace Coopetition as critical to the evolution of the dairy ecosystem

And decide to measure industry progress as our key metric
WE NEED TO DRIVE SUSTAINABILITY IMPROVEMENT AND TRANSPARENCY THROUGH TECHNOLOGY
Our ability to connect consumers to metric-driven improvements at the dairy is mission critical.

Data availability across the ecosystem allows us to tell this improvement story.

Radical transparency will be THE differentiator for dairies.
102 COWS IN HEAT

Cows in Heat

Conception Rate

Farm Statistics

Calf Report
The Dairy Story is factful: that we are making rapid progress and can prove it with technology