



media release

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First Steps toward On-Farm Data Exchange Project Begin

Brantford, Ont. — Holstein Canada is pleased to announce the start of the On-Farm Data Exchange project. The focus of the project is to increase understanding of On-Farm automation practices in the dairy improvement industry, and develop processes and software that link on-farm data systems with Holstein Canada services.



Heading up this project is Morgan Overvest. Morgan was raised on Overdale Farms, a Holstein Canada member farm in Eastern Ontario. Morgan will conduct a thorough review of the automated systems and available data by meeting with producers and industry partners on-farm. On behalf of the mutual client, she will also meet with milking equipment and software vendors to build a roadmap for efficient data integration services with Holstein Canada for dairy producers and industry partners down the road.

“This position follows Holstein Canada’s strategic plan and the realities we embrace; on-farm, technology and industry collaboration,” says Peter Brand, Manager, Business & Technology Solutions. “In the future we look forward to integrating on-farm data with our new Herdbook software to enhance current services and building new value added services for producers.”

Morgan is a MSc. candidate from the University of Guelph, focusing her Master’s studies on dairy calf feeding behaviour. She worked as a dairy research assistant prior to beginning her master’s program.

“My passion for the dairy industry began at a very young age,” says Overvest. “I was inspired by my father’s vision of breeding quality Holstein cows at our family farm.”

Morgan joins Holstein Canada on June 1, 2015, and brings enthusiasm and passion; a strong background in research; experience with project management and data management software; and insight for improving management in the dairy industry. After June 1st Morgan can be contacted at movervest@holstein.ca.

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