

Introduction

- C.O.W. available through HerdPlus for spring calving, milk recorded herds
- Instant ranking of your cows from best to worst

When to use C.O.W.?

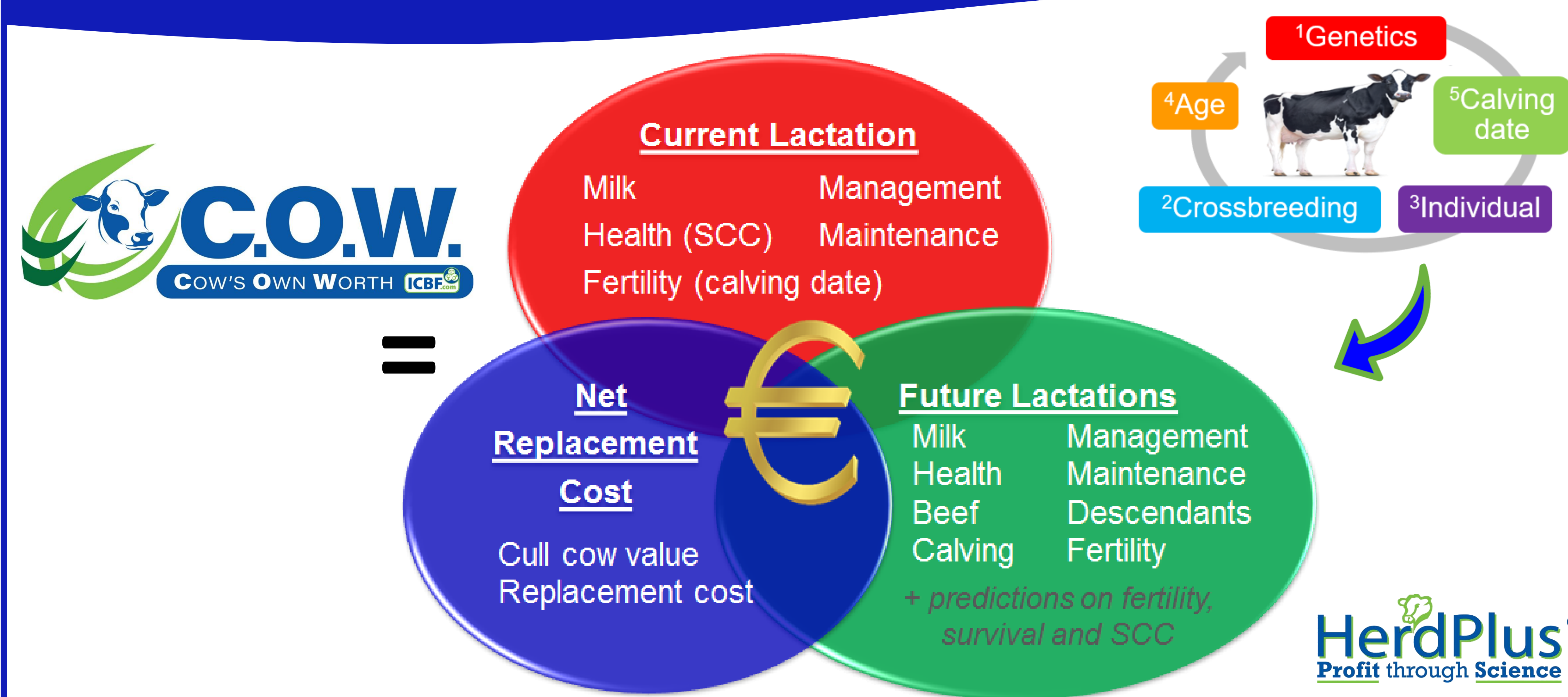
- C.O.W. can be used any time of the year
- Most culling decisions made;
 1. Late autumn
 2. Prior to breeding
- C.O.W. uses live data. Keep records up to date (e.g. breeding, scanning, health events)

Why use C.O.W.?

- Find passenger cows within the herd
- Decision support tool with one click of a button

Cow's Own Worth (C.O.W.)

Support tool designed to identify the least profitable cows to cull



Take home messages

- Keep the most profitable cows in your herd
- C.O.W. considers all aspects of lifetime profitability