

Welcome to AgSource & Cooperative Resources International

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AgSource Direct Member &
Association Services



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AgSource/CRI

- **Cooperative Resources International**
- **History**
- **Membership Structure**
- **AgSource Management Structure**
- **DHI Data Flow**
- **Your role**



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Cooperative Resources International

■ Holding Company with 2 Major Subsidiaries:

- AgSource

- Genex – Cattle Breeding. Origins in
1940's.

 - Central Livestock Assn, LLC (South St. Paul 1886 to
2008)

■ All are member owned – member driven.



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Cooperative Resources International

- **“Cooperative” is in our name.**
- **Owned by the members who buy our services – they are our “stockholders.”**
Must do business to hold membership.
- **Board of Directors is entirely of members**
- **Members share in the profits (dividends) that are generated by each subsidiary**



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Cooperative Resources International

- **Central services to all subsidiaries**
 - **Finance, Human Resources, Public Relations & Information, Support Services**
(eartags, milking gloves, calf jackets, DG29, Rebound, Reveal, etc.)
- **\$160 Million in annual revenue**
- **Over 1,300 employees & 220 Independent Contractors**
- **Nationwide membership (Genex)**
- **International in scope**



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AgSource History

- **Early 1900's - Babcock Test Developed**
 - **First Cow Testing Associations Formed**
- **1959 - Agricultural Records Cooperative (ARC) organized to provide computer records to local DHIA's**
- **1959 - Wisconsin DHI Cooperative formed as Association of local DHIA's**
- **1963 - WDHIC and ARC Merged**
- **1968 - First local Associations merge with ARC**



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AgSource History

- **1981 - ARC Name changed to Wisconsin Dairy Herd Improvement Cooperative**
- **1986 - First Annual Meeting with Delegate Representation from All Associations**
- **1993 - WDHIC and 21st Century Genetics join to form Cooperative Resources International (CRI)**
- **1993 - State lines eliminated allowing DHI service to be offered anywhere.**



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AgSource History

- **1995 - WDHIC Name changes to AgSource Cooperative Services – membership area expanded beyond Wisconsin.**
- **1997 - AgSource purchases Central WI DHIC and AgSource DHI Foundation is formed.**
- **2000 - AgSource acquires commercial milk & water lab.**
- **2002 – Belmond, Iowa soil lab joins coop.**



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AgSource History

- **2005 – AgSource & Genex jointly purchase the North West Labs, milk and forage laboratory, Jerome, ID.**
- **2006 – AgSource acquires Harris Laboratories, Lincoln, NE Agronomy laboratory**
- **2008 – AgSource & Genex jointly acquire Agri-Check, Inc., a soil and agronomy lab in Umatilla, OR.**
- **2010- AgSource acquires LGI, Ellsworth, IA & merged in the Belmond lab, creating the largest soil testing laboratory business in the country**



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AgSource History

- **While non-DHI services now constitute over 50 percent of AgSource operations, DHI remains the membership base.**
 - **Non-DHI customers are not Members.**
 - **DHI Members “own” AgSource**



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AgSource Locations

- **Verona, WI** - Cooperative Headquarters, Dairy Records Center and Meter Center
- **Menomonie, WI** - DHI Laboratory
- **Stratford, WI** - Commercial Milk, Water
- **Bonduel, WI** – Soil Laboratory
- **Lincoln, NE** – Soil & Agronomy Laboratory
- **Jerome, ID** – Milk & Forage Laboratory
- **Umatilla, OR** – Soil & Agronomy Laboratory
- **Ellsworth, IA** – Soil Laboratory

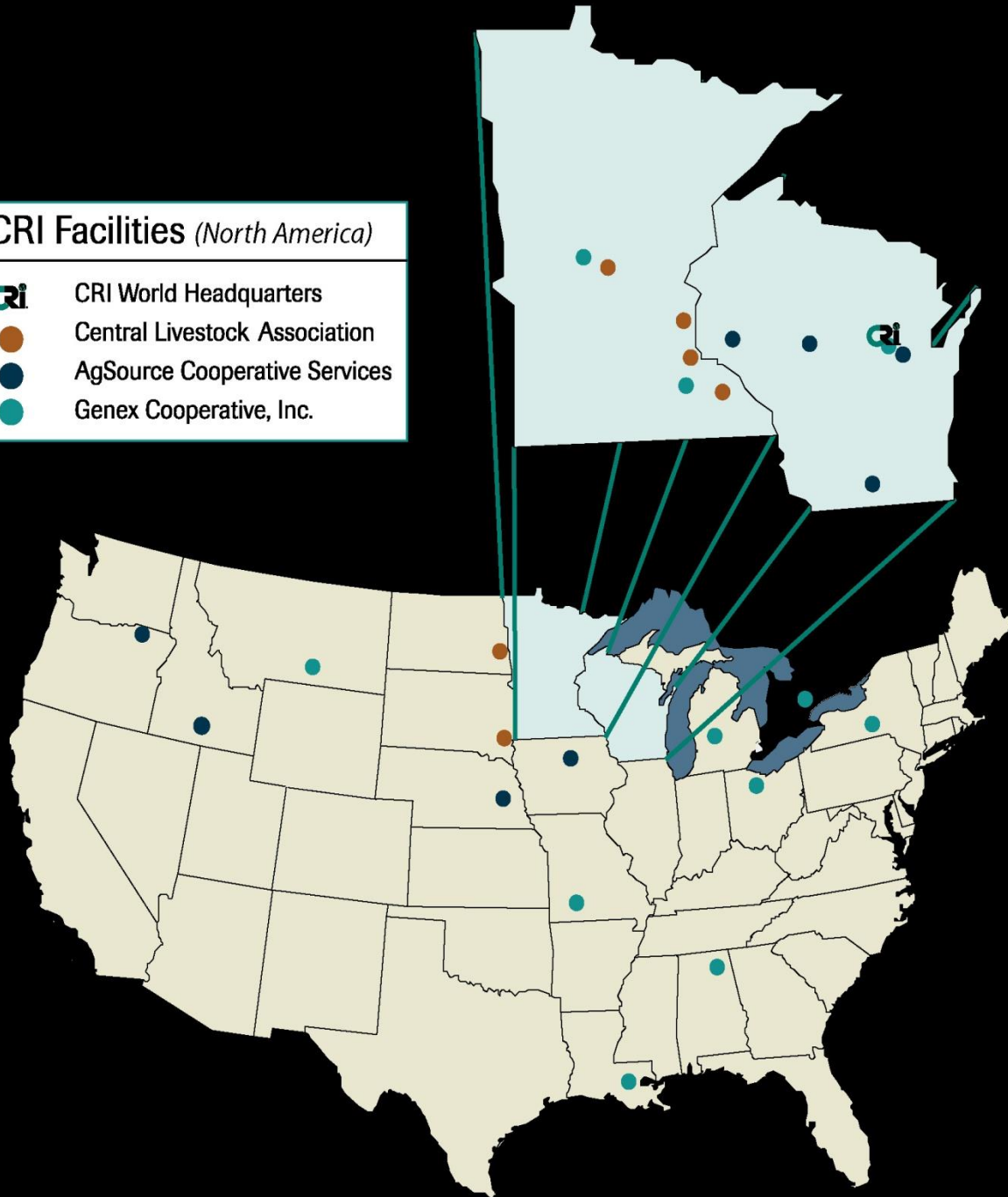


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CRI Facilities (North America)

-  CRI World Headquarters
-  Central Livestock Association
-  AgSource Cooperative Services
-  Genex Cooperative, Inc.



Membership Structure

Members



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Membership Structure

Members

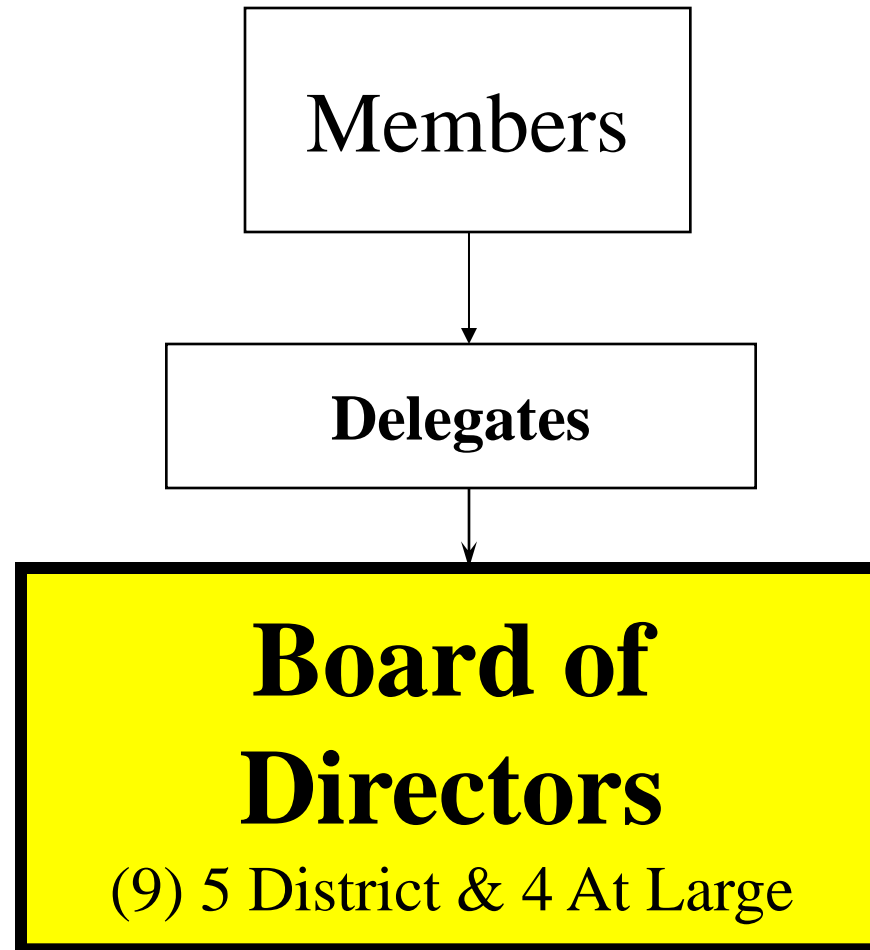
75 Delegates
1 per 64 Members
5 Districts



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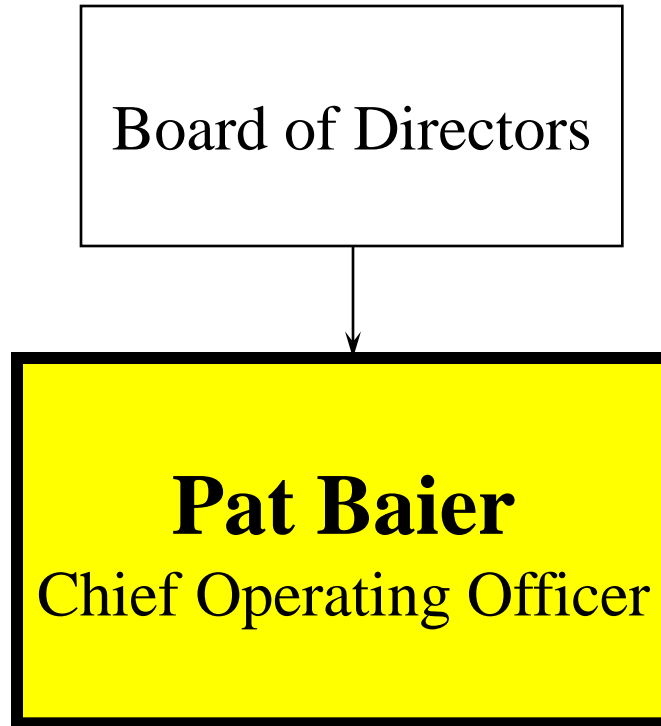
Membership Structure



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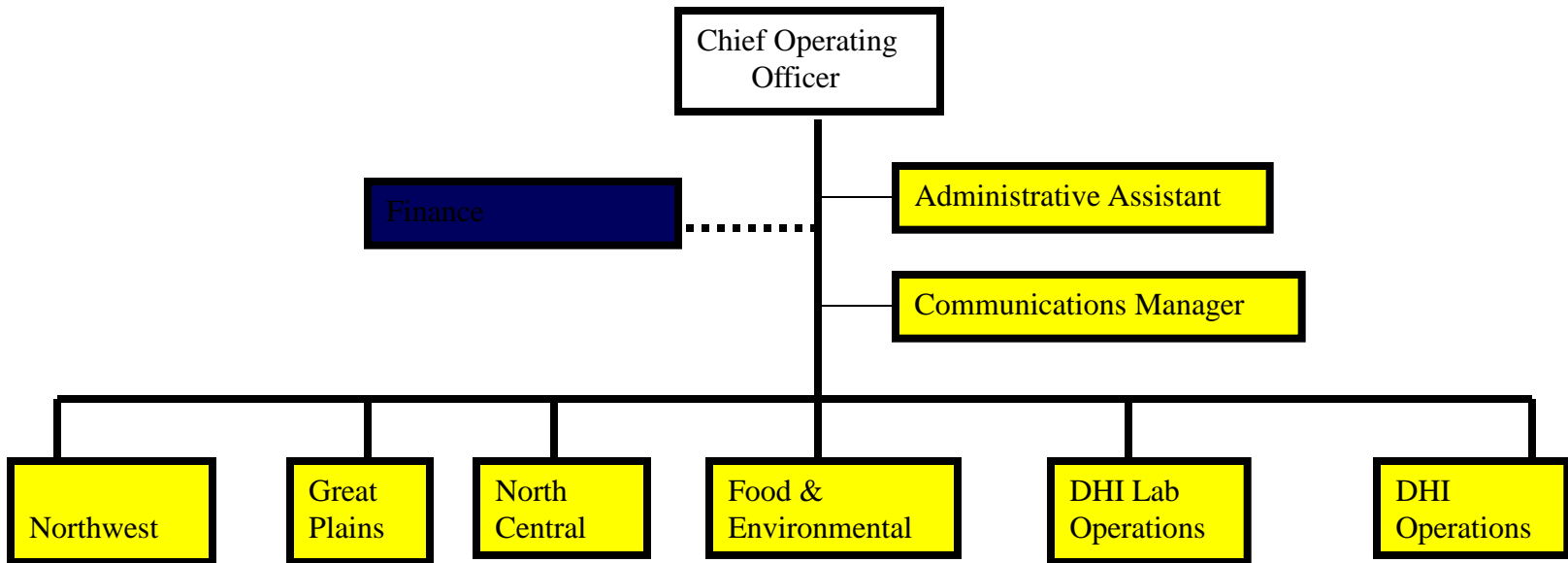
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Management & Service Structure



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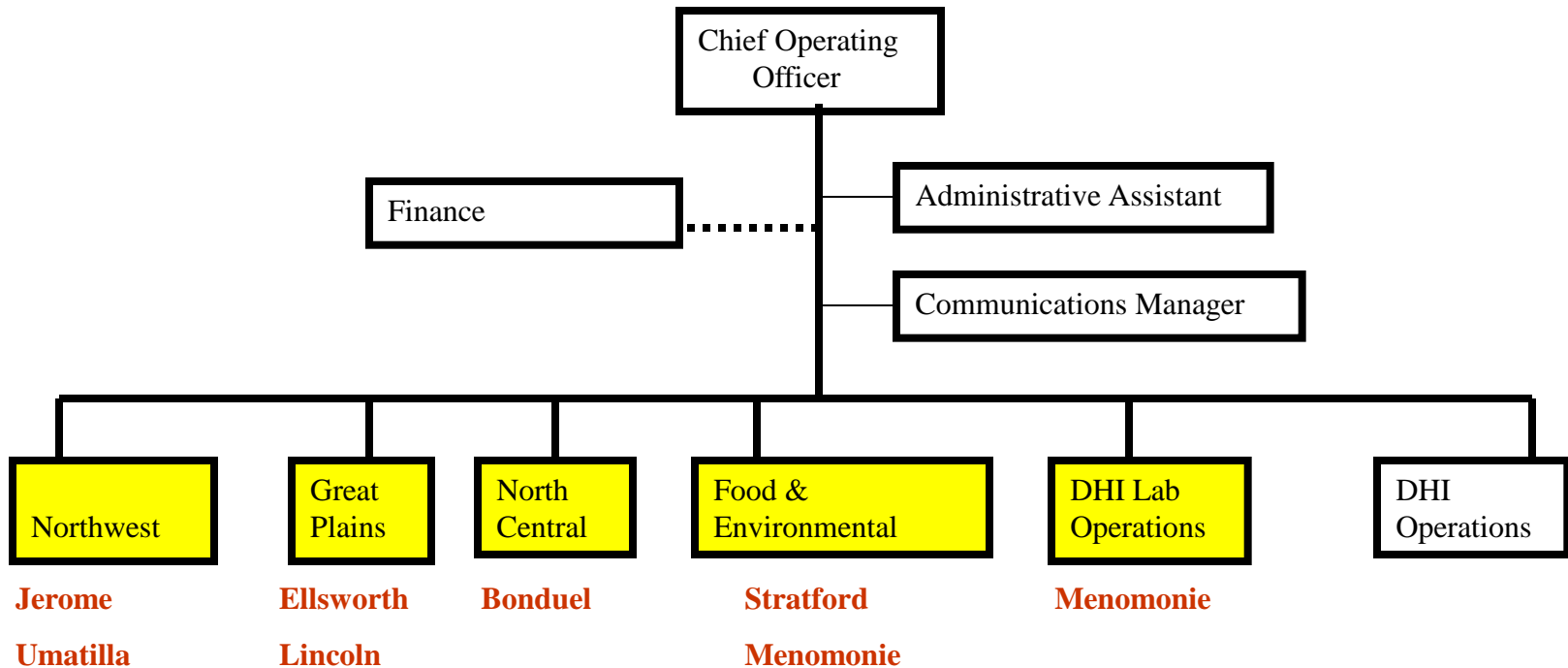
Management Structure



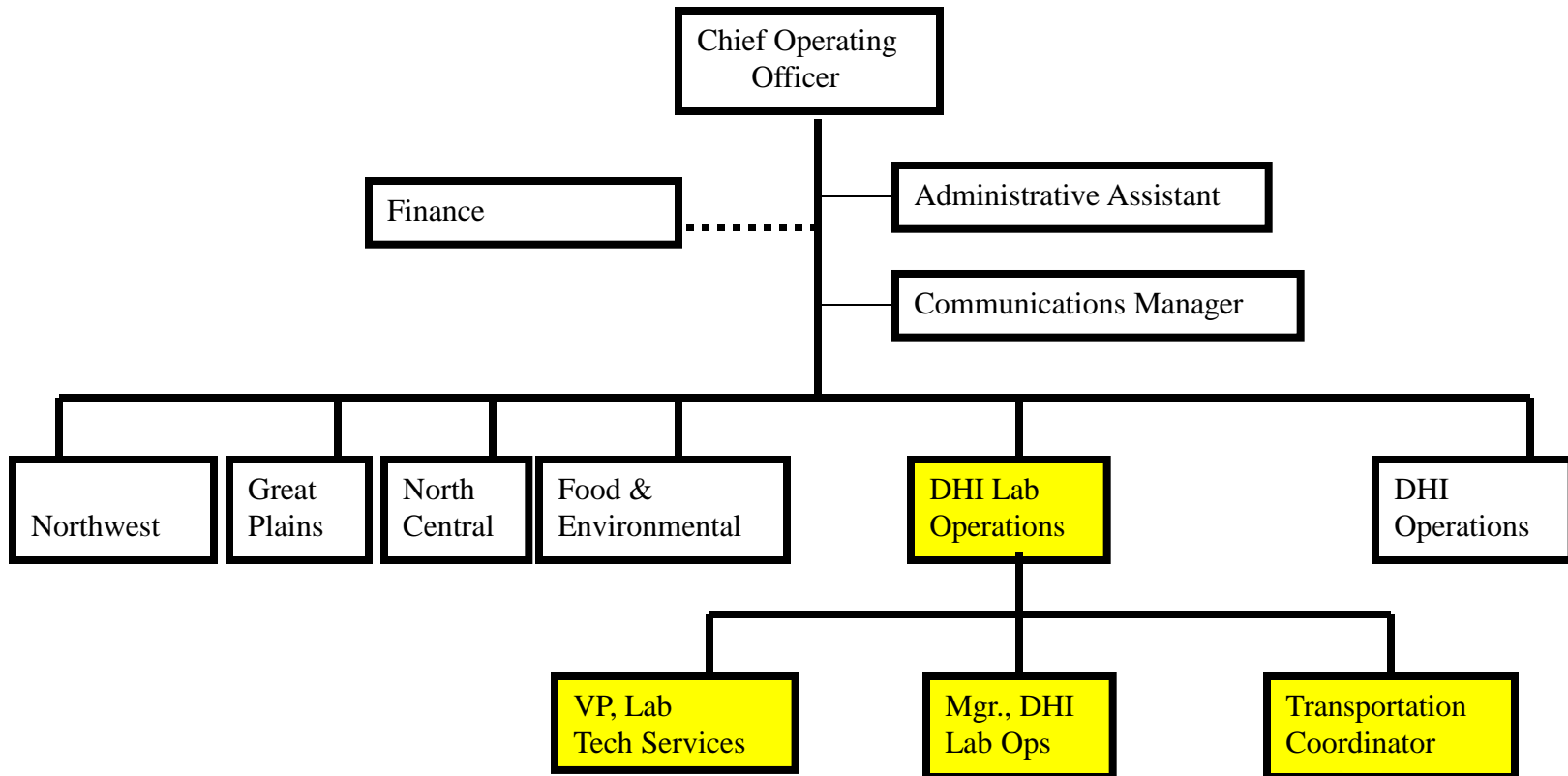
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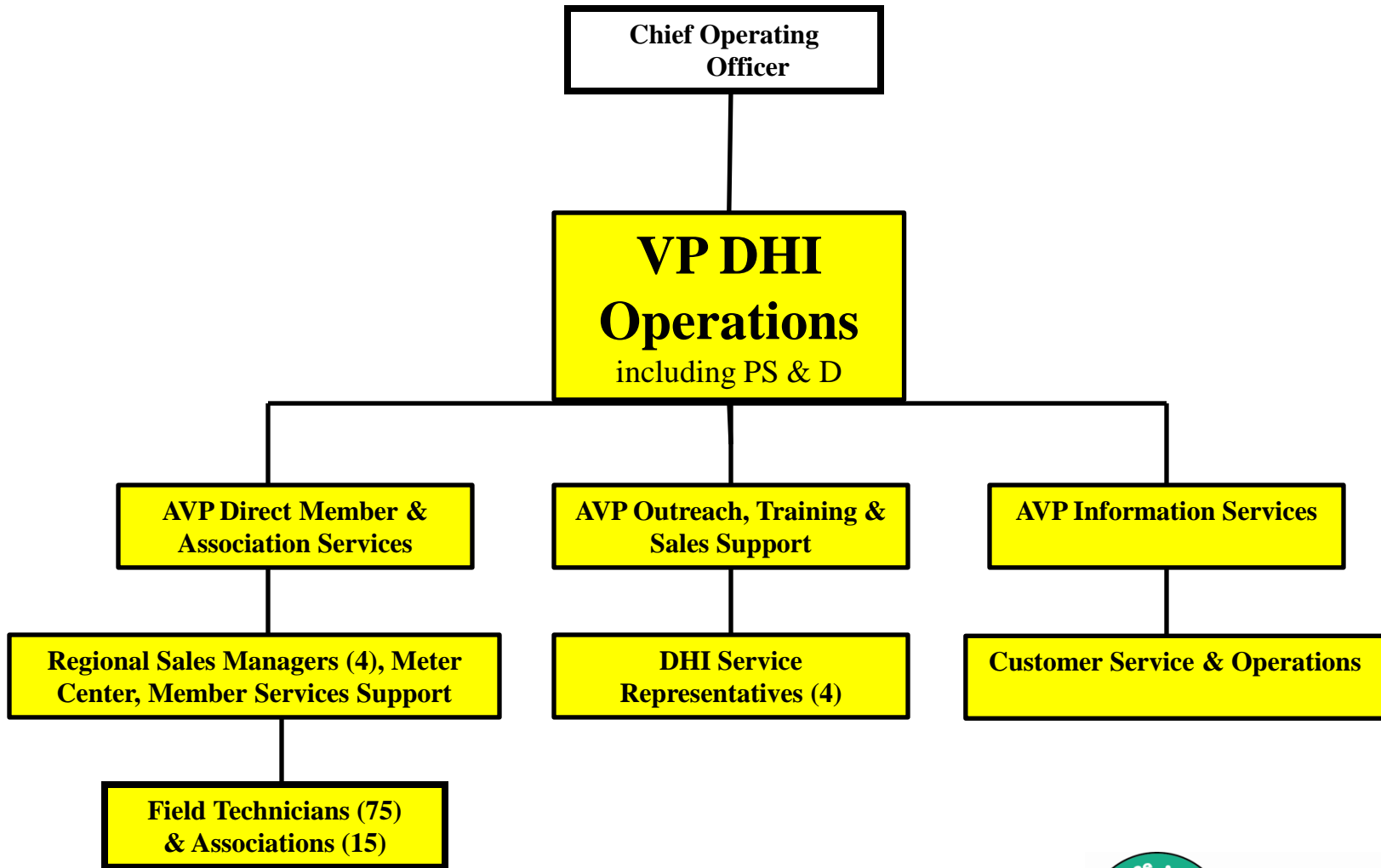
Laboratory Management Structure



DHI Lab Management Structure



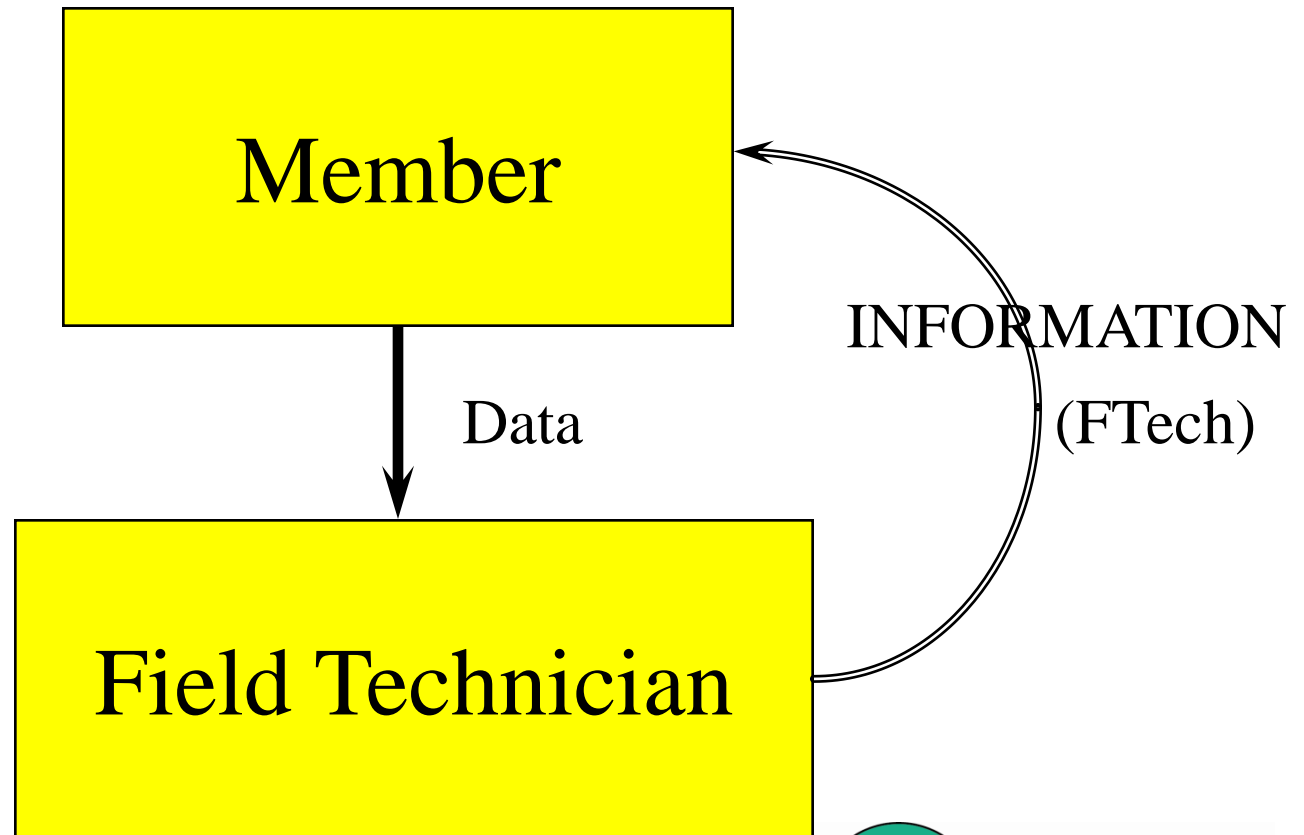
DHI Ops Management Structure



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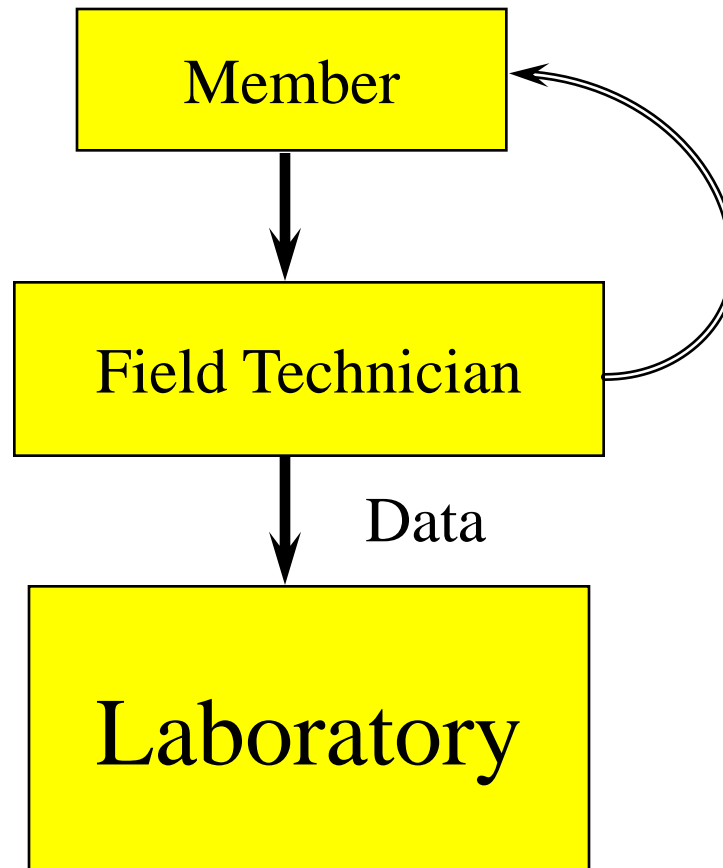
DHI Data & Information Flow



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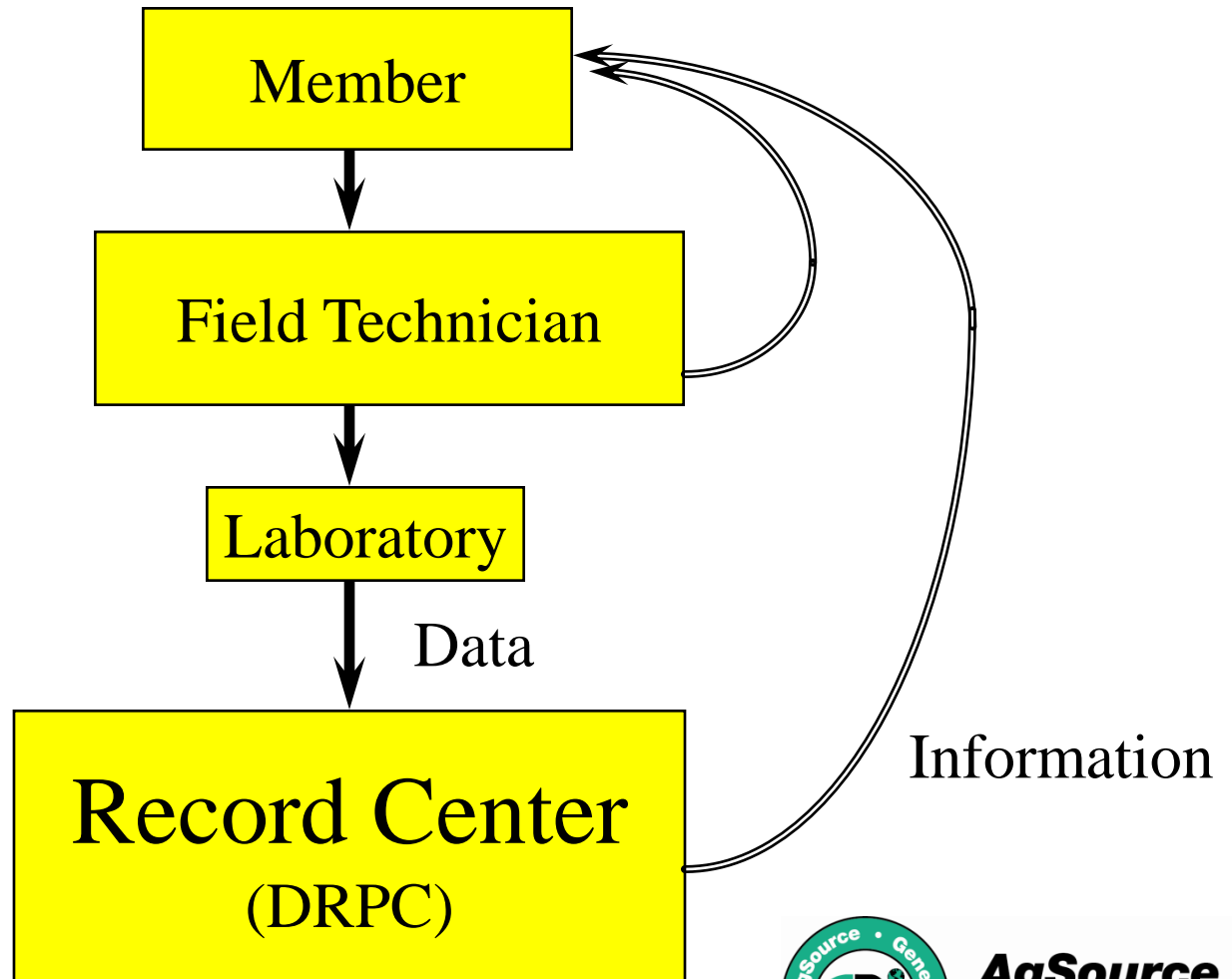
DHI Data & Information Flow



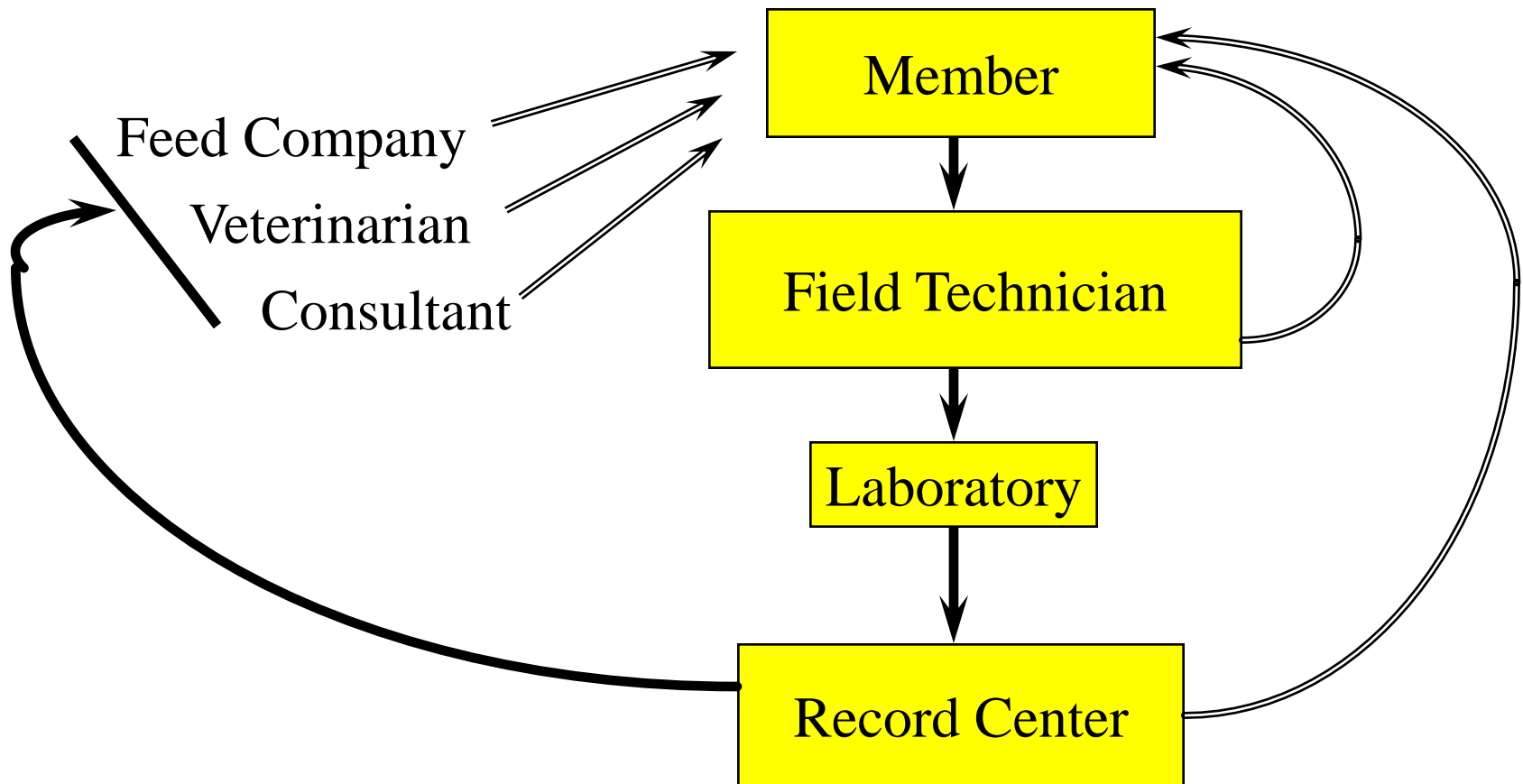
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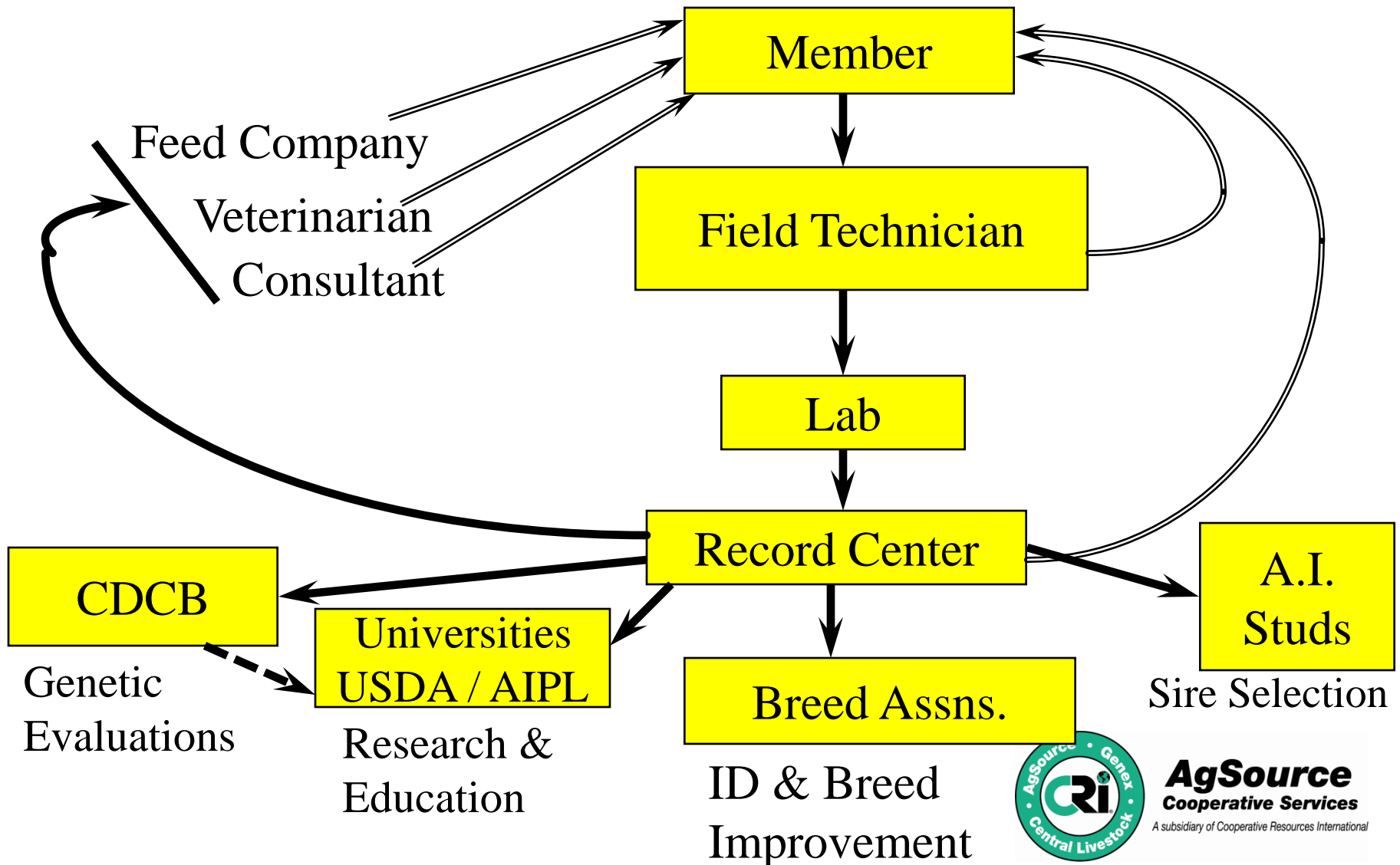
DHI Data & Information Flow



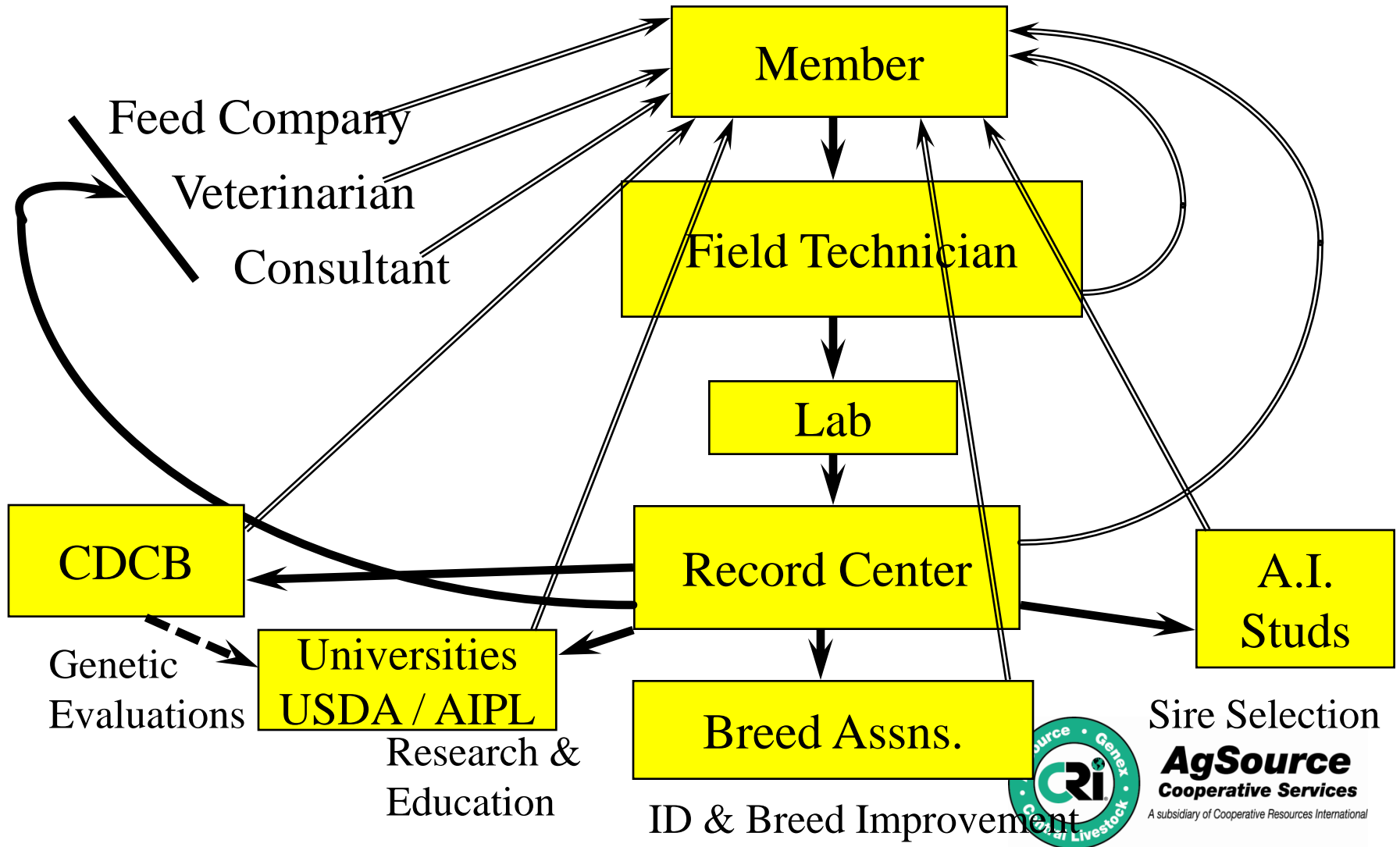
DHI Data & Information Flow



DHI Data & Information Flow



DHI Data & Information Flow



Field Services

- AgSource offers field services in:
 - Wisconsin
 - upper peninsula of Michigan
 - Northern Illinois
 - Eastern Iowa
 - Eastern Minnesota



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Types of service

- **Supervised**
- **Unsupervised (Owner Sampler) Testing**
 - Supervised testing: A certified Field Technician is at the dairy during milking to:
 - records milk weights from each cow
 - collects a milk sample from each cow for component analysis
 - records all status changes
 - fresh, aborted, bred, pregnancies, dried-off, died or sold
 - produces a variety of reports depending on the member needs or requests



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Types of service, continued

- Unsupervised testing: A certified Field Technician delivers and picks up the needed testing equipment (meters, sample vials and barnsheets) to the dairy. The member:
 - records milk weights from each cow
 - collects a milk sample from each cow for component analysis
 - records all status changes
 - fresh, aborted, bred, pregnancies, dried-off, died or sold



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Data collection

■ ProfiTest

- is the lowest cost testing option to members
 - available as supervised or unsupervised
 - provides milk weights and raw component data
 - no lactation projections or totals are provided
 - records are not reported to USDA-ARS-AIPL
 - not eligible for AI Young Sire Programs



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Tru-Test Data Handler



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IDology RFID Reader



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Data Handler & RFID Reader



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During Milking

- Cow Numbers
 - Per Side
 - Per Stall
 - One at a Time
- Cow Information
 - Recorded Automatically
 - Can Enter CAR Codes
- Bar Coded Vials
 - Any Order in the Tray



Animal Identification

- All cows must be identified with a permanent number
 - USDA Animal Identification Number (AIN) eartag (RFID)
 - American ID eartag number
 - National Uniform Eartag Series
 - Breed Association Registration Number



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Additional services offered

- Bovine Blood Pregnancy Test
- Milk Pregnancy Test
- Johne's Milk ELISA Test
- Leucosis Test
- Resale products
 - Milking gloves
 - Allflex management eartags
 - Calf Coats
 - Heat detection products
 - Electrolytes



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c Udder Infection Summary by Test Day								
Test Date	Num Cows Sampled	Wgt. SCC	Bulk Tank SCC	High ≥200		New		
				%	Num	%	Num	
2/19/2009	500	284	222	27	137	18	72	
1/15/2009	522	220	194	21	109	10	40	
12/18/2008	537	254	241	23	122	10	40	
11/20/2008	522	217	210	24	124	9	37	
10/16/2008	557	325	325	29	160	16	69	
9/18/2008	553	281	265	23	129	10	40	
8/21/2008	570	308	307	29	168	18	77	
7/17/2008	585	351	351	28	185	15	70	
6/19/2008	568	380	365	29	166	19	88	
5/15/2008	572	258	258	22	126	10	48	
4/17/2008	539	268	250	24	129	12	49	
3/20/2008	537	355	355	28	152	18	78	
Herd 12 Test Avg	547	292	278	26	141	14	58	
80th Percentile	94	184	180	19		10		
Average	89	280	284	28		14		
20th Percentile	35	378	372	35		17		

Look at new infections

Traditional DHI numbers show progress

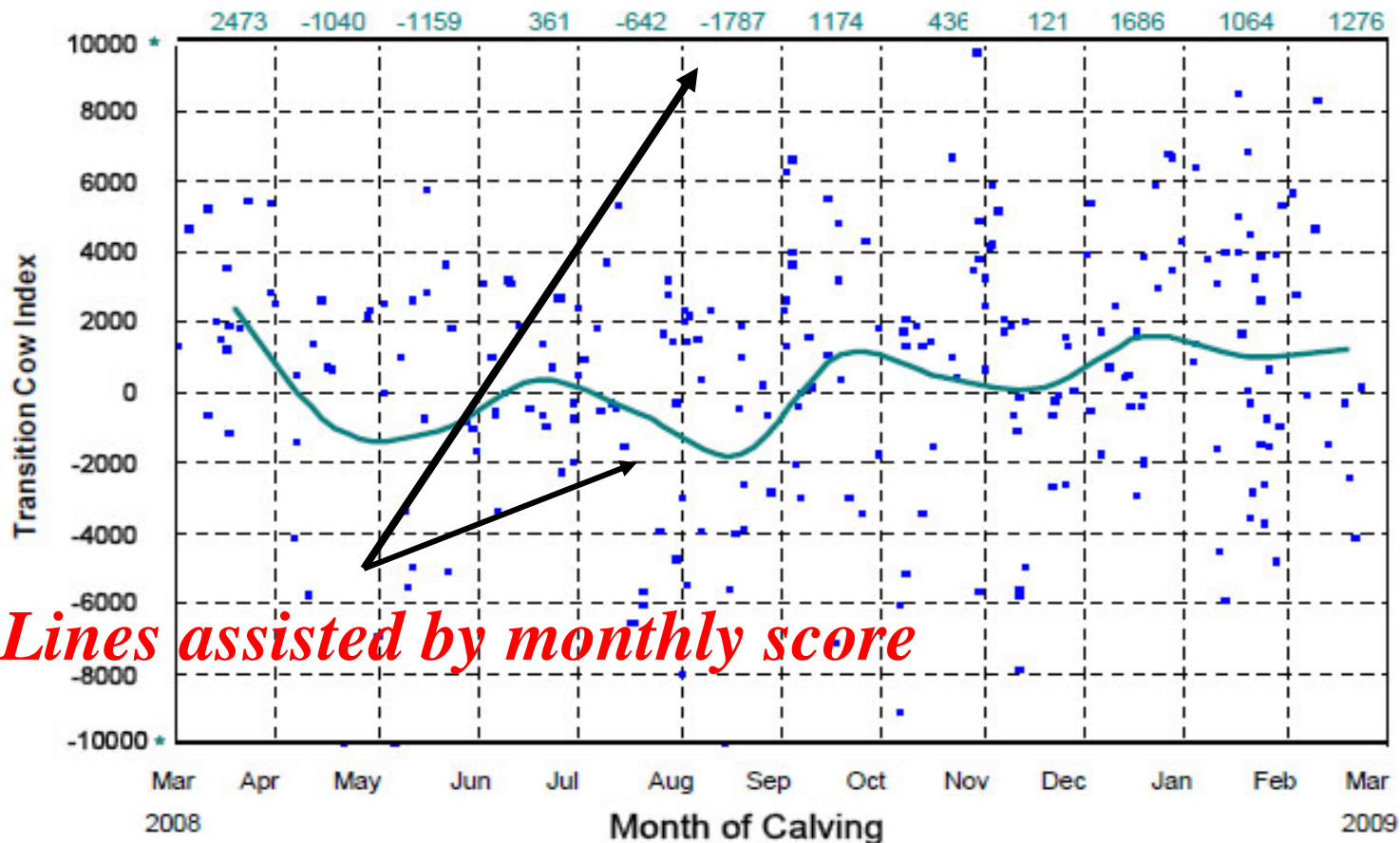


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Transition Cow Index® (TCI™) Measurements With 30 Day Averages

Generated using Transition Cow Index® (TCI™) analysis tools



Trend Lines assisted by monthly score

* Values on these lines may be greater than 10000 or less than -10000



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Improving Response Time

TCI leads Management Level Milk (MLM) changes

Month	TCI	MLM	RHA
May	1376	98	25973
June	-232	96	26238
July	-21	95	26553
Aug	-334	94	26760
Sept	992	91	26991
Oct	-598	89	27281
Nov	-1247	88	27536
Dec	-2498	87	27798
Jan- 2006	-2114	88	27961

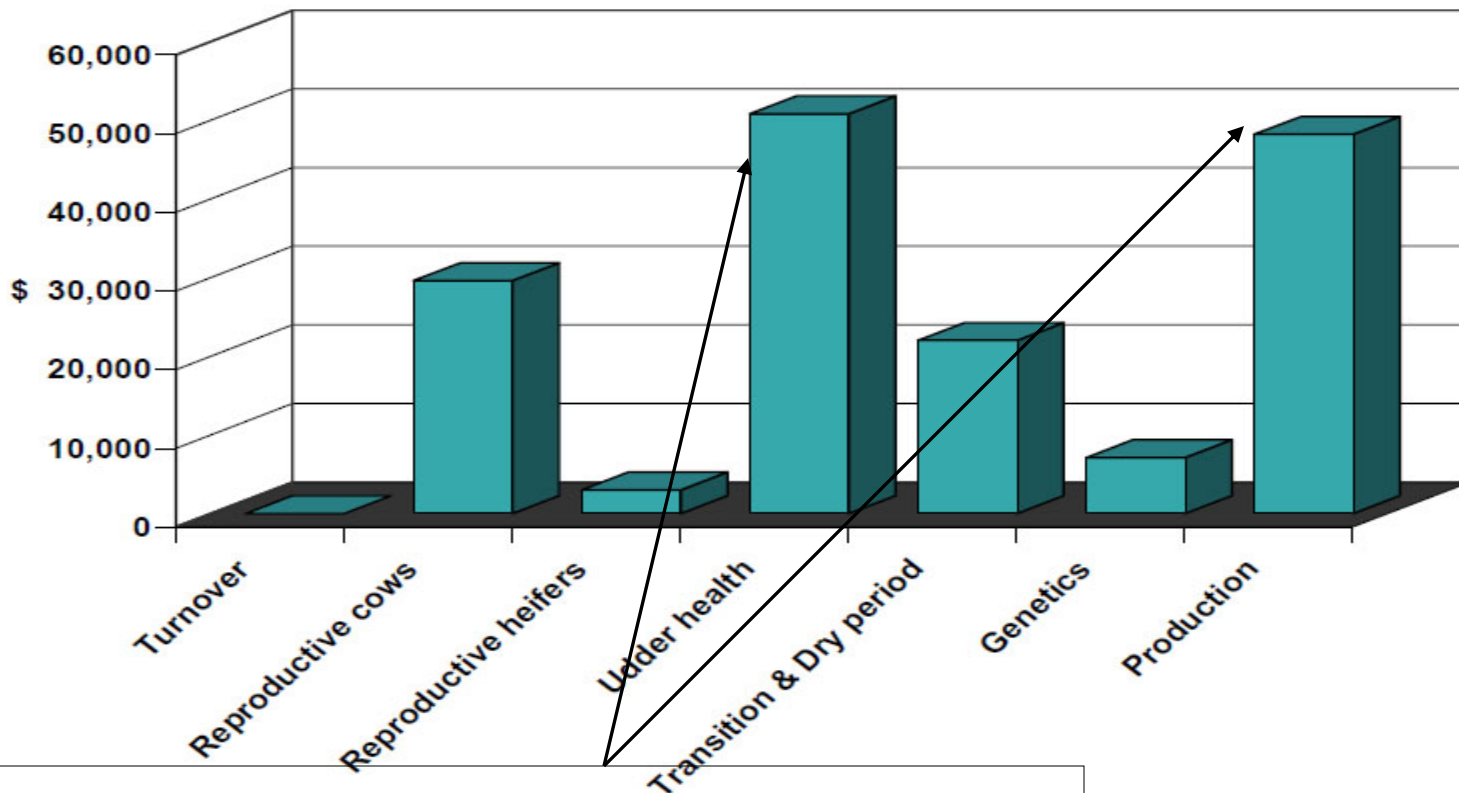
Herd Average
Still on the rise.
Did not go down
until April
following year.



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Profit Opportunities



Areas of Concentration



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Using Benchmarks

AgSource Benchmarks for Herds Over 500 Cows (155 Herds)

	80th Percentile	Average	20th Percentile
Annual turnover percentage (Excluding dairy)	29%	34%	39%
Annual death rate percentage	5.5%	7.9%	9.7%

Herd Compared to Top 20% of Herds in Data Base

Over the past year...	Your herd percent	Your herd No. of cows over 80th percentile	Profit Opportunity
Turnover (Excluding sales for dairy)	33%	25.6	\$ 32,000
Death loss	5.3%	0.0	\$ -



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Summary

- **AgSource's business is laboratory analysis and management information!**
- **Data collected from Members is used throughout the industry in development of valuable information - for the Member.**
- **Accuracy and completeness starts on the farm**



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The Value of the
Information Provided to
Members is based on the
Accuracy & Completeness
of the Data Collected on
the Farm.



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Our Mission....



- **Provide fast and accurate information of the highest possible value to our members and customers.**



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