



Prediction with precision

**Would accurate production forecasts help
your own business planning?**

**Does your milk buyer need forecasts of your
future milk production?**

**Are they offering incentives on the accuracy
of your forecasts?**

Take the guesswork out of your future milk
production with milk4cast

Based on a forecasting system that has been used successfully in the field for the last 10 years the [milk4cast](#) service offers the solution to your milk prediction needs:

- ★ Target Forecast Accuracy of +/- 7% per month
 - ★ Simple data - your calving and culling pattern
 - ★ Easy-to-use - web or fax options
 - ★ Speedy service - 5 working days turnaround
 - ★ Data Security - your data is safe and confidential
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[milk4cast: the easy solution to milk production forecasting](#)

The milk4cast service

We offer a complete and confidential milk prediction service that provides an accurate milk production forecast for use in your own business management and for submitting to your milk buyer.

We employ state-of-the-art computer modelling to achieve accurate results from a system we have developed and used successfully for over 10 years.

We offer a personal service where our experienced staff check all the forecasts produced before they are returned to you. We will contact you to clarify any details where necessary. Once your forecast has passed our quality control checks a report pack will be sent to you, either by email or through the post.

The [milk4cast Report Pack](#) includes:

- ★ A print of the details submitted and used to generate the forecast.
- ★ A report detailing the actual and forecast production figures, with comparison information.
- ★ Graphs detailing the actual/forecast production and calving pattern.
- ★ The full 12 month future production forecast to be supplied to your milk buyer.

We ask that you check these reports and confirm that you authorise us to forward the future milk production figures to your milk buyer.

As [milk4cast](#) is an independent company, we do not have ties to milk buyers or other organisations. Your herd details are used only to generate forecasts and your data will not, under any circumstance, be passed to any third parties.

The cost for the service is:

Web/Fax	£ 75 (+VAT) per forecast.
	Herd information submitted through our web site or fax line and the report pack returned by email/post.

This charge will be deducted from your milk cheque by your milk buyer in the month following the receipt of your [milk4cast Report Pack](#).

Sample Report

Milk Production Forecast

Month	Totals @ Month-End					Plus Purchased		Initial Forecast Litres	Latest Actual/Forecast Litres	Actual minus Forecast	Production per Day Forecast
	In Herd Total	In Milk		Dry	Culls	Cows	Heifers				
Actuals											
Apr-09	91	65	25	1	0	0	0	51718	51224	-1%	1724
May-09	87	58	23	6	4	0	0	47452	51554	4%	1531
Jun-09	77	38	16	23	10	0	0	35281	29556	-2%	1176
Jul-09	79	31	12	36	0	0	0	27173	28910	0%	877

Cumulative Actuals to July - 09

161624

161244

0%

Forecast											
Aug-09	87	41	13	33	0	0	0		31508		1016
Sept-09	93	49	20	24	4	0	0		45081		1503
Oct-09	98	61	25	12	0	0	0		63373		2044
Nov-09	100	70	27	3	0	0	0		72531		2418
Dec-09	101	72	28	1	0	0	0		78509		2533
Jan-10	101	72	28	1	0	0	0		75454		2434
Feb-10	101	71	28	2	0	0	0		63247		2259
Mar-10	101	71	28	3	0	0	0		64421		2088

Base Yields		Latest
Cow (Ltr)	7005	6972
Heifer (Ltr)	6010	

Total Production:

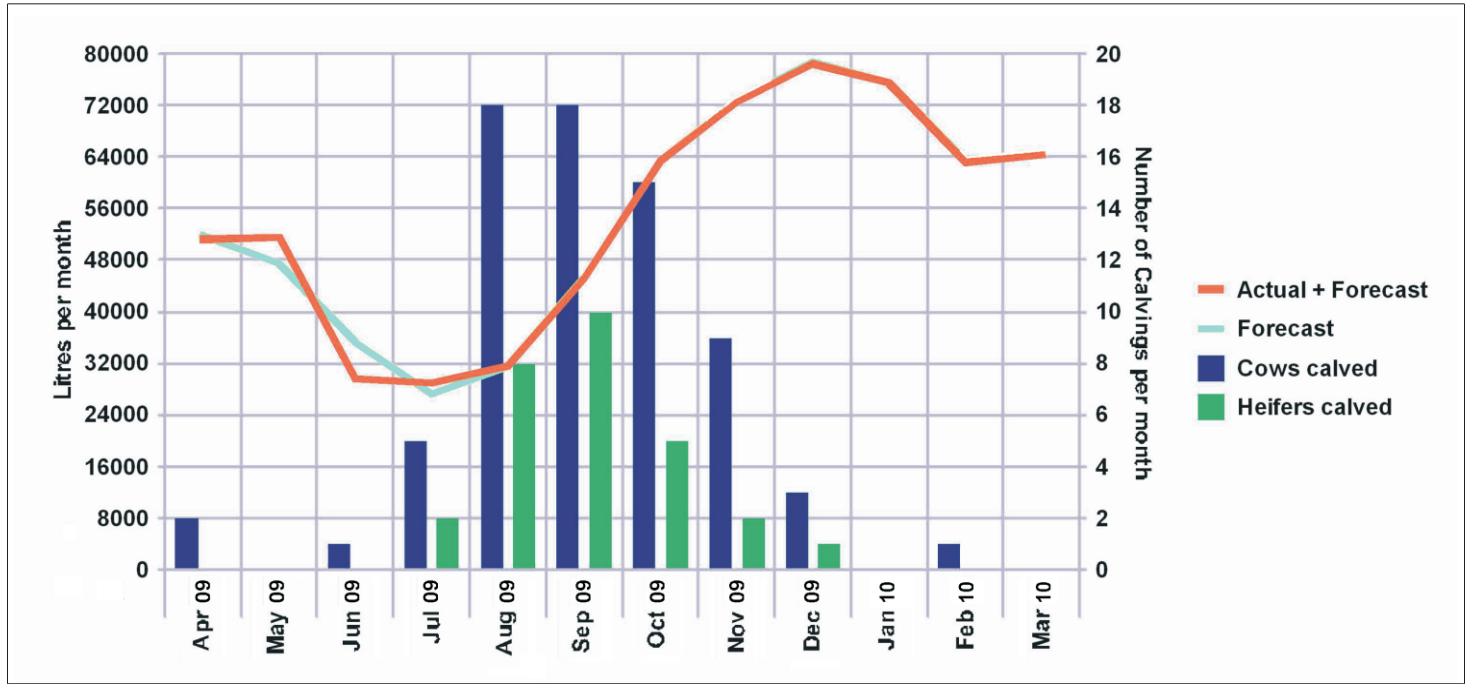
655366

This information is based on figures supplied or available at the time and is therefore only as good as the accuracy of such data. Many other factors may have an impact on the predicted production.

Sample Graph

Milk Production Forecast

Litres per month + Calvings per month



This information is based on figures supplied or available at the time and is therefore only as good as the accuracy of such data. Many other factors may have an impact on the predicted production.

Post Code

Return [milk4cast Report Pack](#) by email (Y/N)

August	September	October	November	December	January	February	March
Forecast							
Forecast							
Forecast							

This number is extremely important. It is used to determine the number of culls not entered in the section above. These will be added randomly, between August 2009 and March 2010 to achieve the stated herd size. This covers those animals which 'select themselves' for culling due to infertility, lameness, mastitis etc. and are as yet unknown.

Additional Herd Information (see notes)	
305 day yield Cows (litres)	<input type="text"/>
305 day yield Heifers (litres)	<input type="text"/>
Are yields from Recording or Calculated (R/C)	<input type="text"/>
Estimated Calving Index (days)	<input type="text"/>

Help Notes to complete milk4cast Input Form

All boxes must be completed to supply the full details required to produce a forecast. This information should be readily available from your Bray Chart, Dairy Diary, NMR/CIS herd reports or other recording system.

Actual Culls / Forecast Culls

This covers those animals which it has been decided to cull and they should be entered in the intended culling month. At no time should any animal be entered twice. Cullings take precedence over calvings, so if an animal is entered as a cull then its previous calving should be removed.

Calvings

If an animal is confirmed in calf such that it will calve twice in the year, only its forecast calving should be entered. Animals served so they may calve twice in the year should have only their actual calving entered.

Purchases

Whilst exact details of purchases may not be known this covers an "intent" to purchase cows or heifers in stated months. It is assumed animals are purchased as fresh calvers. If purchased as dry or late lactation cows they should be entered as purchases in the month they are due to calve.

Intended Total Herd Size at 31st March 2010

This number is extremely important. It is used to determine the number of culls not entered in the section above. These will be added randomly, between August 2009 and March 2010 to achieve the stated herd size. This covers those animals which 'select themselves' for culling due to infertility, lameness, mastitis etc, and are as yet unknown.

Where intended total herd size is the same as at 31st July 2009 the total number of 'unknown' culls added will make the total of all culls equal the number of heifers plus purchases. Where intended total herd size increases the heifers plus purchases will be greater by the relevant number change and where herd size decreases it will be less by the appropriate amount.

Totals At 31st July 2009

It is absolutely essential that these numbers are correct.

Every Other Day Collection (Y/N) - if the answer is Yes the date of the last collection in July must be given in the box below.

Additional Herd Information

305 day Lactation Yields.

If recorded data is not available these can be calculated as total expected herd yield, divided by total herd size to give the herd average (A).

For Cow yield take figure A and multiply it by 1.03.

For heifer yield take figure A and multiply by 0.9.

Estimated Calving Index

It is important that an accurate as possible estimate of this figure is made. If unknown the National Average is approximately 420 days (14 months).

What you need to do next

It couldn't be easier to take advantage of the [milk4cast](http://www.milk4cast.co.uk) service :

Step 1. Complete the form in the centre of this brochure to collect the details we need.

Step 2. Provide us with this information

Using our web site: www.milk4cast.co.uk

or

Faxing your form to us on: **01844 214722**

Step 3. You will receive your milk4cast Report Pack either by email or post within 5 working days.

Step 4. You contact us to confirm the release of the milk production forecast to your milk buyer.

Step 5. We submit your forecast to your milk buyer, electronically.

It's as simple as that

Terms and Conditions

By submitting herd details to milk4cast, electronically, by telephone or any other means the producer is entering a formal contract with milk4cast to generate a milk production forecast based on the details submitted.

milk4cast will process the submitted details and return a milk4cast Report Pack to the producer by post or email.

The producer is required to confirm their acceptance of the forecast details with milk4cast before the details will be forward to the milk buyer as the producer's 'official' forecast.

The charge for producing the forecast will be deducted from the producers milk cheque by their milk buyer in the month following the receipt of the milk4cast Report Pack.

Alterations to an existing forecast submission will not incur additional charges. Only the details of the final, agreed forecast will be forwarded to the milk buyer as the producer's 'official' forecast.

milk4cast reserve the right to alter the format of the reports and contents of the report pack without notifying the producer.

All forecasts produced are based on figures supplied or available at the time and are therefore only as good as the accuracy of such data. Many other factors may have an impact on the predicted production.

milk4cast cannot be held responsible for any losses or damages incurred through the use of the forecasting service.

The producer's actual milk production figures may be supplied by the milk buyer to milk4cast to check forecast accuracy.

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