

# SOL

## THE FIRST YEAR SINCE ITS IMPLEMENTATION

In January 2018, the official launching of the Stado OnLine program took place. We are pleased to inform you that the new service has become very popular from the beginning. At the beginning of the year, the number of program users was just over two hundred. The very first users were those farmers who had decided to test the program in May-June 2017 voluntarily. By the end of 2018, the number of SOL users' increased almost sevenfold! At the end of the year, SOL was used in nearly one thousand and four hundred farms, in which there were over 80,000 cows kept. As a result, the SOL farms at that time represented around 7% of the total number of herds in milk recording where about 11% of recorded cows were kept.

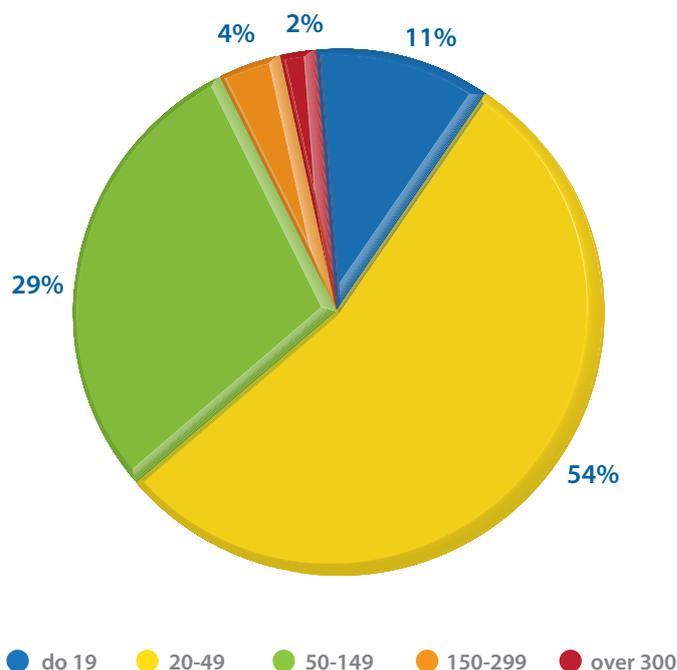
**Figure 1. Number of herds using SOL in the following months of 2018.**



The majority of farms using the new program were located in the Podlasie (374), Mazowieckie (268) and Wielkopolskie (243) voivodships. Such a result can be considered as in line with expectations, as the aforementioned voivodships are also well known as those where the number of recorded cows is the highest in our country. If we look at the number of SOL farm users in comparison to the number of recorded herds, we can observe the highest ratio in Dolnośląskie where SOL was used in nearly every fifth recorded farm (18% of all farms). Evidently higher than average density of SOL users was also observed in farms in Śląskie and Podkarpackie voivodships (respectively 12% and 11% of all MR farms). Dolnośląskie Voivodship was also a leader in terms of the share of cows in SOL farms in relation to the total number of MR cows. In this voivodeship, every third MR cow (33% of the total number of milk recorded cows) was kept in a farm using SOL application!

The average farm-user of the program has just over 60 cows. The average, however, consists of very different farms. The smallest of them keeps just over 10 cows, and the largest one over a thousand. The biggest share of users (almost 2/3) are, however, farms with less than 50 cows. In this respect, the structure of SOL farms is similar to the one which generally describes milk recorded farms.

**Figure 2. Structure of farms SOL users depending on the number of cows.**

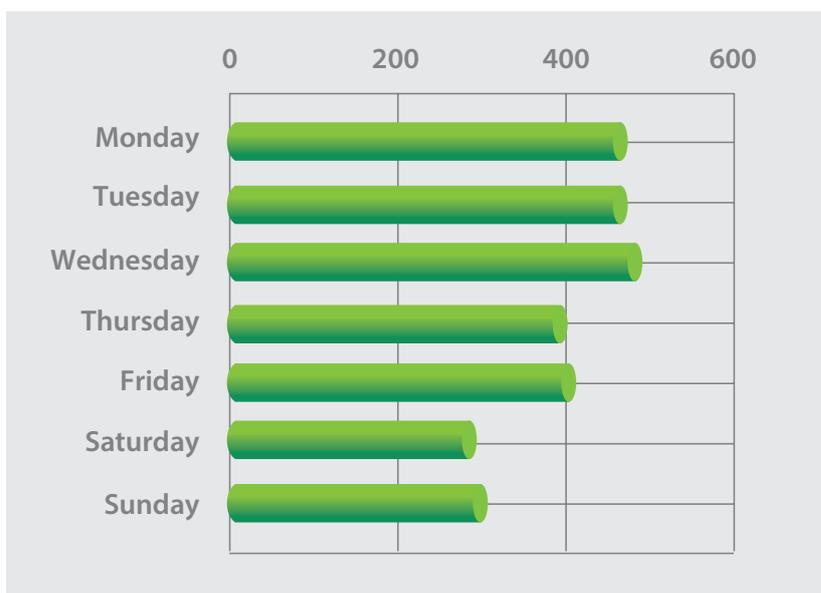


## Breeders use SOL more and more frequently and actively

An interesting observation is provided by the analysis of logs schedule to the program during a day. It turns out that users enter the program almost 24 hours a day. There are logs even in the middle of the night at: 1 AM, 2 AM or 3 AM. However, the real traffic begins about five o'clock in the morning, so along with the start of morning milking and lasts until 10-11 PM. You can see that breeders need access to the program practically 24h/7 days in a week.

The fact that the program is needed by its users constantly, is also confirmed by the data showing the distribution of the logs number on particular days during a week. The corresponding graph shows that SOL is used throughout the whole week, also on Saturdays and Sundays. On holidays, the traffic is smaller, but it does not vanish. The assumption made at the very beginning of the program creation that it should be available to users 24 hours a day, seven days a week, turned out to be the right thing.

**Figure 3. Daily number of logs to the program depending on the day of the week.**



The second good news is constantly growing activity of SOL users. Breeders are looking more and more frequently into the program. This can be shown in the number of logs per one farm a month. In December 2018, it was around nine, which means that the average SOL user entered it once - twice a week. The diversity was very large in this case too. There were people who used the app every day or even many times a day. „The leaders” logged the program even more than a hundred times a month! However, there were also such users who looked into the program very rarely - sometimes less than once a month.

Although the way how SOL is used is a sole decision of each user, we obviously want the breeders to make the most of its functionalities. SOL has already clearly grown in this respect too.



With its help, users register daily hundreds of various events that take place in their herds. The number of these events is constantly growing, and not only as a result of SOL farm users increase or herd size increase. The number of registered events per animal is also growing. And that means that SOL users with SOL help can make more and more accurate records. We can therefore safely say that SOL manages well one of the main goals for which it was created. Namely it enables farmers to register all information they need in easier way.

It is worth underling that farmers who provides SOL with all information on events needed for carrying out milk recording can benefit twice. First of all, a breeder does not have to note these events into the paper form, or even dictate them to the field technician. The right information can be downloaded directly to the electronic device (so-called PDA), which is used by field technicians during test milking. What's more, such a breeder can count on a discount in MR service cost by PLN 0.2 per a cow. This option is used by about one out of four SOL users. We hope that there will be more and more of them over time.

### **Program users are our guides**

SOL and the employees' team who work on its development owe much the program users. Their comments, reaching us directly or through our SOL Assistants, set the directions of further SOL development. We express special gratitude to those who share with us their remarks and thoughts on the Facebook discussion group and on the discussion forum on SOL website. At the same time, we encourage these SOL users who haven't done it so far to share your thoughts about SOL functionalities at the farm.