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For Immediate Release

Top 10 Dairy Industry Innovators Recognized at World Dairy Expo

Madison, Wis. (Oct. 5, 2016)—Dairy Herd Management announced the top 10 products in the 2016 Dairy Herd Management Innovation Awards yesterday at World Dairy Expo. The Dairy Herd Management Innovation Awards recognize the best of the best in new products that will be game changers for dairy producers in the areas of efficiency, functionality and technology.

The top 10 products in the 2016 Dairy Herd Innovation Awards are:

AfiAct II - Calving Alert Service from Afimilk

This unique service provides Afimilk customers the ability to receive SMS\Text message and/or e-mail that will alert them that one of their cows or heifers started the process of calving. The message is sent once the Afimilk system detected the required changes in a cow or heifer's pattern of behavior. The message contains basic but important information about the animal such as: time of detection, her number, group, days pregnant and lactation. To learn more about AfiAct II, [click here](#).

AFX 1060 Alfalfa from Alforex Seeds

AFX 1060 Alfalfa is the first commercially available low-lignin alfalfa non-dormant variety. AFX 1060 produces higher quality dairy hay at the normal 28-day cutting schedule, but producers can choose to increase yield by delaying harvest to approximately 35 days while maintaining the harvest quality similar to other alfalfas at 28 days. To learn more about AFX 1060, [click here](#).

BHBCheck Blood Ketone Test from PortaCheck

The BHBCheck blood ketone test is an accurate and affordable test that uses one drop of blood to measure BHB concentration and provides quantitative results in 5 seconds. The test measures the BHB (β -Hydroxybutyrate Dehydrogenase) concentration in bovine blood which is the "gold standard" for detecting sub-clinical ketosis in dairy cows. To learn more about BHBCheck Blood Ketone Test, [click here](#).

Clarifide Plus from Zoetis

Clarifide Plus is the first commercially available, U.S.-based genomic test that gives dairy producers the ability to directly predict disease risk in Holstein cattle. The test includes new genomic predictions for wellness traits that provide direct indication of the genetic risk factors for six of the most common and costly animal health challenges on dairies: mastitis, lameness, metritis, retained placenta, displaced abomasum and ketosis. To learn more about Clarifide Plus, [click here](#).

Farmeron Inventory Management System from Farmeron Inc.

Farmeron Inventory Management System provides end-to-end entry and control of all physical inventory items. This holistic system enables dairy producers to immediately know where they stand on inventory balance, usage and cost. To learn more about Farmeron Inventory Management System, [click here](#).

HerdOptimizer from CRV

HerdOptimizer is a program that combines genomic testing with CRV's package of tools, including genetic consultation and SireMatch (CRV's mating program), to help producers manage their herds more effectively. HerdOptimizer evaluates 19 fundamental U.S. genomic traits as a basis of conformation and production—then amplifies that by adding more than 20 proven CRV traits. This allows producers to make whole herd improvements in production, efficiency, longevity, health, fertility and conformation. To learn more about HerdOptimizer, [click here](#).

IDEXX Rapid Visual Pregnancy Test

IDEXX's newest test, the Rapid Visual Pregnancy Test, provides results in 30 minutes, in-clinic or on-farm, without spinning down samples. This instrument-free test allows you to process 30 samples per run with 99% accuracy. Process multiple runs concurrently using EDTA whole blood, serum or plasma samples for pregnancy checks. To learn more about IDEXX Rapid Visual Pregnancy Test, [click here](#).

Imrestor from Elanco

Imrestor (pegbovigrastim injection), is the first and only immune restorative for periparturient cows and heifers. Imrestor is FDA approved for the reduction in the incidence of clinical mastitis in the first 30 days of lactation in periparturient dairy cows and periparturient replacement dairy heifers. Imrestor is a protein that helps support the natural function of a dairy cow's immune system during the critical time around calving, when she is most vulnerable to mastitis. To learn more about Imrestor, [click here](#).

Quick SCC from Dairy Quality Inc.

The Quick SCC gives you the somatic cell count you need at your fingertips in a streamlined device that lets you store and retrieve your testing history in the cloud. You get in-the-moment information and the capacity to track trends by storing your data in the cloud, direct from the Quick SCC. From this cloud, you also have the opportunity to share your results anonymously and contribute to a global project studying the factors affecting SCC in milk. To learn more about Quick SCC, [click here](#).

SCR Heat Stress and Group Monitoring Module from SCR Dairy

SCR Dairy has added Heat Stress and Group Monitoring Module to its suite of herd management tools, which provide dairy producers real-time and actionable insight into their cow's reproduction, health, nutrition and well-being status. The Heat Stress and Group Monitoring Module help producers easily evaluate the effect of temperature and humidity on their herd to quickly identify and implement real-time heat abatement strategies. To learn more about the SCR Heat Stress and Group Monitoring Module, [click here](#).

The 2016 People's Choice Winner is NovaMeal from Novita Nutrition. NovaMeal provides multiple nutritional components all in one package, providing a better value from your feedstuffs, ultimately saving money. It delivers a more absorbable protein to the small intestine (dRUP) compared with other commonly fed protein sources (i.e., soybean meal, canola meal). NovaMeal is also high in digestible fiber and low in unsaturated fat. This nutrient package provides a greater value by allowing increased inclusion rates, a potential for increased milk components and improved overall economics for the dairy producer. To learn more about NovaMeal, [click here](#).

Entries were evaluated by Dairy Herd Management's panel of dairy farmers, agribusiness representatives and university experts, and were judged on their originality within the marketplace, usefulness and value to dairy farmers. Nominated products have also been featured on www.dairyherd.com, allowing people to vote for the People's Choice Winner.

“This dairy industry is fast-paced and ever evolving, these awards showcase the finest in the industry and the commitment industry partners make to keep the future of the dairy industry strong,” said Cliff Becker, Vice President and Publishing Director. “We are pleased to recognize these top innovators at World Dairy Expo.”

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