



LATEST NEWS FROM CIS | February 2018

Welcome to the February edition of CIS News which highlights the benefits of our Pedigree Package and the services associated with the complete package offered for a single fee.

Our newsletter for 2018 will now be published bi-monthly so the next edition will be April. To view previous editions [visit the news page](#) of the CIS website.

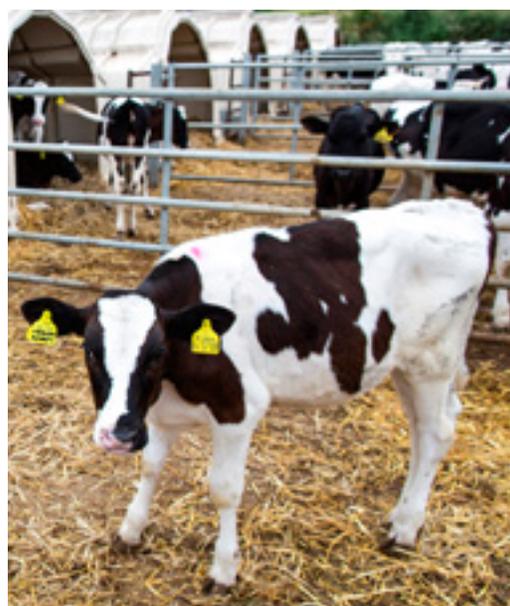
Pedigree Packages: A complete package for a single fee



The CIS Pedigree Packages offer, for a single fee, milk recording, pedigree registrations, fertility and health recording and 24hr access to animal information online. Packages can be enhanced to COMPLETE or gCOMPLETE which includes type classification and breeding tools. The participating breed societies are Holstein UK, British Friesian, Ayrshire, Jersey and Guernsey.

[Read more...](#)

Registration: Why should I register calves?



Registration helps inform future decisions on individual animals and the overall herd to support improving herd quality and strengthen the herd generation on generation.

Benefits:

- Increased value, registered cattle consistently sell for higher prices than non-registered
- Breeding information to identify the best cows in the herd
- Control the risk of any potential in-breeding within the herd
- Certificate in digital or print format to link to BCMS and ear tag

[Read more...](#)

Type Classification: With great type comes great profitability

The Type classification service is a great means of measuring



conformation to promote next generation improvement, with both animals and their owners benefitting from good type.

These benefits can be seen in many ways, such as increased production and longevity and reduced conformation associated health issues. Therefore, our Senior Data Analyst Henry Richardson, with Classification Analyst Jess Edwards, set to work exploring the vast amounts of classification data to see what stories it told.

[Read more...](#)

Farmer Focus: CD Whitticase & Son, Shropshire

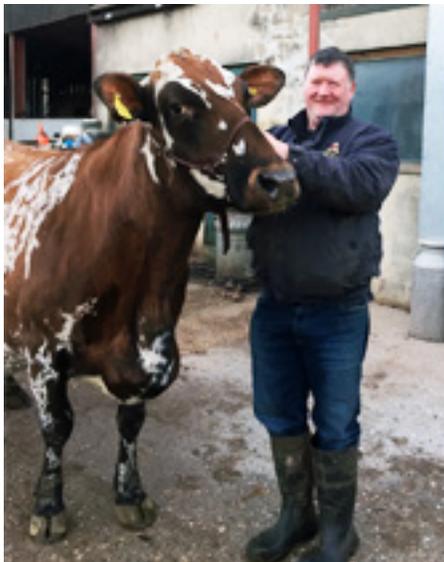


In the heart of Shropshire, near Oswestry, is the Glanmarton pedigreed Holstein herd run by Whitticase family.

The herd comprises of 350 milkers and 300 followers, milked twice a day averaging 10,500kg with calving switched a couple of years ago to Autumn and Winter. The Holsteins are in one group and fed a semi TMR along with summer grazing for some of the herd. David and Mary Whitticase have been CIS customers since 2013 and use the gComplete service which includes their monthly milk recording, registrations, type classification visits and genomic testing.

[Read more...](#)

Farmer Focus: MD Evans, Devon



The organic Eastchurch herd of Ayrshires run by Mark Evans near Honiton uses the Ayrshire Pedigree Complete package.

The renowned herd of 460 Ayrshires is milked twice a day through an 18:18 herringbone parlour, housed mainly in cubicles and fed silage. The CIS Complete Package provides Mark with everything he needs to know and do for the herd in one place. Supported by the Mobile Herd App Mark can register the pedigree immediately, benefit from the twice a year type classification and the other inclusive services offered by CIS.

[Read more...](#)

New Starters

Karen Scullion – CIS Area Manager



Karen started her career as a contract milk recorder in 1988 before becoming an employed milk recorder in 2000 and then an area supervisor from 2002. Her promotion to CIS Area Manager will see a very experienced Karen supporting milk recorders and dairy farmers across Central Scotland, Dumfriesshire and The Borders

Mobile: 07810 128647

Aimee Dryden – CIS Area Manager



A 2015 graduate in Microbiology at Glasgow Caledonian University, Aimee joins the team as Area Manager covering South West Scotland under the guidance of Elizabeth Brown. An active member of Young Farmers and with dairy farming in her family roots keeps Aimee up to date with the issues and opinions of both current and future farming generations.

Mobile: 07522 230218

CIS Out & About



UK Dairy Expo 2018
Borderway,
Carlisle, CA1 2RS
Saturday 10th March



Royal Highland Show 2018
Highland Centre, Ingliston,
Edinburgh, EH28 8NB
Thursday 21st June to Sunday 24th

Don't Forget

Shrove Tuesday 'Pancake Day'
on Tuesday 13th February

Valentine's Day
on Wednesday 14th February

Keep sharing the love for British dairy farmers and the industry throughout the month as part of the social media campaign #Februdairy



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