

Q&As

Everything you ever wanted to know about EZ Link EID

LIC has developed and designed a new tool to make the collection of herd test samples more accurate and efficient.

The EZ Link handheld is compatible with an electronic identification EID stick reader. Together the products provide an EID Herd testing product – EZ Link EID – saving farmers time during herd testing.

EZ Link EID uses a specially designed EID stick reader to read and wirelessly transmit a cow number to the EZ Link handheld, accurately matching cow with sample and eliminating input errors and the dependency on tag visibility.

EZ Link EID has been proven in the field, following a series of trials that began in July 2009.

Questions & answers

What's happening?

EZ Link EID has undergone an intensive three-stage trial and will be commercially released in the 2010/2011 season.

- First stage – Beta testing (July/August 2009), a technology trial conducted over a number of Waikato-based herds.
- Second stage – Pilot trial (August/September 2009), the second stage involved Waikato-based herds and concentrated on processes like data flow from shed to SAP, MINDA and Weigh Station.
- Third stage – Commercial trial (September 2009 – February 2010), tested from the sale to when the results arrived on farm – end to end - managed customer expectations and collected customer feedback.

EZ Link was introduced a few years ago – how many versions are there?

EZ Link with the Dolphin handheld is used in Northland, Taranaki and Wellington/Hawkes Bay. EZ Link with the Intermec CN3 handheld is used in the South Island, Waikato and Bay of Plenty. EZ Link EID is compatible with the Intermec CN3.

EZ Link EID will be available to all regions*. There is a designated number of EZ Link handhelds reserved specifically for those customers who sign up for EZ Link EID.

*Excluding Tasman/West Coast regions initially.

So what's different with EZ Link EID?

EID is the way of the future for farm efficiency and biosecurity. The EID stick reader electronically identifies each cow and transmits that information wirelessly to the EZ Link hand-held. EZ Link EID matches milk sample to cow, eliminating input errors. The most significant difference is that EZ Link EID cuts out the need for you to manually enter cow numbers into the EZ Link hand-held – instead you can now use the EID stick reader to scan EID tags.

Will customers get training on how to use the new EZ Link EID?

Yes. All new customers will be trained by client trainers, before their EZ Link EID herd test.

Herd Test staff, District Managers, and customers will be invited to attend demonstrations to be held on farms in all regions leading up to next season.

When will the Contact Centre be trained to support EZ Link EID?

March 2010.

Which regions took part in the trials?

The trial was based in the Waikato and BOP

Why only in the Waikato?

Waikato was chosen because of its proximity to LIC's head office in Hamilton. The tough economic conditions meant the company needed to develop a project plan which would deliver the best outcome (taking into consideration all the regional variations, particularly with regard to South Island farms - eg large herds, shed differences, varying weather conditions and big rotary sheds. The Waikato farms chosen were close to the Herd Test Depot and LIC Head Office, which meant every stage of the trial was fully supported and successful.

How were farmers selected for the trial?

Herd testing clients with EID equipped sheds and herds suitable for the trials were identified and asked if they would take part in the trial. EID testing was carried out in 40 sheds, including eight rotary. Farmers paid for their EID tests, so it was a true commercial trial, we didn't just give it away.

What shed set-ups are not suitable for EZ Link EID?

EZ Link EID will suit most herringbone dairy sheds, and some rotary sheds, however, to confirm shed suitability please call your District Manager.

What herds are not suitable for EZ Link EID?

Herds that are not used to people near their heads - ie which might balk when a stick is waved near their heads. These herds may be able to get used to the reader however, so we wouldn't want to rule them out. All of our repeat customers (those that completed more than one EID herd test) have said cow behaviour is the same or better than a herd test without the reader.

Is EZ Link EID suitable for all dairy farms?

Currently no - EZ Link EID will be the best option for some farms, but not all. LIC is, however, working on ways to make EZ Link EID available to all farmers. District Managers and Herd Test Depots will be involved



in identifying farms/farmers that could benefit from using EZ Link EID. Shed suitability will be the determining factor.

When will clients with EID enabled sheds be able to use EZ Link EID?

EZ Link EID will be available, tested, trialled and proven in all regions (excluding the West Coast/Tasman) next season (2010/11).

How much will EZ Link EID cost?

Herd testing with EZ Link EID will cost: \$195 (EZ Link only \$135).

How do District Managers order an EZ Link EID Herd Test for clients?

Order via eSOF (and CRM in the future)

EZ Link EID will be included in the Services Catalogue 2011/12

If I have any questions or queries about EZ Link EID who should I contact?

Customers should be advised to call their District Manager or their local Herd Test Depot for more information, or to sign up for EZ Link EID or to check their shed suitability for the product.

All Herd Test Staff should contact Waikato Regional Herd Test Manager, Ben Crawford, phone 07 889 3780, email bcrawford@lic.co.nz

For any general inquiry please contact Herd Test Product Manager, Jamee Thomas, phone: 07 856 0911, email: jamee.thomas@lic.co.nz.

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