

# Focus



**Welcome to the fifth edition of our Focus newsletter. This month we showcase Genus ABS Technical Services and the prime importance they play in ensuring our products and solutions meet our customers' expectations.**



As the global leader in animal genetic improvement, our ongoing investment in the development of a world-class technical service team is integral to the success of our business. Well known throughout all our bovine companies, ABS Technical Services' experienced team supports our sales personnel and helps our customers around the globe to achieve the very best results from both their herds and their people.

Our specialist services range from reproduction management and milk quality to on-farm employee training - and ABS Technical Services are the people we all turn to when we need specialist help in these areas. (More details of their services are overleaf). They have recently added to their portfolio training programmes with the Technical Services Academy and the Reproductive Management System® (RMS) Training Programme together with tools like the ABS Monitor, the Technical Services website, and the Tech Forum on Helix.

ABS Technical Services' specialist team of over 40 people is truly global, stretching from North and Latin America to Europe, Africa, the Middle East, Russia, China and

Australia. The strategically located team has recently grown further by the addition of new members in the United States, Brazil, Argentina, United Kingdom, South Africa, Russia, China, and Japan.

Global Technical Service Director Dr. Hernando Lopez is extremely proud of his team, saying: "Our commitment to the success of our customers and our organisation easily overcome country borders and time zones. Our team approach and open communication philosophy is one of the key components to having a highly motivated and committed group. Another key component to the success of our team is the promotion of professional growth and recognition. A good example of this was our first Genus ABS Technical Services Global Conference where we received up to date elite training and well deserved professional recognition."

He continues: "The Genus strategy is fundamental to everything we do and we are supporting this by focusing on the development of high performance professional teams in several key markets and the creation of sound technical training programs and tools to successfully support field work and customer productivity."

## A Gateway to Success

ABS Technical Services' website is really proving its worth, with around 25,000 visitors every year. It has proved to be particularly useful in helping producers around the world take advantage of the vast amount of information available at the touch of a button. This ranges from a vast technical library and on-farm cow management training material to interactive tools and calculators; remote consulting and exclusive reproductive management software - ABS Monitor. Why not take a look?



[www.abstechservices.com](http://www.abstechservices.com)

# Making a Difference to the Dairy Industry



Here are details of some of the services ABS Technical Services provide to the dairy industry, helping to ensure a consistent flow of high genetic value pregnancies, improved milk production, and skilled and motivated employees.

- Reproductive Management:** Our customers have recognised that supplying a consistent flow of pregnancies is fundamental to increase herd size, improve milk production and fuel their youngstock programme. The Technical Services team helps them by finding solutions to existing bottlenecks before they impact long-term pregnancy inventory and profits. Some technical solutions include support to our professional Artificial Insemination (AI) technicians (RMS), on-farm AI technician training, and reproductive protocol compliance and implementation.



- Records Analysis:** The world-class Technical Services team has the expertise to evaluate, interpret and present data in a clear, objective manner which is essential in customer decision-making processes. The team monitors current results and benchmarks customer data in order to prioritise opportunities and continually improve profitability.

- Transition Cow Management:** A well-managed transition period is essential not only for a smooth, successful birth, but also to make sure cows start off in a favorable direction reproductively. The Technical Services team helps customers design and implement monitoring systems for this critical period, minimising early culls and promoting early and adequate cow performance.



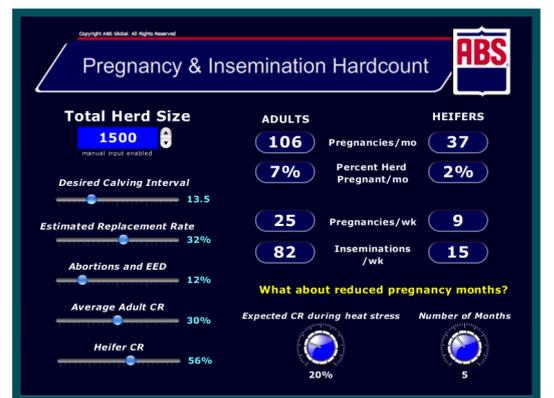
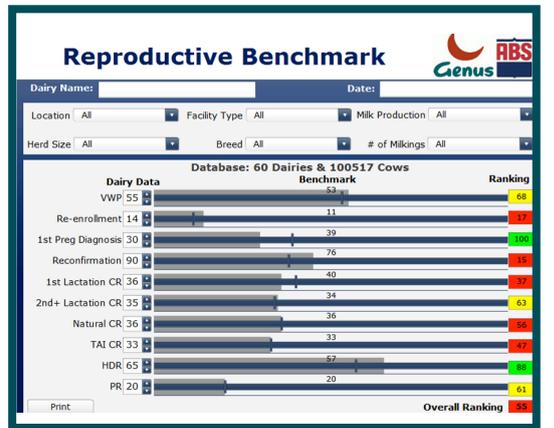
- Cow Comfort:** Many facilities create performance roadblocks, hindering producers from achieving their goals. The team's global consultants assist customers in maximising production and optimising cow comfort in current or future facilities by creating a more suitable environment allowing for maximum cow performance.



# Technical Services Training Academy

Pioneered by ABS Technical Services, the ABS Training Academy shares knowledge and expertise on dairy solutions from around the world. This comprehensive programme is available to everyone through Genus University with modules ranging from a basic introduction to full competence in differing focus areas.

This online technical training programme offers over a hundred classes in the areas of reproduction, transition, cow environment, milking, nutritional management, youngstock and replacement, labour, grazing, and stockmanship. All modules are supported by hands-on guides and reference materials to facilitate field implementation, training monitoring and successful delivery at the customer level.



## Making a Difference .....continued from page 2



- **Cow Handling:** The Technical Services team works closely with producers to define the best industry standards for farm employees to practice when handling livestock, limiting the effects on animal performance. Based on agreed standards and research-based handling guidelines, they communicate and train customers' employees on the best way to safely move and work with dairy cattle.



- **Milk Quality:** Maintaining high-quality udder health returns huge profits to a dairy through improved production, reproduction and quality bonuses. Our Technical Services team helps producers to optimise parlour procedures and cow environments. Some technical solutions include parlour evaluations, teat condition and cow cleanliness scoring and milker employee training.



- **Youngstock and Replacement Management:** The Technical Services team assists in customising protocols and training on-farm employees to ensure they know how to carry out tasks allowing youngstock to grow efficiently and effectively. They also assist in the design and implementation of health and reproductive protocols and body condition monitoring to guarantee the heifers are efficiently brought into the production system.
- **On-farm Employee Training:** Customers know that consistent high quality performance of employees determines the overall success and profitability of the dairy. The Technical Services team supports them by delivering full training programmes for employees in all areas of dairy management. Such programmes include not only the technical side of training but also its on-farm 'hands-on' application. Additionally internet-based and bilingual training is available for most programmes.



## Focus on ABS Technical Services Reproductive Management System (RMS) Training Programme



Dr. Jesus Berumen, RMS Training Programme Trainer

This in-depth programme enables trainees with at least one year of artificial insemination experience to advance their skills in heat detection and insemination as well as learn new proficiencies in reproduction systems. They will also learn from dairy industry professionals about all the factors that affect reproductive performance. This fits in very well with the Genus values, as it focuses on our people, our customers and, ultimately, our results as without high performing technicians the customer's profitability would be affected, directly impacting our business.

This training programme is held at a state-of-the-art, 14,000 cow dairy and delivered by an experienced trainer, Dr. Jesus Berumen, who has managed reproductive programmes on large dairies for several years and who also is a certified ultrasound technician with great multilingual coaching skills.

Registration is available through Genus University and typical training sessions last 6 days. Further courses are required alongside the on-farm and classroom training in order to become a certified, professional RMS technician. In the end the trainee will be able to make accurate breeding decisions to enhance the reproduction on any dairy.

Dr. Alex Garnett, Technical Services Consultant in the United Kingdom (UK), recently participated in three days of training at the Double A Dairy, in Twin Falls, Idaho. She said: "Dr. Jesus Berumen is an excellent RMS trainer with vast amounts of experience. The dairy offers trainees the opportunity to see how each aspect of the dairy is efficiently organised and run on a huge scale. The training programme also includes lectures at the University of Idaho and time in the laboratory working with reproductive tracts. I would recommend this training experience to any technician looking to advance their skill set."

# Meet the Team



The first Genus ABS Technical Service Values Awards.  
From left to right: Dr. Fernando Cavazos, Dr. Felipe Arias, Philip Salkeld,  
Dr. Hernando Lopez, Dr. Alex Garnett and Jenny Hildon

In November over 40 people attended the first Genus ABS Global Technical Services Conference in the United States (US). The importance of the Genus values was stressed and one global Technical Services member was chosen to represent each of the five values. The winners were as follows:

**Dr. Felipe Arias:** The Customer-Centric Award. Dr. Arias is recognised for his great ability to build lasting relationships with key customers based on meeting their individual needs. He has been part of the Technical Services team for over five years and during this time has worked with customers in the US, Mexico, Argentina, Uruguay, Brazil, New Zealand, and recently China. Today he leads the team in Chile.

**Jenny Hildon:** The Results-Driven Award. Throughout her ten years in the company, Jenny has driven customers and Genus ABS personnel to succeed by maintaining the highest level of accountability through results in several countries throughout Europe. Today she manages the largest RMS and automatic heat detection system data sets in the business.

**Dr. Fernando Cavazos:** The Pioneer Award. Dr. Cavazos was the company's very first Technical Services consultant, joining twenty years ago, so he is a true pioneer of Technical Services. Examples of some of his innovative ideas over the years include the Technical Services Dairy Walkthrough, the Labor Skill Audit, and CowSigns. Throughout his career Dr. Cavazos has worked all over the Americas and more recently in China. Today he leads the Technical Services team in Latin America.

**Philip Salkeld:** The People-Focused Award. Philip is very inspirational and throughout his ten years with the company he has trained, developed, and empowered hundreds of RMS technicians, in-house breeders, customers, and Genus ABS personnel all over Europe, Russia, and Africa, redefining the standards of quality for our people and the industry.

**Dr. Alex Garnett:** The Responsible Award. The outstanding work of Dr. Garnett ensures that every solution we offer and implement meets the requirements and expectations of our customers, colleagues, animals, and communities. Dr. Garnett holds the privilege and responsibility of representing Genus ABS in front of the Department for Environment, Food and Rural Affairs which is the entity responsible for creating policies and regulations on the environment, food, and animal welfare in the UK.

The ABS Technical Services team is led by Global Technical Service Director Hernando Lopez. A Doctor of Veterinary Medicine since 1997, he went on to achieve an MSc. in Dairy Science, subsequently becoming a Doctor of Philosophy in Dairy Science with an emphasis on Reproductive Physiology. He joined ABS Global as a Technical Service Consultant in 2005 and was subsequently promoted to Latin America Enterprise Account Team Director. In 2011 he was appointed as the Americas Technical Services Manager and was promoted to his current position in 2012. He is responsible for designing and implementing team strategies for the retention and acquisition of strategically important accounts around the world. He works very closely with technical services, local managers and the company's sales force to achieve this.

During the conference it was possible to take photos of all of the Technical Services team together in one place, which, as you can imagine, doesn't happen very often!



#### BACK ROW

Phil Salkeld, European Technical Services Representative, France  
Dr. Alberto Gonzalez, Technical Services Consultant, Mexico  
Sander Hendriks, RMS Manager, Germany

#### 6TH ROW

Dr. Alex Garnett, Technical Services Consultant, UK  
Dr. Felipe Arias, Technical Services Consultant, Chile  
Dr. Huw Lloyd, Technical Services Consultant, UK

#### 5TH ROW

Maria Olsson, RMS Manager, Russia  
Dr. Flavio Bitencourt, Genetic Management Specialist, US  
Dr. Fernando Cavazos, LA Technical Services Manager, Mexico  
James Woods, RMS Manager, Ireland  
Carmel Clarke, Technical Services Manager, UK

#### 4TH ROW

Neville Pulham, District Sales Manager, Australia  
Matt Aikenhead, Technical Services Consultant, Australia  
Dr. Helio Rezende, Genus ABS TS Tools Manager, Brazil  
Dr. Julian Casas, Technical Services Consultant, US

#### 3RD ROW

Pavel Liehman Jr, RMS and Mastitis Prevention Specialist, Czech  
Dr. Luis Alonso, Technical Services Consultant, Mexico  
Dr. Cristian Vergara, Technical Services Consultant, US  
Peter Jackson, Technical Services Advisor, UK

#### 2ND ROW

Roger Sundberg, District Business Manager, US  
Masashi Yamaguchi, Technical Services Consultant, Japan  
Hans Vromans, RMS Manager, Italy  
Dr. Fernando Gonzalez, ABS Mexico Distributor, Mexico  
Dr. Diego Vallejo, Technical Services Consultant, US  
Lydia Johnson, Genus ABS TS Support Specialist, US

#### FRONT ROW

Dr. Hernando Lopez, Genus ABS Technical Services Director, US  
Richard Birkley, RMS Team Leader, UK  
Dr. Paul Song, Technical Services Consultant, China  
Jenny Hildon, Service Support Advisor, UK  
Dr. Jesus Berumen, RMS Training Programme Trainer, US

*If you have any comments or suggestions about Focus we would like to hear from you. Please contact us through [HRCommunications@genusplc.com](mailto:HRCommunications@genusplc.com)*