Upcoming Discover Conference: Big Data Dairy Management


Across all industries, the availability of increasingly powerful computers and new technologies provides new business management opportunities. In the last few years, most large companies have embraced the concept of “big data” techniques as part of their management strategy. In the dairy industry, big data may involve combining DHI production records, financial records, precision dairy technology data, health records, milk cooperative records, historical weather data, genomic evaluations, ration and feeding management data, and human resource data into one large database. Combining this information helps to improve decision-making, operational efficiency, cost and revenue optimization, and risk management. The dairy industry remains a perfect application of decision science and big data because (1) it is characterized by considerable price, weather, and biological variation and uncertainty; (2) technologies, such as those that monitor dairy cow yield, physiology, and behavior are readily available; (3) and the primary output, fluid milk, is difficult to differentiate, increasing the need for alternative means of business differentiation. Big data represents a potential management breakthrough for the dairy industry. Various industry and academic players have been working within this area without a venue to discuss overall strategies and opportunities.

Registration postmarked by October 1, 2016, is $375.00 for ADSA-ASAS-ARPAS members and $425.00 for non-members, which includes sessions and most meals. After October 1, the registration fee will be $475.00 member/$525.00 non-member, and will be accepted on an availability basis.

ADSA Discover Conferences offers discounted Graduate Student Registrations for each conference. The Graduate Student rate is $195 and is available to 10 students with verification from their graduate advisor on a first come, first served basis. To register, visit http://www.adsa.org/Meetings/DiscoverConferences/31stDiscoverConference.aspx.

Journal of Dairy Science Supports ORCID Initiative

The Journal of Dairy Science is in the process of implementing support for ORCID (Open Researcher and Contributor ID; http://orcid.org), a means to uniquely identify researchers and link them to their research activities and output (e.g., publications, grants, patents). ORCID is an “open, non-profit, community-driven effort to create and maintain a registry of unique researcher identifiers and a transparent method of linking research activities and outputs to these identifiers” (http://orcid.org/about). ORCID is being integrated into the workflows of many scientific associations, publishers, university, institutions, grant funders, and government agencies.

ORCID benefits you as an ADSA member and JDS author in several ways:

- ORCID links authors—and all their name variants—with their publications, improving the quality of author search results. ORCID identifiers facilitate the creation and maintenance of author and reviewer profiles and can support disambiguation of author names and linking to external information.
- Embedding ORCID identifiers in research workflows (including manuscript submission) supports timely and accurate attribution by automating the researcher–research link. In turn, the ORCID registry can serve an important role in supporting efforts in the publishing community, including conflict of interest reporting and author role acknowledgment.

The ORCID Registry is available free of charge to individual researchers, who may obtain an ORCID identifier, manage their record of activities, and search for others in the Registry.

To participate in ORCID, follow the simple registration process (https://orcid.org/register) and start adding your professional information. Once you have an ORCID identifier, you will be prompted to add it to your user account when you log in to ScholarOne Manuscripts.