Tip Tuesday!

Benchmark Against Peer Herds With MilkMetrics

Available within the HerdHQ suite of products, MilkMetrics allows you to monitor key performance indicators (KPIs) effectively and efficiently. Producers and consultants can track and analyze over 100 different statistics across management areas. MilkMetrics provides the unique opportunity to benchmark performance on multiple data points against over 9,000 herds. Herd comparison parameters can be filtered by region, herd size, breed, and times milked. Additionally, customized alerts may be set to visually detect changes from one test day to the next.

Access MilkMetrics

Log in to your DRMS account at **drms.org**, and then **MilkMetrics** from the HerdHQ landing page or from the **HerdHQ icon** within Dart

1. Select desired herd comparison criteria:
   - Herd size
   - Breed
   - Times milked
   - String
   - Region

Note: Select question mark icon to see a map of states included in each region

2. Select **Get Data**

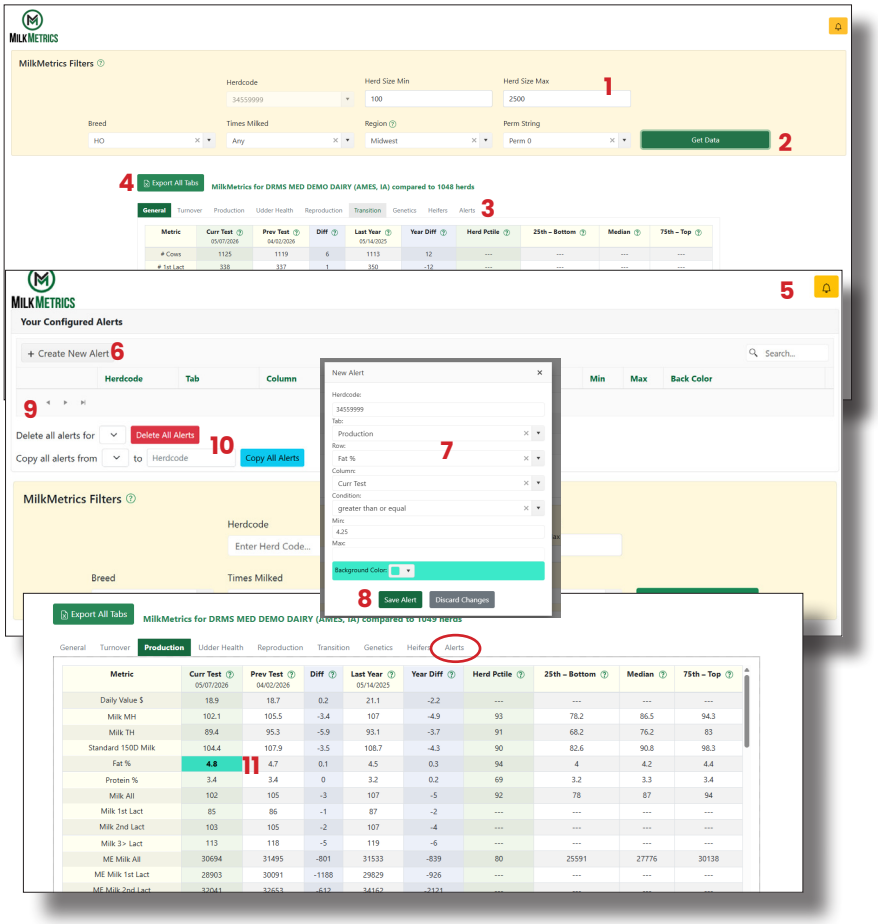
3. **View** number of peer herds and scroll through the various **tabs** to see breakouts by management area.
   - Compare herd performance against itself with current, previous, and one-year-prior test day results.
   - See where your herd ranks against the comparison herds with markers for 25th, Median, and 75th percentiles.

Note: Hover over question mark icons to view specific details for that column

4. Export data for additional analysis

Setting Alerts

5. Select the **bell icon** in the upper right corner.



Note: You may also select the desired cell within the results grid

6. Select **Create New Alert**

7. Choose desired criteria in each drop down:
   - Tab (management area)
   - Row (performance metric)
   - Column (test day, difference, or percentile)
   - Condition (greater than, equal to, etc.)
   - Minimum and Maximum values
   - Background color

8. **Save Alert** or Discard Changes

9. **Edit** or Delete individual alerts

10. Delete all alerts for the herd or **copy** all alerts to an additional herdcode

11. Activated alerts will appear with chosen color within the grid

*Note: View all Alerts on the separate **Alerts tab***