Saltbush is rolling out the release of HerdMASTER, an exciting new PC-based herd management package developed using the latest Microsoft® technologies. We are confident that it will leapfrog all current herd management products in terms of functionality, internet capability and ease of use.

The new product was launched in Kansas City in October, 2001 at the AGM of the American Hereford Association (AHA), and sales have been overwhelming. Hereford HerdMASTER will revolutionise the way American Hereford breeders manage their on-farm cattle records. Breeders can now submit registrations, performance data and inventory updates electronically, direct from the Hereford HerdMASTER program. There is no need to create files which are sent by email outside the program. On top of the standard animal details, weights, traits, health and performance treatments, movements, sales and purchases, pedigree, EPDs and weight ratios, Hereford HerdMASTER boasts powerful filtering and worksheet capabilities, and a client database with direct email and web interfaces.

With 21 million animals on its database the AHA has put electronic control of its records as its highest priority. HerdMASTER has contributed significantly to that goal.

HerdMASTER will be rolled out to Australian breeders during 2002 including a transition option to existing Herd Magic users. Extensions into the various other countries in which ABRI operates will follow. HerdMASTER can be single or multi-user and handles very large databases with exceptional speed. It’s the most significant product release of Saltbush in a decade.

Jo Quigley

BS

Continued from page 19
weights, this data can be easily uploaded into Herd Magic or Stock Recorder back at the office. If we don’t watch out, keyboards may become a thing of the past!

Saltbush will continue to attend MLA’s NLIS Field Days that are being held throughout Australia during 2002.

Jo Quigley

E Tags in action
Western Victorian breeder Mark Gubbins, "Coolana" Angus stud, extols the virtues of his integrated electronic ear tag recording system. This utilises Allflex tags, a stick reader, and interfaces with his Ruddweigh Scales and HerdMagic record keeping program. Some of his comments included:

- "They" said it was all possible, when I first put in the tags 2 years ago. In hindsight all the interfacing was not ready. It has needed development and ‘debugging’, but now works very well.

- We recently weighed 74 head, and had the data captured in HerdMagic on our yard notebook computer in 45 minutes,

- We have now put in 1200 tags, at calf marking, with only one tag lost and one not reading,

- As well as the benefits of quick and accurate performance recording, our Cattle Care and EU accreditation initiatives also become much easier when managing different mobs re withholding periods etc etc.

- I’m now confident enough in the system to leave new staff in charge of recording procedures - previously there would often be the risk of misread tags and wrongly recorded data.

Jo Quigley

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Built on the latest components
Development tool - Microsoft Visual Basic
Database - Microsoft Access/SQL
Reporting - Crystal reports
Web - Microsoft Internet Explorer