Big Data Dairy Management

November 1-4, 2016
Hilton Chicago/Oak Brook Hills Resort & Conference Center in Oak Brook, IL
Hosted by the American Dairy Science Association®

Conference Format
The Discover Conference Series is designed to provide a format and venue that encourages in-depth discussion of cutting-edge science.

ADSA Discover Conferences℠ focus on topics of importance to the science of food animal agriculture and are held in a relaxed, informal setting. Sessions for this conference will allow ample time for discussion, networking and relaxation.

Program Committee Organizers:
Jeffrey Bewley, University of Kentucky (Co-Chair)
Christina Petersson-Wolfe, Virginia Tech (Co-Chair)
Albert De Vries, University of Florida
Alan Fahey, University College Dublin
Miel Hostens, Ghent University
Stephen Leblanc, University of Guelph
Mike Overton, Elanco
Juan M. Tricarico, Innovation Center for U.S. Dairy

Conference Objective
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. Definitions of big data vary. But, in general, the term refers to using large data sets for complex decisions where traditional data processing techniques may lack. The key components of big data are analysis, capture, data curation, search, sharing, storage, transfer, visualization, and information privacy. Big data often involves using predictive analytics to analyze existing data sets in new ways. Another key characteristic of big data is merging data from multiple sources into cloud computing. For example, 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 easily 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.

Tentative Conference Themes
• What is Big Data?
• How is it being used in other industries
• Big data analysis techniques
• Data integration and visualization
• Sensor data use and management

Who Should Attend?
This program will address issues important to university, government and industry researchers; university extension specialists; software developers, precision dairy technology manufacturers, pharmaceutical companies, genetics providers, consultants, nutritionists, and veterinarians. Graduate students are also invited to attend.

Travel
The conference will be held at Hilton Chicago/Oak Brook Hills Resort & Conference Center in Oak Brook, IL, situated on 150 acres west of downtown Chicago and 17 miles from both O’Hare and Midway airports. For the latest travel information, go to the DC31 web page.

Registration & Hotel Accommodations
Information regarding registration and hotel accommodations is available on the DC31 web page.

For complete conference information, including the latest program and registration information, go to: http://adsa.org/Meetings/DiscoverConferences/31stDiscoverConference.aspx