

UW-Madison Dairy Brain Newsletter February



Our first Dairy Brain CIN article was published at Hoard's Dairyman.

At our last meeting of the Dairy Brain Coordinated Innovation Network (CIN), we agreed on writing a *series of opinion articles* to start the *discussion about Data in the Dairy Industry*. The *introductory article* was published last February 10th-2020 in the Hoard's Dairy ([LINK](#)).

The opinion articles will be about:

- Data ownership and security
- Data collection and communication
- Farmer adoption
- Business value proposition Application programming Interface (APIs) design

This *series of opinion articles* will be upcoming at Hoard's Dairyman issues in March and April 2020.

Stay tuned and take part in the discussion [HERE](#)

The success of this project depends on you and your engagement!

On February 13th, we conducted the [Dairy Brain Kick-Off Extension Meeting](#) at De Pere, WI. The objective was to introduce the project and recruit farmers for the farm and team-based Extension program: [DataMoney](#).