

Abstract for Paper to be presented at WHFF 2023, Puy du Fou, France

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**Session 5: Data ownership and integrated useTitle: Herd Management Software NOA**

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**ICBA**

**The Israeli dairy data management solution**

The Israeli Cattle Breeders' Association (ICBA) represent all dairy farmers in Israel nearly 100 years.

ICBA supplying the following services: Herdbook (DHI), genetic evaluation, central milk laboratory, type classification, field research and extension, training, and development of computerized management systems.

From the early beginning, the perception that has taken root is of data recording and data sharing between all the involved players in the Israeli dairy industry.

Today, the three pivot points of the organization are:

1. **National Herd Book** - one of the most comprehensive Herd Books in the world.
2. **NOA** – the herd management program that cover all aspects of dairy management and used by almost all dairy farms in Israel.
3. **TEVEL** - a new web-based Business Intelligence system (BI) that connect all the players in the industry in one platform.

The Israeli dairy farmers enjoy from a comprehensive and sophisticated fully integrated data system that allow focusing on management and decision making.

The ability to maintain progress and improvement in any dairy is depending on effective management and decision-making process that based on updated and accurate data.