Producer Campaign Message Blueprint

This Message Blueprint provides consistent starting language for all campaign materials, presentations, and descriptions of the National Cooperator Database and the integrated system that delivers U.S. genetic evaluations.

The desired tone and voice of communications is aligned with the CDCB brand.

Farm First | Collaborative | Solution-Driven | Innovative Leader | Credible

LEADING CAMPAIGN NARRATIVE

Used as introduction with supporting statements further detailed in content pieces

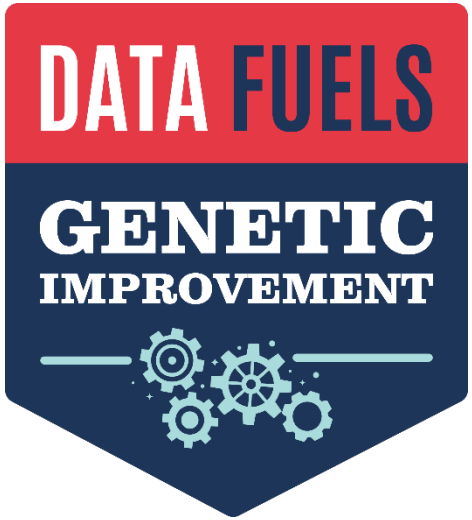
Dairy producers continuously improve their herds through innovation, management, and genetics.

Genetic improvement has been driven by the century-long partnership of U.S. dairy farmers and the many organizations that collect and transmit quality farm data into the National Cooperator Database. This database is the engine that powers genetic improvement. Its output: U.S. dairy genetic evaluations and management tools that are the global standard – data-driven, future-focused, reliable, and unbiased.

Dairy producers are in the driver's seat when they have quality data to make decisions and reliable genetic evaluations to breed better cows.

When farms provide cow and herd data to the national database, they are fueling genetic improvement – for generations to come.

Note: Variation in use of the words "producers," "famers" and "breeders," and "farms" and "herds" throughout the messages and campaign content, is intentional to resonate with various audience preferences and create interest.



TOPIC	GENERAL AUDIENCES All Dairy Producers, On-Farm Consultants, Dairy Media, etc.
What is the "integrated system?"	The "integrated system" is a voluntary collaboration that starts on U.S. dairy farms and involves more than 60 cooperating organizations. This cooperation moves large volumes of data on individual dairy cows into the National Cooperator Database that fuels dairy herd improvement through a certified system. The National Cooperator Database is the engine that helps breed better cows. Like an engine, all parts of the system are essential. When all parts are running smoothly, dairy producers have access to highly reliable genetic evaluations and accurate data that drives on-farm decisions. Genetic evaluations and services made possible through this collaborative system are labeled as "Powered by CDCB." *The infographic on final page and other images will be used with these messages to show the data flow.*
How do dairy farms benefit from the integrated system?	*Shorter snip* Data flow fuels genetic evaluations, research, national benchmarks, and overall dairy herd improvement. *Longer description* Movement of individual cow data through this industry collaboration fuels dairy progress through male and female genetic evaluations, national benchmarking, and independent research to improve genetics and herd management.

What is the National Cooperator Database?	The National Cooperator Database is the engine that helps breed better cows. Its output: U.S genetic evaluations and dairy decision tools that are the global standard – data-driven, future-focused, reliable, and unbiased. The National Cooperator Database fuels improvement in dairy cattle worldwide through male and female genetic evaluations, national benchmarking, and independent research to improve genetics and herd management. The national database is founded on more than 80 years of recorded U.S. dairy animal performance – or phenotypic – data and now integrates 15 years of dairy animal genotypes. More than 10,000 herds and 60-plus organizations – many of them producer-governed – contribute quality animal data into the National Cooperator Database. The Council on Dairy Cattle Breeding (CDCB) is the steward of the database, as an independent and objective provider of national benchmarks and genetic evaluations. The National Cooperator Database is the world's largest database of animal genetic and performance data. The 100 millionth animal linked to phenotypic – or performance – data was recorded in the database in 2024. More than 10 million genotypes have been added since genomic evaluations were introduced in 2009. *NOTES: "National Cooperator Database" should always be capitalized. After first reference in a piece, "National Cooperator Database" can intermittently be replaced with "the database" or "the national database" for variety and brevity. It should not be referred to as "CDCB database" or "our database." Do not abbreviate as NCD; complete wording will brand and create recognition for the database.*

Quality Data and Certification	*Short snip* **Quality in, quality out** It's not only about quantity of data. Quality data is essential for quality results. A robust certification process ensures high quality, aggregated data for U.S. genetics evaluations, benchmarks, and research. *Longer description* It's not only about quantity of data. High quality, standardized animal data is also critical for reliable genetic evaluations and decision tools. It all starts on the dairy farm with accurate animal identification. For reliable results, it is essential to connect an individual animal with her pedigree, performance (or phenotypic), and genotypic information. A sophisticated process assures the high-quality, standardized data is aggregated in the National Cooperator Database. The combination of data quantity and quality delivers increasingly reliable genetic evaluations and research results. The elevated level of data quality is maintained by certified service providers who assist farms with milk sample collection, data processing, type classification and genomic testing. Only organizations certified by CDCB, Purebred Dairy Cattle Association, and Quality Certification Services can submit data to the National Cooperator Database. Individual cow data also must meet data quality standards. Data that does not meet these standards is reported back to the farm, which helps correct any farm-level data errors or issues.
What is the value of "processed data" for herd management?	Dairy herds benefit from an additional layer of data certification when they elect to share their data with the National Cooperator Database. There are several herd benefits when cow records are processed through Dairy Records Processing Centers (DRPCs), who then transmit phenotypic (or performance) records to the database. • **Standardized Data Management**: DRPCs standardize farm data, which ensures consistency and accuracy for herd management decisions and genetic evaluations. • **Detailed Reports and Benchmarks**: DRPCs generate detailed reports on cow performance and health to drive on-farm decisions, improve profitability and breed better cows. • **Data Security and Backup**: DRPCs provide secure storage and routine backups of valuable herd data, protecting against data loss. Herd owners and managers that process cow records have access to more accurate, complete data and better dairy decision tools, while contributing to genetic evaluations and improvement.

Where do genetic evaluations come from?	*Short snip* **Farm data fuels genetic evaluations** Dairy genetic improvement has been powered by producers and 60-plus organizations that collect, transmit and deliver high-quality individual cow data. U.S. genetic evaluations are based on actual cow performance from dairy herds across the U.S. that share their herd data into the National Cooperator Database. As the steward of this database, the Council on Dairy Cattle Breeding (CDCB) calculates the U.S. dairy genetic evaluations. CDCB publishes genetic evaluations for 49 individual traits and 4 genetic selection indexes – Lifetime Net

How does the data get from my farm into genetic evaluations?	Merit $, Cheese Merit $, Fluid Merit $, and Grazing Merit $. CDCB produces these U.S. breeding values for six dairy breeds and dairy crossbreds. *Longer description* Dairy genetic improvement in the U.S. has been powered by the century-long partnership of producers and many organizations that collect and transmit quality farm data into the National Cooperator Database. It all starts at the farm – at thousands of farms across the U.S. who voluntarily participate in the national evaluation system. Farm owners and managers at more than 10,000 dairy herds, of all types and sizes, have decided to share performance (phenotypic) and genotypic information on individual cows. This data – ranging from milk components and fertility records to conformation scores and health events – is transmitted and aggregated into the National Cooperator Database. Millions of data points move from farms through an integrated, collaborate system, which includes 60-plus organizations that specialize in collecting herd and animal data, analyzing milk and DNA samples, providing quality checks and standardization, evaluating cow conformation, and submitting quality data. This cooperation fuels the aggregation of data into the genetic evaluations and national herd metrics produced by the Council on Dairy Cattle Breeding (CDCB). As the steward of this database, the Council on Dairy Cattle Breeding (CDCB) calculates the U.S. dairy genetic evaluations. CDCB publishes genetic evaluations for 49 individual traits and 4 genetic selection indexes – Lifetime Net Merit $, Cheese Merit $, Fluid Merit $, and Grazing Merit $. CDCB produces these U.S. breeding values for six dairy breeds and dairy crossbreds. With the National Cooperator Database as the engine, the Council on Dairy Cattle Breeding (CDCB) produces genetic evaluations for producers to select and breed better cattle. A tremendous volume of data, combined with robust quality certification, results in increasingly reliable genetic evaluations. Together, dairy producers, farm-focused organizations, and CDCB ensure that accurate data flows through the integrated system, so reliable evaluations and quality U.S. genetics can be distributed around the world.

What is CDCB?	The Council on Dairy Cattle Breeding (CDCB) is a collaborative, non-profit organization that provides pre-competitive, objective information and services that dairy farmers worldwide depend on to improve the genetics, productivity, and management of their herds.
What does CDCB do?	The Council on Dairy Cattle Breeding (CDCB) stewards the National Cooperator Database, aggregates dairy cattle data, produces U.S. genetic evaluations, and conducts research on dairy management and genetics. CDCB provides premier dairy genetic information services through collaboration with dairy producers, U.S. data providers and global partners.

Dairy Records Providers (DRPs)	**Dairy Records Providers** collect on-farm data and milk samples through field service, working with certified milk labs for sample analysis. They are often farmer-owned and regional, and they unite through the Dairy Herd Information (DHI) system for national issues and quality standards.

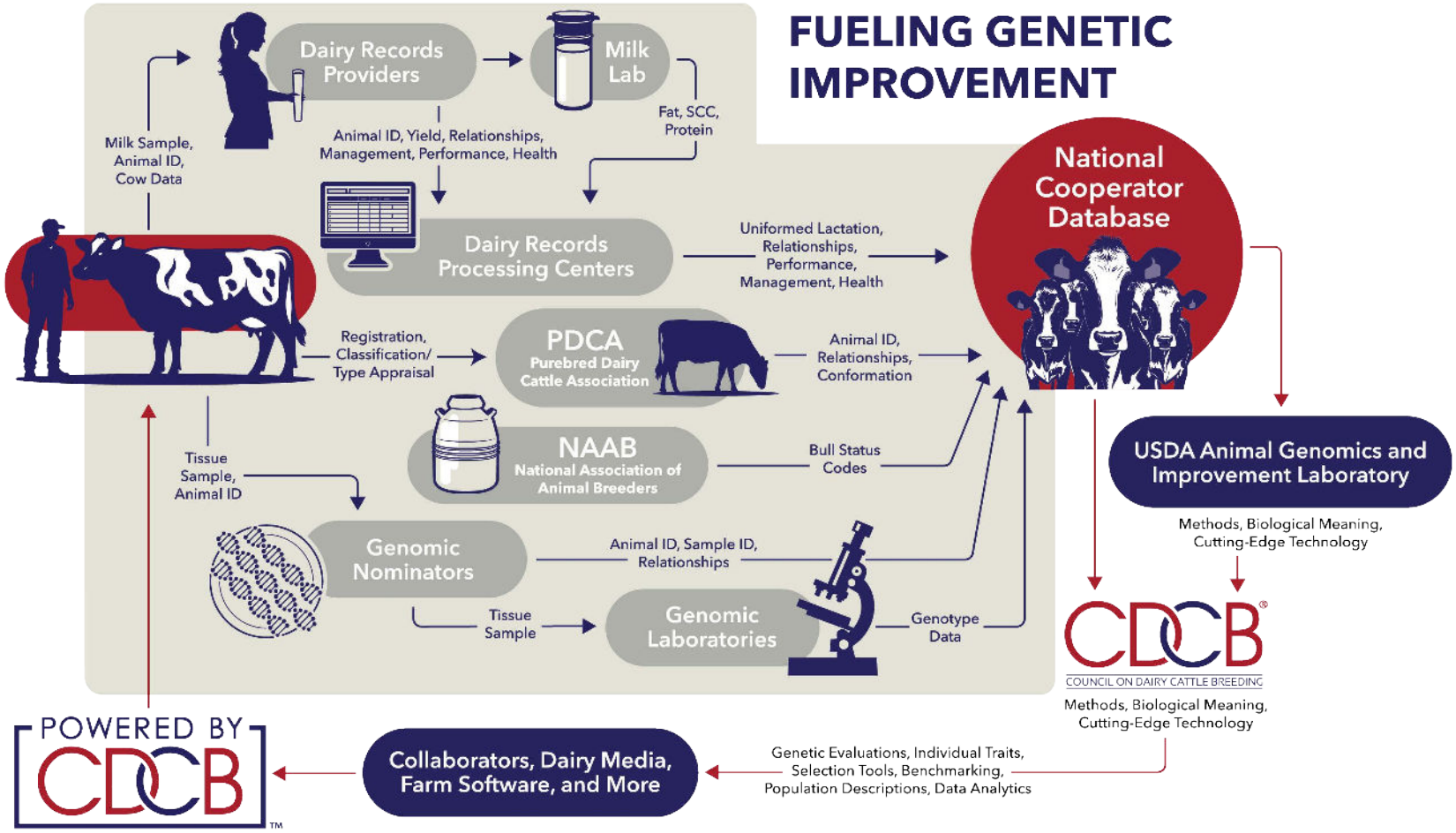
Dairy Records Processing Centers (DRPCs)	**Dairy Records Processing Centers** centralize and specialize in data processing and design software for data collection, lab analysis and herd management. They deliver data back to farms and industry sectors and transfer standardized data into the National Cooperator Database for genetic evaluations and research.
Purebred Dairy Cattle Association and breed associations	**Purebred Dairy Cattle Association** represents the U.S. breed registry associations that deliver animal identification, ancestry documentation and classification, or type, data for the integrated system.
National Association of Animal Breeders	**National Association of Animal Breeders** manages the bull status codes for artificial insemination (A.I.) and marketing of U.S. genetics.
Genomic Nominators and Laboratories	**Genomic Nominators and Laboratories** manage the DNA samples, information, and genotyping of animals, transfer that data to the National Cooperator Database, and deliver genomic evaluations back to animal owners.

Powered by CDCB	*Short snip* The “Powered by CDCB” mark lets producers know when the genetic evaluations are generated from data contributed by herds into the National Cooperator Database. Dairy farmers and breeders can be confident the genetic information comes from an objective, independent and pre-competitive source. *Longer description* In October 2024, a new mark – Powered by CDCB – was introduced, so dairy producers have a clear signal to connect the sources of information they use for breeding and management decisions. When Powered by CDCB is shown, dairy farmers and breeders know the genetic information they are utilizing comes from an objective, independent, and pre-competitive source. They can be confident in the results that are based on actual cow performance in more than 10,000 dairy herds of all types and sizes from across the U.S. – thanks to the decision of farm owners and managers to share data into the National Cooperator Database. *Note: Place quotation marks around “Powered by CDCB” at first reference, for attention and brand creation.*

What are benefits to sharing data into the National Cooperator Database?	Dairy producers and the U.S. dairy industry overall are able to make more, and more rapid improvement through reliable genetic evaluations, quality data, decision tools, and research that adds value to dairy herds
How exactly is my data used? Who has access to it?	Herd and animal data shared by dairy producers and breeders is integrated into the National Cooperator Database, after successfully moving through the data standardization and quality control processes. This database includes more than 80 years of U.S. dairy cattle performance (phenotypic) data and 15 years of genotypic information from dairy farms across the U.S. and 70 other countries. Material license agreements between data providers and CDCB outline the allowed use of herd data for the purpose of genetic evaluations, national dairy herd metrics and relevant research. No access to third parties is allowed unless authorized by the farm owner. CDCB utilizes this extensive dataset to calculate and distribute genetic evaluations and genomic predictions for dairy cattle. Additionally, the database is available to researchers at CDCB and approved research institutions, such as the U.S. Department of Agriculture Animal Genomics and Improvement Laboratory (USDA AGIL). One benefit of the National Cooperator Database is to provide current and historical data for research and development of traits and tools to improve dairy cattle. As the largest dataset of dairy phenotypic, genotypic and pedigree information, researchers worldwide have interest in utilizing information from the database. Researchers are thoroughly vetted and approved by CDCB before having access to the authorized data, and they receive a select amount of data that is relevant for their study. The CDCB External Data Request policy outlines the process and requirements for data requests for both commercial and research applications. All data is aggregated and CDCB adheres to strict protocols to protect the privacy of individual farms that share data into the National Cooperator Database.
How do I know if my data is going into the National Cooperator Database?	For herds using Dairy Herd Information (DHI) services, check with the DHI affiliate or service organization that collects milk samples and data on the farm. Additionally, herds that process the records can check with their Dairy Records Processing Centers (DPRC). A new Herd Portal will be available in 2025 to allow producers easier access and to direct how and with whom their DHI records are shared. The Herd Portal will be managed by the National Dairy Herd Information Association (NDHIA). For animals that are genotyped and receive genomic evaluations, all submitted animal data and genotype lab results are automatically integrated into the National Cooperator Database.
Why should I trust how you are using my data?	CDCB has strict data confidentiality standards in place to protect the privacy of individual farms. All data is aggregated into the National Cooperator Database, with codes that “blind” identifying information. Data control methods ensure that published results do not reveal identifiable information about individual farms (with the exception of animal ownership), thereby maintaining confidentiality and data integrity.

What about genomics? **Why do we need phenotypic data (in the genomic era)?**	The National Cooperator Database is the source for both traditional genetic and genomic evaluations. Since 2009, dairy producers have benefited from tremendous genetic gains through genomic evaluations. As female genomic testing is now routine, dairy breeders and producers make selection and mating decisions based on genetic evaluations for both males and females. Genomic evaluations are based on relationships between the animal's genotypes and recorded phenotypes (or performance data). Like traditional evaluations, genomic evaluations are powered by animal performance data – ranging from milk components and reproductive events to conformation scores and health records – that are stored in the National Cooperator Database. Without a consistent data flow of actual cow performance, the reliability (or accuracy) of both traditional and genomic evaluations is impacted. *More detail, for longer-form content* Reliable genomic evaluations depend on a continuous flow of accurate data – both genotypic and phenotypic – to establish and refresh the reference population, measure performance, document genotypes and calibrate genomic results. Genomic technology has resulted in tremendous genetic gains, more accurate and earlier prediction of animals' genetic merit, and precise herd breeding and culling strategies. Genomic innovation also expedites the development of new, economically important traits, especially those that are more difficult and expensive to measure.

NATIONAL COOPERATOR DATABASE



CAPTION FOR INFOGRAPHIC: This figure depicts the collaborative data flow that fuels genetic evaluations, research, and national benchmarks, with data from more than 10,000 diverse dairy herds across the U.S. into the National Cooperator Database.