

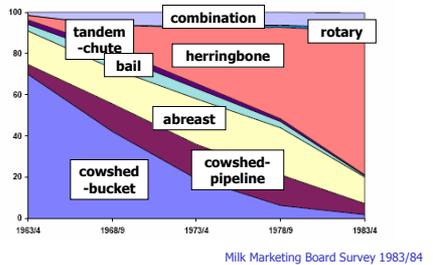
Adoption of New Technology: From Machine Milking to Total Cow Management

Robert Boyce
IceRobotics Ltd
Scotland UK

Evolution of Dairy Farming



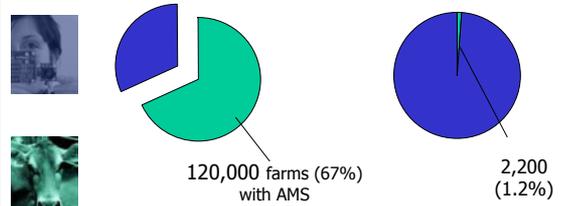
Farmer Adoption of Herringbone Parlour (UK)



Farmer Adoption of Robotics AMS (Worldwide)

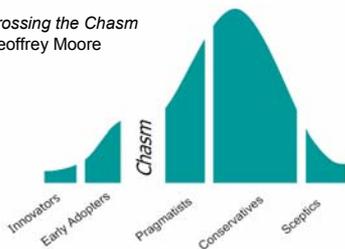
2010 Expectation in 1998

Reality in 2003



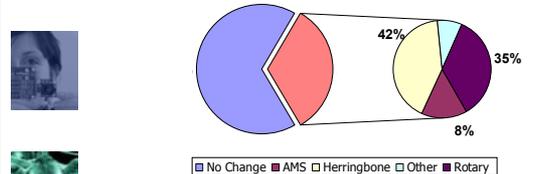
Technology Adoption Life Cycle Model

Crossing the Chasm
Geoffrey Moore

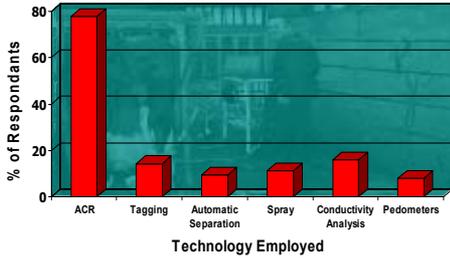


IceRobotics Survey of UK Dairy Farmers 2004

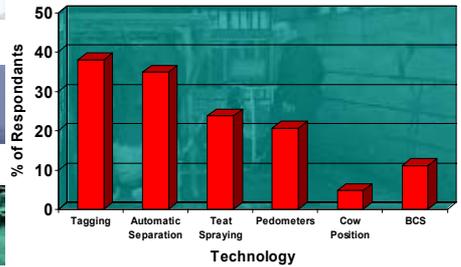
63 Dairy Farmers
July to September 2004



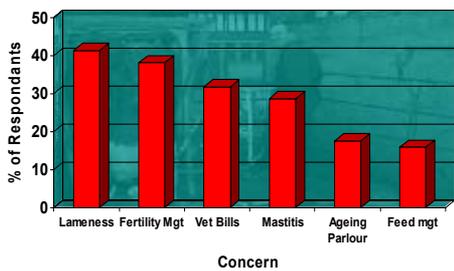
2004 UK Farmer Survey: Technologies Currently Employed



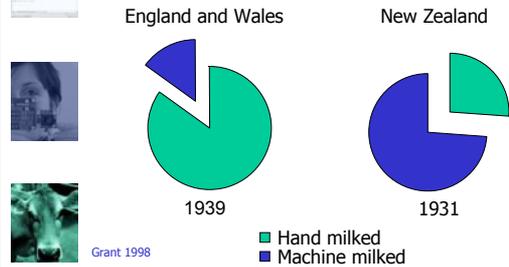
2004 UK Farmer Survey: Technologies Planning to Introduce



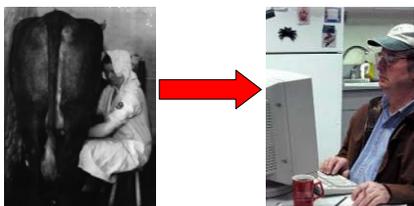
2004 UK Farmer Survey: Concerns re impact on profitability



International Difference



The Future



Adoption of New Technology:
From
Machine Milking
to
Total Cow Management

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