Ultimate cow health

SenseTime enables unmatched cow reproduction and health management, empowering farmers to significantly increase the number of calves produced.

With an increase in cow numbers from 140 to 240, Warren and Megan Gallagher decided to use technology to help with mating precision and herd management.

For the first time, this season Warren used the Allflex SenseTime™ monitoring system on his dairy farm in Clunes, NSW. "I'd been a little disappointed in my in-calf rate," says Warren. "I'm good at seeing the heats, but SenseTime gives you accurate information on when you should join them."

The goals were to improve the timing of AI (artificial insemination) and Warren has already noticed how some cows have a longer heat than others.

"If I saw them jumping in the afternoon, I would have joined them the following morning. The SenseTime graph tells me some cows shouldn't be joined until the following afternoon due to a longer pre-heat timeframe. Before putting the collars on, I wouldn't have been able to tell." He recalls 14 heats detected by SenseTime, compared with four heats that they spotted.

The cost in heat scratches is $1,000 per year for Warren and his straws are $22 each, so having the accuracy provided by the collars removes the wastage and makes the system cost effective.

"It has saved us heaps of time. Last week we went through the fresh cows and there were 140. The system told me there were 45 that hadn't had a heat, so I was able to separate them and the vet only needed to check 45 instead of 140. It was very simple."

Allflex commercial director Lewis Frost says six million cattle around the world use the system. It's easy to use – if you can use a

PRECISION TIMING
Warren Gallagher uses the Allflex SenseTime monitoring system on his dairy herd.

> **"SenseTime is accessible from any mobile device from anywhere at any time"**
>
> **Lewis Frost**
> Commercial director, Allflex Australia

phone or iPad, you can use SenseTime.

"The good news is you don't get overwhelmed with data. It presents actionable information of only the items you need to look at," he says.

"Using the system, I can know a cow is getting sick before she does."

It's also vital in drought, where farmers can monitor heat stress by detecting when animals are panting and also monitor eating and rumination.

KEEP AN EYE ON THE HERD
SenseTime is accessible from any mobile device from anywhere at any time. This and real-time alerts for incidents like heat or cow distress, alleviates farmers' fears of missing an important event. It provides them with the freedom to step away from the farm and perform other activities.

SenseTime systems improve:

- Heat detection and pregnancy
- Individual cow health and wellness
- Nutrition and group/herd management
- Heat detection, with unmatched accuracy
- Advanced group routine and heat stress monitoring
- Early detection of health issues, enabling pre-emptive action

- The value of calves, with a shortened calving season

PRODUCT DETAILS
- SenseTime (for dairy) and SenseTime Beef
- Choice of neck or ear tags
- Flexible application plan levels
- Multiple user device options
- Easy set-up and maintenance
- Cloud-based software system

Allflex
Livestock Intelligence