



COW 293

ALERT TYPE

> HEAT

DATE 6/05/2019

> READY FOR INSEMINATION

>> GROUP: MILKING





Livestock Intelligence

ANIMAL MONITORING

Monitoring an individual cow's reproduction cycle, rumination patterns and health status allows you to completely understand your herd. Ensuring your cows are healthy at all times is a positive and efficient way to farm. Allflex Livestock Intelligence offers a number of monitoring solutions that are scalable to any operation.



REPRODUCTION

Allflex Livestock Intelligence reproduction monitoring applications eliminate the guesswork and inconsistency of evaluating the reproductive status of every individual heifer and cow. Mating can be a labour intensive part of the season and using technology to improve insemination accuracy can be a huge cost saving.

- Unmatched heat detection accuracy
- Increase submission rates in early rounds
- Catch silent heats and identify anestrus cows
- Eliminate the need for patches and tail paint
- Suspected abortion report throughout the season



“The heat detection process that we had was really hit and miss. We tried loads of things to try and make that heat detection as simple as possible and as automated as possible. We looked at electronic aids, scratches, tail paint – all the usual options, but everything required someone there with a pretty good skill level at all times to make sure that the cow was on heat. The issue is that people have good days and bad days and these aids didn’t allow for human errors. The Allflex monitoring collars eliminate all of that and rely on the data to identify cows ready to inseminate”

Ed Whiting, Taranaki



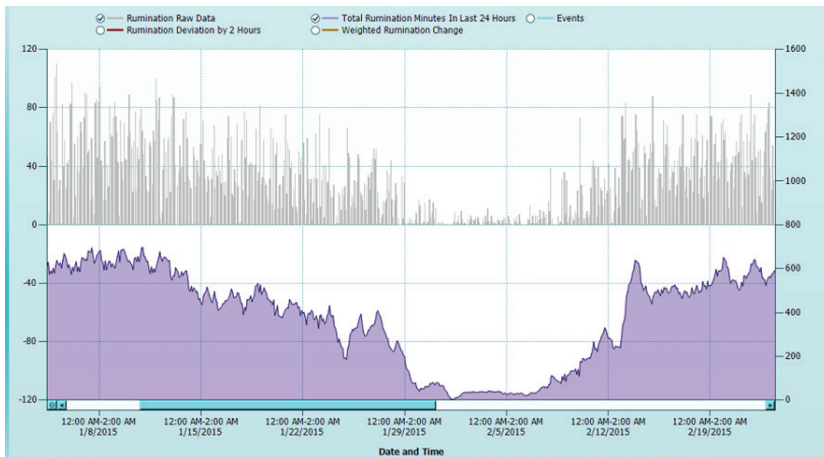
NUTRITION

Improve your nutrition strategy by quickly understanding how your cows react to ration changes including toxin or feed issues and ratio modifications.

Winter crops such as fodder beet are high sugar crops and overconsumption can lead to acidosis in cows and even death. Using rumination monitoring when feeding winter crops is becoming crucial in reducing these animal health issues and receiving distress alerts on mobile of abnormal cow activity, can indicate a break in the electric fence, for example, which may be allowing cows to overeat. Having a warning system allows early intervention and can avoid long term damage. Cows adapt differently to new feed types and in the amount that they can eat. By monitoring the rumination graphs during transition feeding, cows remain at their peak with adequate feed and nutrition.

COW HEALTH

Early detection of illness can have a huge impact on cow recovery and performance. Allflex systems provide up to the minute distress alerts for early detection of problems such as ketosis, mastitis and lame cows. An example of a monitored cow that was later diagnosed with clinical mastitis is shown below. Rumination started to drop long before the farmer detected it in the milking shed.



Cow slowly starts dropping in rumination before milk yield drops 1/25/15.

Cow diagnosed with clinical mastitis and treated with antibiotics 2/8/15.

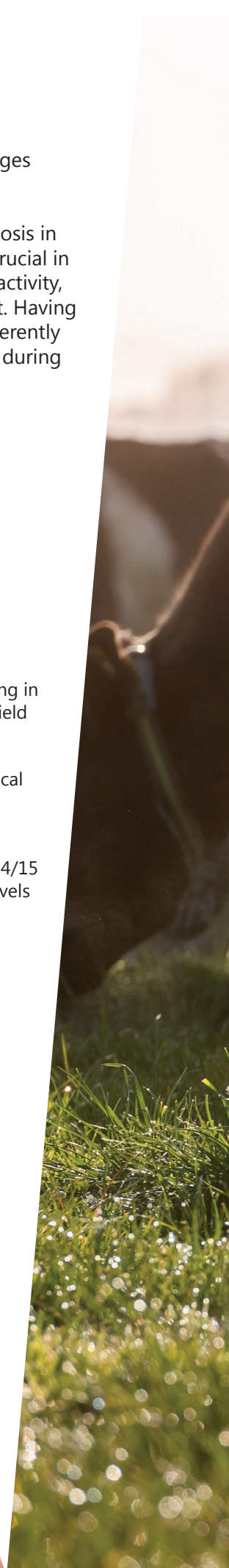
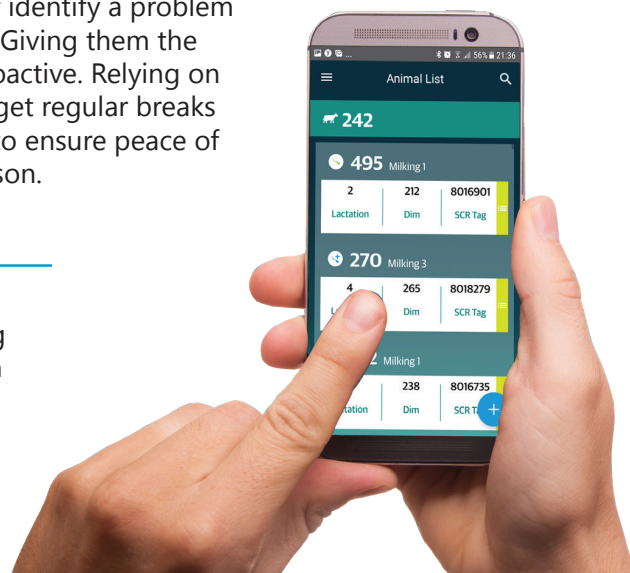
Cow starts recovering 2/24/15
Cow returns to normal levels of rumination.


PEACE OF MIND

With less reliance on staff and timely information at your fingertips, Allflex systems improve the overall well-being of all team members. Phone alerts help staff identify a problem early and allow for effective intervention. Giving them the resources to be solutions focused and proactive. Relying on data, rather than people ensures all staff get regular breaks over the mating season. Use technology to ensure peace of mind during the crucial events of the season.

“It allows me to take holidays over mating because its all taken care of. I can keep an eye on my phone for any alerts and ring the team with any issues”

Beaudan Flemming, Taranaki



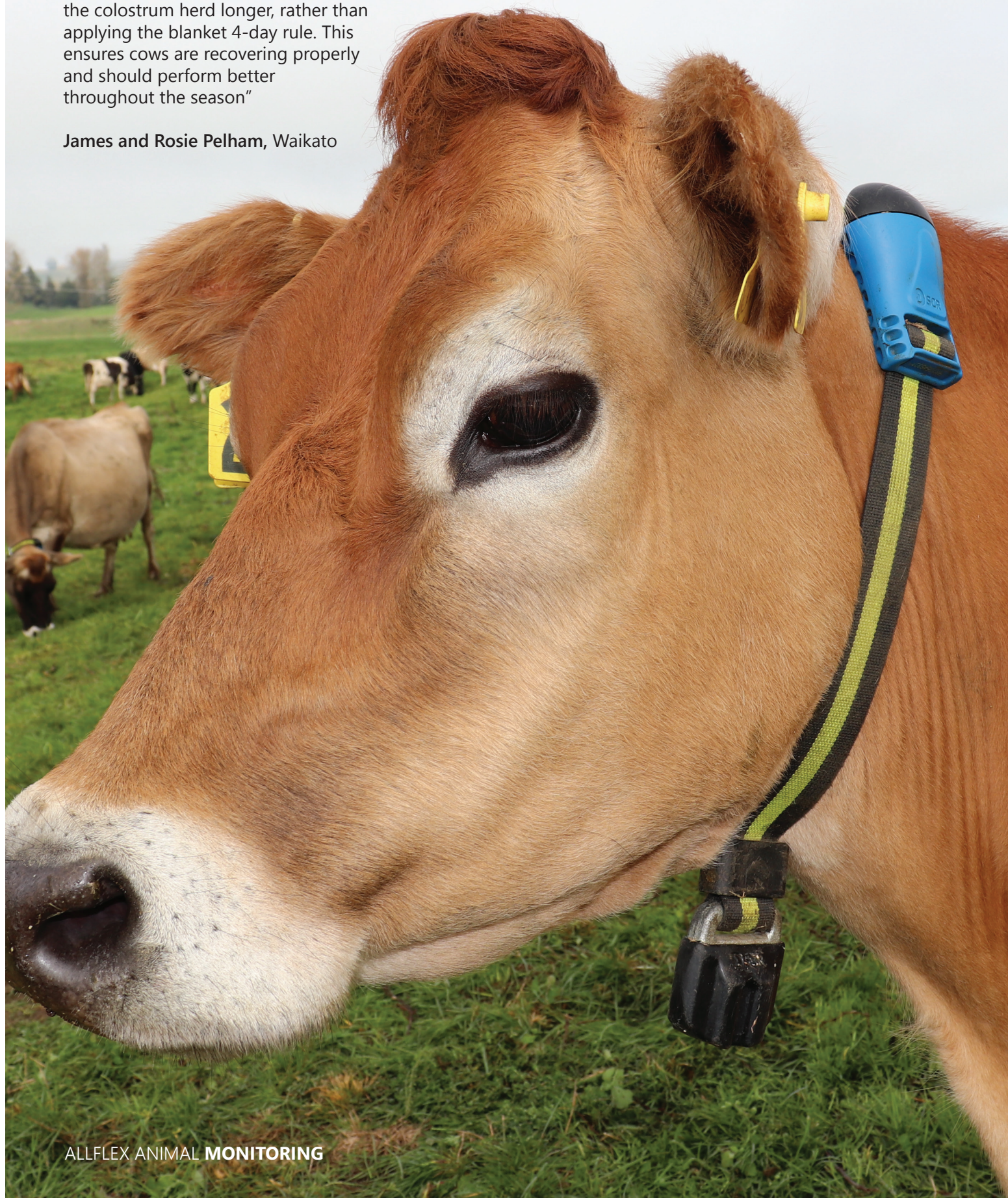
A close-up, low-angle shot of a cow grazing in a lush green field. The cow is dark-colored with a white patch on its face. It is wearing a collar with a monitoring device. The background is a bright, hazy sunset sky, creating a bokeh effect in the grass. The overall mood is peaceful and natural.

"Transition feeding has been a big one for us. Having the info black and white in front of you has changed the way we feed our cows, and pretty much our whole operation. It gives you a clear picture of what effect the feed that you are putting into the animals is having"

Nigel Hicks, Bay of Plenty

"The system is a great back up for fresh cows that are slower in their post-calf recovery. The data helps us identify if some cows need to stay in the colostrum herd longer, rather than applying the blanket 4-day rule. This ensures cows are recovering properly and should perform better throughout the season"

James and Rosie Pelham, Waikato



CALVING

Use technology to break the standard 4-day rule with colostrum cows and monitor cow states to ensure each individual cow is up to particular levels before drafting out of the colostrum herd.

Allflex monitoring systems provide distress alerts throughout the calving period. Knowing that all cows are calving with ease and identifying early signs of distress is better for both the cow and the farmer. Like humans, every cow recovers from giving birth differently. Using the system to monitor cow rumination ensures that each cow transitions out of the colostrum herd when she has returned to at least 80% of her pre-calving rumination level.

“To me the health side is much bigger than heat detection. The human eye is far too slow and a sick cow can loose herself in the herd easily”

Christine Knyvett, Waikato

FLEXIBLE APPLICATION PLAN LEVELS

STARTER

Reports

- Heat
- Cows with irregular heat
- Suspected for abortion
- Anestrous cows

ADVANCED

Reports

- All starter reports plus:
- Health
 - Fresh cow
 - Animals to inspect
 - Distress

+ Distress Alerts

PREMIUM

Reports

- All starter and advanced reports plus:
- Group heat
 - Group consistency
 - Group routine

+ Distress Alerts

N.B: Custom reports only available on advanced and premium plans.

TAG OPTIONS (EAR AND NECK)



eSense™ Flex Ear Tag



2.4GHz - 802.15.4 area coverage: 200 x 500m



3 year expected battery lifetime



H 68mm / W 38mm / D 15mm



25 grams



Operating temperature: -30° to +50° C



Waterproof (IP68) and unique plastic composition create a strong, airtight casing



cSense™ Flex Neck Tag



2.4GHz - 802.15.4 area coverage: 200 x 500m



7 year expected battery lifetime



H 84mm / W 64mm / D 15mm



98 grams



Operating temperature: -30° to +50° C



Waterproof (IP68) and unique plastic composition create a strong, airtight casing



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