

*"When SenseHub tings on my phone, I just open the app, see what cows are bulling, how many days in milk and if they're right to be inseminated. Then, that afternoon we can collect those bulling cows, and at the right time, AI them."*

Barbara Gear, Co-Owner, Gear's Dairy

## Gear's Dairy lightens its workload and improves conception rates with SenseHub®

### BACKGROUND

Barbara Gear and her husband Rob own and operate Gear Dairy in Gympie, Queensland, where they milk around 450-500 cows daily.

### CHALLENGES

In the past, heat detection was done by Rob. He'd look over the herd in the mornings and afternoons, and make decisions accordingly. As the farm grew in size, however, responsibility began shifting to Barbara, who, with her milking duties, did not have time to look for bulling cows as well.

As she recalls: "I realised I needed a way to reduce my workload trying to find bulling cows, and have less stress trying to look over the herd every day."

### AT A GLANCE

Company: Gear's Dairy  
Location: Gympie, Queensland, Australia  
Herd size: 450-500 cows

#### Challenges

- Reduce time and energy spent searching for cows in heat
- Increase the conception rate across the herd
- Make better-informed mating decisions
- Manage cows' health across a large-scale farm
- Gain peace of mind when not on the farm

#### System

Allflex SenseHub®

- Tags: eSense Flex Ear tags
- Application plan: Advanced

#### Benefits

- Significantly less time and effort spent on heat detection
- Substantial increase in the herd's conception rate
- Freedom to leave the farm for more than a few hours at a time
- Easy, round-the-clock access to cow statistics from the mobile app
- Immediate ROI

## SYSTEM

In January 2019, Gear's Dairy began using the Allflex SenseHub solution with eSense Flex ear tags to monitor cows' heat.

"We initially got the SenseHub to put on our second time calvers," says Barbara. "All our first timers are with a Jersey bull, so second time we thought we'd get more money for our buck, so to speak, putting in our second calvers, and it's been easy."

A few months later, after positive performance, Barbara decided to upgrade from the SenseHub Starter application plan to the Advanced plan, which includes vital health reports. She also decided to add another 100 tags to the initial 100 tags already being worn by the herd.

## BENEFITS

Barbara has gained tremendous peace of mind since implementing Allflex SenseHub – eliminating guesswork and significantly lightening her workload. "I come in the morning to the dairy, turn the computer on, and have a look at who's bulling. I then pick out those girls or mark them so we can AI, or put into the bull, whichever way we want to do it," she says. "It's as straightforward as that."

The SenseHub mobile app has also been a tremendous resource. As she says: "If Rob and I are away for the day I can still see that a particular cow is bulling on heat and notify the staff to implement our protocol for bulling cows." Similarly, with the mobile app also installed on her Herd Manager's phone, there's always an extra set of well-informed eyes checking the cows.

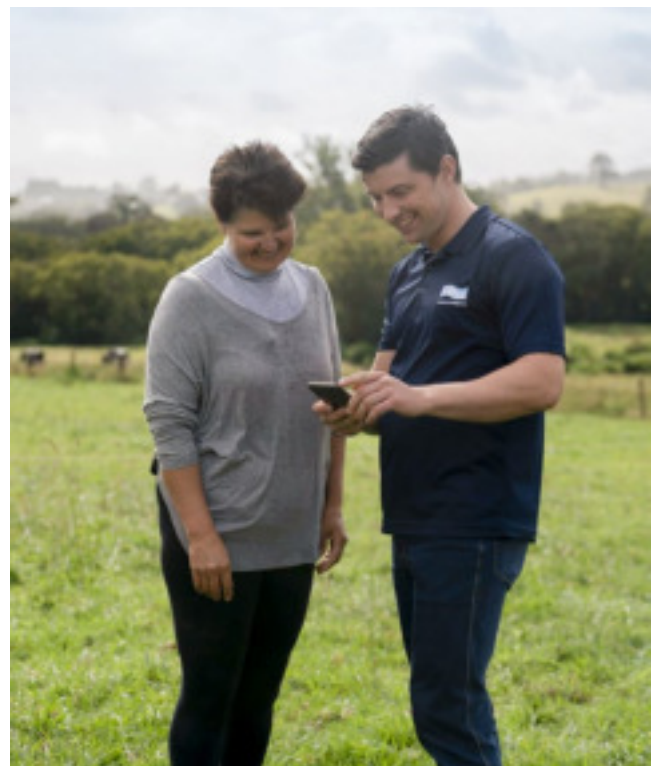
As for bottom line results, Gear's Dairy has already seen a significant increase in the detection of heat and bulling cows, particularly in terms of cows that weren't visibly showing signs of heat. This in turn has improved conception rates considerably. So much so, that according to Barbara, "We got most of our girls in calf through the system."

"The Health reports have also helped," she continues, "particularly with regards to transitional cows coming off the dry paddock and back into the feed system. We're just looking at their rumination and seeing that everything's healthy. We also get cow alerts if there's a problem with their rumination and we'll get distress reports when a cow's in really bad trouble."

## RETENTION AND SUPPORT

Barbara has also been very happy with the ease of applying the ear tags as well as their retention rate. That is "complete retention. No loss of tags." She's also found the Allflex team extremely helpful along the way, from onsite installation through round the clock answers to her text messages and phone calls.

"Basically from my point of view," Barbara summarises, "SenseHub has been a complete game-changer with 100% return on investment. Before I had to do all the work looking for bulling cows and all that. Now I just go to the computer, get my information, find my cows, and the staff knows exactly what I'm doing. Plus, it's getting cows in calf which is what we want."



About Allflex Livestock Intelligence

[www.allflex.com.au](http://www.allflex.com.au) | [contact@allflex.com.au](mailto:contact@allflex.com.au)

Allflex Livestock Intelligence, part of MSD Animal Health, is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our solutions empower farmers to act in a timely manner, to safeguard their animals' health, while achieving optimal production outcomes for a healthy food supply.

Through its commitment to the Science of Healthier Animals®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services. MSD Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

Copyright© 2019 SCR Engineers Ltd., subsidiary of Merck & Co., Inc., Kenilworth, New Jersey, U.S.A. The information contained herein is subject to change without notice. The only warranties for SCR's products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. SCR shall not be liable for technical or editorial errors or omissions contained herein.

Suc\_AUS8\_A4\_Eng\_Oct 20