



"Our long-term goal is to increase pregnancy rate in the herd. With Allflex Heatime Pro our HDR has already gone up by 10%, which means we're well on-track."

Marcio Geraldo Hamm, Operational Manager, Melkstad Farm

Melkstad Grows Its Herd, Increases Yield, and Reduces Mortality with Allflex Heatime® Pro

BACKGROUND

Melkstad Farm, in the Castro municipality, of Paraná state in Southern Brazil, was founded in 2012. The herd has grown through IVF and purchasing, and currently stands at 3760 animals, including 1850 lactating cows.

CHALLENGES

According to Marcio Geraldo Hamm, Operational Manager at Melkstad, there were two main challenges that needed to be addressed: reproduction and peace of mind.

With a large herd to manage, and ambitions for growth, monitoring estrus with stickers was not enough for accurate heat detection. And visual diagnosis of disease was proving inefficient. Plus, he was sure yield could improve. "Basically, we needed our farm management to be more efficient, and reliable," he says.

AT A GLANCE

Company: Melkstad Farm
Location: Castro, Paraná, Brazil
Herd size: 3760 cattle, including 1850 lactating cows

Challenges

- Improve visibility and control of heat, health and production
- Increase reproduction rate on the farm
- Identify sick cows early
- Monitor heat stress during the summer months

System

- Allflex Heatime® Pro System with HRLDn neck tags for real-time heat detection, rumination and health monitoring
- HealthyCow24® Solution

Benefits

- Heat detection rate (HDR) has increased from 58% to 68%,
- Average daily yield has increased from 34 liters to 40 liters per cow
- Immediate identification of sick cows has improved the healing rate
- Mortality rate has been reduced by 4%

SYSTEM

In August 2017, Melkstad began using the Allflex Heatime Pro System. Initially, HRLDn neck tags were put on 600 cows, with another 1600 neck tags added in November 2018.

The Allflex system was chosen over competitors for the comprehensive, actionable information it is able to provide in terms of reproduction, rumination, activity, and heat stress. An additional factor: the tags were available on a rental basis from Semex.

BENEFITS

Once installed, the benefits of Allflex Heatime Pro were almost immediate. As Hamm says: "It's a very easy system to use, and farm workers quickly began using the Heat, Health, Rumination and Heat Stress reports on a regular basis. For reproduction, activity is monitored hour-by-hour, for health rumination is checked by the hour, and in the summer, we monitor heat stress for animal cooling."

The reports have been particularly helpful in making better reproductive decisions. For example, the HDR has increased from around 58% to 68%, and the pregnancy rate has improved from 17% to 25% in primiparous cows, and to 19% in multiparous cows.

While Hamm has chosen not to receive alerts via his mobile or email, he has found the Allflex HealthyCow24® Solution – with its real-time mobile and web access to farm data – useful for immediate identification of sick animals. In fact, Hamm attests that "the cow healing rate has improved across the farm, and we're now seeing 4% less mortality."

In addition, yield has improved, going from 34 liters per cow per day, up to 40 liters per cow per day on average annually.

But perhaps most of all, Allflex Heatime Pro together with HealthyCow24 have given Hamm peace-of-mind. As he puts it: "Everything that happens to our animals is now at my disposal, in my hand, all in real time."



About Allflex Livestock Intelligence

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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. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

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