



"Before we installed SenseHub, there was a lot of guesswork involved in heat detection. Since putting the collars on, it's black and white."

Warren Gallagher, Owner, Moyola Illawarra Cattle Stud

Fast-growing Moyola Illawarra Cattle Stud becomes more manageable with the SenseHub® monitoring system

BACKGROUND

Warren Gallagher, the owner of Moyola Illawarra Cattle Stud in Clunes, New South Wales, is a third-generation farmer. A few years ago, his family was given the opportunity to lease the farm next door, and this increased his herd significantly. He is now milking up to 240 cows during peak season.

CHALLENGES

With 100 extra cows added almost at once, Warren needed a way to better manage his herd. He was missing heats, had difficulty making good breeding decisions, and found the work increasingly laborious. And while he did use instant scratchies to help, he still felt uncertain. "You're never sure if they have rubbed them off or you've taken the scratchies off," he says. "So you're always second guessing yourself." What he needed was a way to make the entire process more manageable, and reliable.



AT A GLANCE

Company: Moyola Illawarra Cattle Stud
Location: Clunes, New South Wales, Australia
Herd size: 240 cows, predominantly Aussie Reds

Challenges

- Make a growing farm more manageable
- Improve accuracy of heat detection and joining times to increase the in-calf rate
- Reduce manual labour involved in daily herd care
- Identify cows in distress before illness sets in
- Gain peace of mind when not in the field, or on the farm

System

Allflex SenseHub®

- Tags: cSense Flex neck tags
- Application plan: Advanced

Benefits

- Able to make data-driven decisions in terms of heat, nutrition, and health
- Better-timed joining has increased conception rate
- 30 extra cows calving in a single year, with increased milk production to match
- Significant savings in terms of time and labour
- Early identification of distressed cows reduces the impact of illness
- Full freedom to leave the farm – or stay indoors – for more than a few hours at a time

SYSTEM

In June 2018, Warren began using Allflex SenseHub with cSense Flex neck tags and the Advanced application plan, which includes both heat and vital health reports.

He'd heard about the technology a few years prior, and decided to make the move after talking to other farmers who solidified his belief that this was the right system to implement.

Since he was looking to improve overall farm management, he decided to put collars on his entire herd including in-calf heifers, dry cows and milkers. "I've gone for everything because I want data throughout the season, a lifetime of data," he says.

BENEFITS

As Warren says: "Once we put the collars on the cows, we saw instant results. We got an extra 30 cows calving this year, and I've definitely seen more milk in the vat because I had those extra 30 cows calving."

Along with identifying cows in heat, SenseHub also helped in terms of timing. "Normally if you see them jumping in the arvo, you would join them the following morning. But this system tells you when. Some cows need a full 24 hours as their early heat is prolonged, rather than 12 hours."

And it's far more accurate. For example, on a rainy day when Warren didn't get out of the dairy as much to check the cows, "SenseHub came up with 14 heats, where I would have said four."

In addition, SenseHub has helped with distress calls, spotting impending illness, and identifying lame cows.

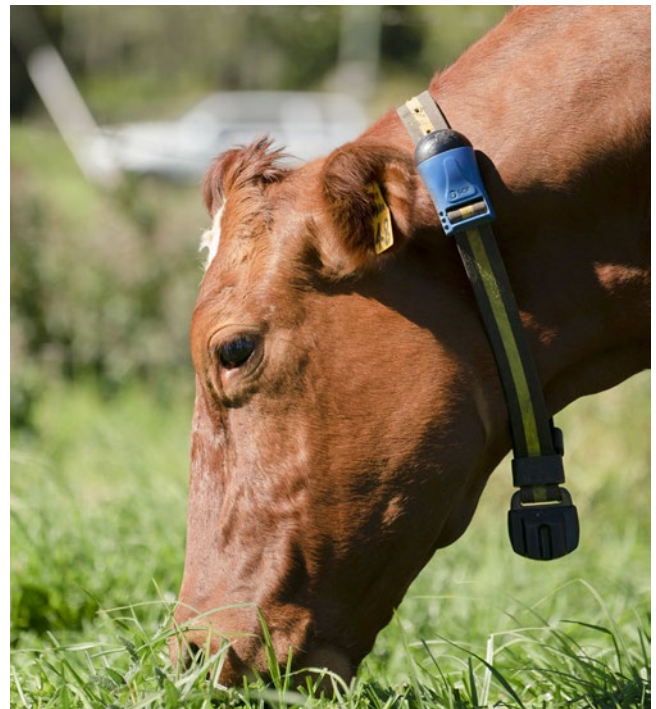
Plus, SenseHub has been a massive time-saver. "Not having to look at cows coming on heat anymore, it's been the most noticeable effect of the SenseHub. Taking people out of the equation, you can just get a picture of the cow instantly."

Similarly, the SenseHub mobile app has been a life-changer. "I get up in the morning, just flip the phone up, see the notifications and quickly see all the information I need before I go to the dairy," Warren continues. "Then I can just walk around the paddock and if I see something wrong with a cow, I can just bring it up on the screen and know exactly what's happening." In other words, he says, "It definitely gives me peace of mind that I can be anywhere in the world. As long as I've got phone signal, I know exactly how my cows' health is doing."

SenseHub antennas have given his farm the extra coverage it needs, across variable slopes and extensive range. "I chose to have different antenna stations, and to read them we use a nano station," says Warren. "So, the main antennas are based at the dairy and a couple of springer paddocks, then the signals, which is all the data, go back up to the house where the main computer is based for convenience."

For Warren, service is an important plus that comes with SenseHub. "The service from Allflex has been exceptional. They're always on call whenever you need help. Nothing's ever been a problem."

As for recommending SenseHub to other farmers, Warren concludes: "Everyone with cattle should have SenseHub. It takes the guesswork out of the whole process."



About Allflex Livestock Intelligence

www.allflex.com.au | 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.

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