



"Using SenseHub we're more confident using sexed semen in our herd. The heat detection is accurate and the timing of insemination is accurate. Therefore, we're achieving better conception rates with sexed semen, making it a viable option."

Ray DeVere, Co-Owner, River Ridge Dairies

River Ridge Dairies achieves more accurate heat detection with less effort using SenseHub®

BACKGROUND

Ray DeVere and his wife Catherine run River Ridge Dairies on the Sunshine Coast with their two kids. They milk a mixed herd of around 200 Jersey and Brown Swiss cows daily, producing about 1.2 million litres annually.

CHALLENGES

Until recently, heat detection was done visually. In addition to using scratch patches, Ray was relying a lot on hormones and synchronised breeding, as he says, "to make up for poor heat detection".

To improve conception rates and gain peace of mind, Ray started looking into an electronic monitoring program in 2017.

SYSTEM

River Ridge Dairies soon made the move to the Allflex SenseHub solution with cSense Flex neck tags. Ray chose the Premium plan to monitor cows' heat and health.

"We installed the SenseHub system because our business was lacking in heat detection," says Ray. "SenseHub seemed to be the best platform on the market that would improve our heat detection. It was the logical solution for what we were after, plus it has the history and data to back it up."

AT A GLANCE

Company: River Ridge Dairies
Location: Kureelpa, Queensland, Australia
Herd size: 200 milking cows, mostly Jerseys with some Brown Swiss

Challenges

- Increase accuracy in heat detection
- Improve the conception rate across the herd
- Improve genetic quality of the herd
- Manage daily tasks more efficiently

System

Allflex SenseHub®

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

Benefits

- Far more accurate heat detection, with far less effort
- Substantial increase in the herd's conception rate
- Using 50% sexed semen, for a larger, quicker genetic gain in the herd
- Better cattle feeding and transitioning of springers
- Easy, round-the-clock access to cow statistics from the mobile app
- Peace of mind when off farm

BENEFITS

Since installing SenseHub, Ray has noted a huge increase in heat detection accuracy. "We achieve far more accurate heat detection with far less effort," he says, "So that's a big win for us on farm."

This in turn has significantly improved conception rates, enabling River Ridge Dairies to go back to primarily using AI, and relying more heavily on sexed semen which is "certainly going to have a larger, quicker genetic gain in our herd."

While Ray originally purchased SenseHub for heat detection, within a couple of months he noticed significant benefits from the health and group monitoring reports as well. "These reports allowed me to change the way we're feeding cattle and managing cattle, and also transitioning springers into the herd," he says. "The herd health monitoring revolutionised the way that we thought about farming and feeding our cattle."

An integral part of the solution, the SenseHub mobile app helps Ray better manage his time. As he says: "I can get out of bed in the morning, check who's on heat and who's got health alerts, so I can see how my day's going to pan out before I even put on my boots."

Additionally, the app has given him tremendous personal freedom, letting him keep an eye on what's happening at home, even when he's away. "I can also log in to the SenseHub app whilst I'm off farm and check what's happening on farm, seeing cows on heat, cows with health alerts, or cows in distress. Even the Group Routine Report is a big thing to check, just to see what my herd's generally doing." This in turn gives him the peace of mind he sought, knowing that heat detection and herd health monitoring is under control.

River Ridge Dairies has seen a fast return on investment for SenseHub. "Our prior system was failing us. Putting in SenseHub improved it dramatically very quickly. I believe we paid it off in just over a year," says Ray.

"SenseHub's certainly been a game-changer on our farm. I'd definitely recommend the SenseHub system to other farmers, especially if they're aware that their reproduction or health in the herd isn't up to date. The SenseHub system will certainly revolutionise and I suppose open the farmer's eyes as to how their cattle should actually be managed."



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. 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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Suc_AUS7_A4_Eng_Oct 20