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Cai Zhibin, General Manager, Youmuyuan Dairy Breeding Cooperative.

# Youmuyuan Improves Productivity and Saves Money with Allflex Heatime® Pro

## BACKGROUND

The beautiful Ningxia province has a long history of dairy farming. At present, there are 590,000 cows in the region, producing a total of 2.02 million tons of milk annually. Youmuyuan Dairy Breeding Cooperative is a modern farm doing its part in this huge regional effort, always striving to provide high-quality milk to consumers through the most advanced farming practices. The farm has a total of 1,700 cows, including 850 lactating cows that produce an average of 33kg of milk each day.

## CHALLENGES

The Youmuyuan team struggled to accurately detect estrus and correctly time insemination for optimal conception rates. This impacted productivity and, ultimately, the farm's profitability. In addition, staff were typically able to identify a sick cow only once the disease had already become severe, making treatment to save her very costly.



## AT A GLANCE

**Company:** Youmuyuan Dairy Breeding Cooperative  
**Location:** Wuzhong, Ningxia Province, China  
**Herd size:** 1700+ cows, including 850 lactating cows

### Challenges

- Detect estrus accurately and efficiently
- Time insemination for best-possible first-time conception rates.
- Diagnose health problems in time and reduce disease severity.

### System

- Allflex Heatime® Pro System with HRLDn tags for real-time heat detection and health monitoring.

### Benefits

- Early identification of sick cows enables prompt treatment, reducing disease severity while saving time and resources.
- 50% savings on veterinary drugs to treat cow health issues

## SYSTEM

The Allflex Heatime® Pro System was introduced to DFI in 2014. HRLDn neck tags are placed on 12-month heifers, and today are worn by more than 1000 cows. The Allflex Data Flow II System was introduced in 2018, along with ED200 milking points.

## BENEFITS

As a responsible manager, Cai is very concerned about the reproductive performance of the farm and has always paid close attention to whether the staff are efficiently monitoring for estrus behavior. It's not just about increasing the rate of estrus detection, but also about the timeliness of breeding.

Before working with the Allflex system, the farm's staff were often unable to accurately detect estrus, and they were not always able to ensure the cows were inseminated at the best time possible. It was clear that any improvements using traditional methods would greatly increase labor, time, and management costs. Therefore, Youmuyuan's management decided the use of an accurate, timely, and efficient livestock monitoring system would be the best way to improve reproductive performance.

"The Allflex Heatime Pro System has played a great role on our farm," says Cai Zhibin, General Manager, Youmuyuan Dairy Breeding Cooperative. "We can indeed see the dynamics of each cow in each group on time. Our breeders can determine the best time to breed cows so that only one insemination is required. Compared with the previous, one-by-one estrus detection, the new system saves lots of time, our labor efficiency has increased, and our breeding program has become simpler."

The health monitoring capabilities of the Allflex system have also helped improved farm operations.

As on many dairy farms, Youmuyuan's lactating cows sometimes face health problems in the early postpartum period, affecting cow welfare and productivity, and thus the profitability of the farm.

Prior to using the Allflex system for health monitoring, Youmuyuan's staff would typically find a sick cow only once the disease was already advanced, when the outlook for the cow was already dismal. The farm would then need to invest lots of time and resources to treat diseases and improve herd health.

The Allflex Heatime Pro System streamlined the entire process. Farm staff now find cows with health issues by checking the Health Report. They can conduct a quick evaluation of any cow that appears in the report and respond quickly, before the cow's condition deteriorates further. Reducing disease severity and incidence saves staff time and reduces the medical intervention and other resources required to keep operations running smoothly.

"In 2018, Youmuyuan spent about 200,000 yuan to purchase veterinary drugs for treatment, but in 2019 we cut that cost in half," recalls. Additionally, he notes: "Many veterinary drugs that were purchased haven't been used in so long, they have expired!"



### 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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