



Upgrading from Allflex Heatime® to SenseHub™ improves “everything” on Halvor Midtsundstad’s farm

BACKGROUND

Halvor Midtsundstad, an organic farmer in Våler, Norway, has a herd of 30 Aberdeen Angus cows. His focus is on selling livestock and the production of top-quality meat. With a few exceptions, all his winter calves are the result of insemination.

CHALLENGES

Halvor wants to maintain the size of his herd, while increasing the quality of his animals. Since matching each cow with the correct bull is necessary for achieving this goal – in conjunction with his desire to better concentrate winter calving – accurate heat detection is required.

An avid outdoorsman, he also wants to be able to go hiking without having to worry about missing heats or other events. But he wants it all to be easy, without too much time in the barn or in front of a screen.

“Succeeding at insemination is so important in optimizing many aspects of beef farming, that a good tool for heat identification is a prerequisite for running a successful operation.”

Halvor Midtsundstad, Owner, Solgløtt Økoangus

AT A GLANCE

Company: Solgløtt Økoangus

Location: Våler, Norway

Livestock: 30 Aberdeen Angus cows

Challenges

- Increase accuracy of heat detection
- Improve insemination rate
- Better concentrate the calving period
- Gain freedom to leave the farm from time-to-time

System

- Allflex SenseHub® system with eSense™ Flex neck tags

Results/Benefits

- Successful detection of heat in animals that show few signs of heat
- Increased insemination rate
- More concentrated winter calving period
- Ability to remotely manage breeding from anywhere



Livestock Intelligence™

MSD Animal Health Intelligence

SYSTEM

In 2020, Halvor installed an Allflex SenseHub™ system after using its predecessor Heatime® for several years.

All of his cows now wear eSense™ Flex neck tags.

Since in Halvor's farming philosophy "everything is connected to everything," he anticipated that SenseHub's better heat monitoring alone, would lead to positive changes across the farm.

BENEFITS

As expected, Halvor experienced dramatic improvements with his upgrade to Allflex SenseHub. As he puts it: "I detect more heats with SenseHub than with Heatime, and the alerts it sends are more accurate. I've also probably become a little better at detecting heats by observation, but with SenseHub the heat detection timing is much better."

In particular, he has succeeded in detecting heat in animals that show few signs, and this has helped him increase the number of cows being inseminated.

"True, the Norwegian beef database (Beef Control) has an excellent system for matching the cow with the right beef," mentions Halvor, "but this tool is of no help if I don't find the heats – which I do successfully with SenseHub."

Furthermore, SenseHub has been the answer to his prior difficulties in concentrating his winter calvings to January and February. "The first SenseHub season has been very positive," he says. "Now we're in the middle of February and three quarters of the calvings are already done. So, I'd say I'm well on my way to achieving the concentrated calving I want."

And like many other Norwegian SenseHub users, Halvor was happy when the Beef Control database was integrated with SenseHub in early 2021. Now all events he registers in Beef Control are automatically added to SenseHub. "For people like me who spend as little time as possible in front of the PC, it's a big step forward to not have to enter the same information twice."

Halvor is also pleased with SenseHub's user interface and ease-of-use. "I quickly learned to move more efficiently between the graphs and reports I'm interested in. I know what to look for and where to find it. I think SenseHub is easy to use even for someone who's not particularly interested in technology."

Importantly, Halvor finds SenseHub gives him the personal freedom he sought. "Last spring while I was off hiking, I instructed both the temp and the veterinarian about insemination while standing on a mountaintop. Basically, I now have absolute control as long as I have mobile coverage."



About Allflex Livestock Intelligence

Allflex Livestock Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to safeguard their animals' health and wellbeing, while achieving optimal production outcomes for a healthy food supply. Allflex Livestock Intelligence is a livestock portfolio of digital products within MSD Animal Health.

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 as well as an extensive suite of digitally connected identification, traceability and monitoring products. MSD Animal Health is dedicated to preserving and improving the health, wellbeing and performance of animals and the people who care for them.

Copyright© 2020 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 Allflex'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. Allflex Livestock Intelligence shall not be liable for technical or editorial errors or omissions contained herein.