Allflex SenseHub™ gives Velo Øvre farm the data it needs to increase its herd while saving time

"Now I know that everything is fine with my animals, even when I'm at work or away from home. If it's time for insemination, I can tell the inseminator over the phone where the cow in question stands. This is both easy and safe, while giving me more freedom."

Hans Anders Velo, Owner, Velo Øvre farm

BACKGROUND

Hans Anders Velo of Jevnaker, Norway began building his Limousin herd from scratch in 2010 with the acquisition of six cows. He originally put them in a potato cellar cow barn, but after ceasing his pig-slaughtering operation, has since renovated the pig barn into a two-story cow barn.

From the current 29 calvings a year, his plan is to increase to around 40 calvings.

CHALLENGES

In the long run, Hans' goal is to establish a breeding herd, perhaps with sales candidates for the national bull auction.

"I want to build up the herd with as many of my own animals as possible. I have of course bought animals, but I prefer to raise animals born on my own farm, because they're much more trusting of me than the purchased ones," says Hans.

AT A GLANCE

Company: Velo Øvre
Location: Jevnaker, Norway
Herd size: 29 Limousin cows

Challenges
- Accurately detect heat and pinpoint optimal insemination time
- Minimize day-to-day inspection work

System
- Allflex SenseHub™ system with cSense Flex neck tags

Results/Benefits
- Increased insemination success rate with reduced effort
- In the first season, 9 out of 14 inseminated cows became pregnant
- Health reports have improved individual animal care
- More freedom to leave the barn

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As such, he wants to inseminate as many of his cows as possible, to increase the breeding potential in his herd. One of the main problems, however, as Hans freely admits, is that "I'm not an expert in detecting heat and I'm not the type who wants to live in the barn inspecting cows for signs of heat."

The heifers and young animals are kept on the second floor of the barn, so he needs extra "eyes" on these animals as much of his time is spent downstairs with the suckler cows. And with a part-time job off the farm, his ability to do all this work is limited.

SYSTEM

In 2019, Hans installed an Allflex SenseHub system. He started with 10 cSense Flex neck tags, but quickly added more when he saw the results.

BENEFITS

The improvements offered by SenseHub monitoring were felt immediately. "I quickly saw that it gives me good control over the herd, and helped in determining the optimal insemination time, with 9 out of 14 animals becoming pregnant after insemination," says Hans.

"I try to get a round of heat and insemination, before I let go of the bull. I have no plan to get rid of the bull, but it is absolutely necessary to inseminate to increase the breeding potential."

While heat monitoring was the main motivation for investing in electronic monitoring, after using SenseHub, Hans sees that the system's health reporting is also beneficial.

"Fortunately, I have not received any pure disease warnings," he says, "but SenseHub also warns if the animal is unhappy in one way or another. If individuals are excluded from the herd, are not allowed to eat in peace or are otherwise exposed because they are far down the ladder, SenseHub informs me that I should pay a little extra attention to them."

Hans finds SenseHub easy to use and appreciates that the system is continuously improved and expanded with helpful functions such as a link to the Norwegian Beef Control registry, and an overview of the expected calving time. Also, "it is a great advantage that the system is mobile-based and thus handy to use while you're in the barn."

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.

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