

"Allflex neck tags are like having a person watch each cow throughout the entire day. For us, they're so significant, we talk in terms of before and after we added the tags."
Sebastián Brizio, Managing Partner, MAB Dairy

MAB Dairy Improves Cow Health and Reduces Mortality with Allflex Heatime HR

BACKGROUND

Sebastián Brizio, together with his mother and sisters, runs a family farm business located in Cañada Rosquín, Santa Fe Province, Argentina. Known as MAB Dairy, it combines dairy farming with cropping.

Due to family circumstances, Sebastian's mother took over the company in 2000. A few years later, with an agronomy degree in-hand, Sebastián joined the dairy, which at the time was milking some 170 cows.

Nowadays Sebastián manages the dairy, with around 300 cows in a dry lot system, reaching milk yield averages of 30 liters per cow per day.

CHALLENGES

The main challenge MAB Dairy was facing was poor cow health and the resulting deaths. "We wanted to add a monitoring system mostly because of health and mortality of the cows," says Sebastián. "Once the technology was installed, however, the Allflex system made us realize just how poorly we were doing some things, including the reproductive problems we were having."

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AT A GLANCE

Company: MAB, Sucesión de Miguel Angel Brizio
Location: Cañada Rosquín, Santa Fe Province, Argentina
Herd size: 300 cows

Challenges

- Catch health problems earlier
- Reduce cow mortality rate

System

- Allflex Heatime® HR with HRLDn neck tags for real-time heat detection and health monitoring

Benefits

- Earlier identification of health issues
- Heat detection is up from 60% to 73%, resulting in a higher pregnancy rate
- Reduced manual labor, improved workflow, and better overall farm management enable maximized production

SYSTEM

The Allflex Heatime® HR system was initially installed with IR neck tags. The farm later acquired 50 HR-LD tags and then the HRLDn tags now in use.

Initially, while management believed in the technology, there was resistance from the general staff who were hesitant to incorporate it as part of their daily routine. As time elapsed, however, and the benefits became clear, attitudes changed and "today it is a technology that is seen as essential for everyone in their day-to-day operations," says Sebastián.

BENEFITS

After almost four years of using the Allflex system, Sebastián considers it a clear success. One of the first things he does each morning is check the reports provided by the system on his cell phone before leaving home. That way he knows what to anticipate in the coming day, and prioritize cows which need attention.

As a result, clear improvements in health and reproductive KPIs have been achieved. Significantly, mortality dropped from 55-60 dead cows per year to 24. At the same time, the heat detection rate increased from 45% to 70%, which had a positive impact on conception, allowing the farm to reach a 23% pregnancy rate.

In addition to the development in performance indicators and tangible results, the way in which many things are done on the farm has also changed. "The data we get from the system helped us bring more order to the farm, so much so that today any small deviation is very noticeable," continues Sebastián. Similarly, the data also empowers the work of the advisors.

To enhance the use of the Allflex system, MBA Dairy is now looking to install an automatic drafting gate. Sebastián sees this as a way to further improve farm results, and better implement different treatments on cows.







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About Allflex

www.allflex.global

Allflex, 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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