

"We intend to increase our herd over the next few years. Allflex Heatime Pro will help us towards that target because it reduces the cost with reproductive protocols, increases our reproductive index, and allows us to spend time on other activities."
Sérgio Teixeira, Manager, Capetinga Farm

Capetinga Works More Accurately and Efficiently Using Allflex Heatime® Pro

BACKGROUND

Capetinga, a dairy farm in the Arcos municipality of Minas Gerais in Brazil, was founded in 1995 with an initial herd of just eight cows. The owners prioritized artificial insemination with good genetic merit, and the herd has since grown to 300 dairy cows, with almost no animal purchases made.

CHALLENGES

According to Sérgio Teixeira, the Manager of Capetinga (and the owners' son), the growing herd was making it difficult to keep pace. The biggest problem he says, "was not having time to check the cows and their heat." Plus, there was concern that illness wasn't being caught quickly enough.

SYSTEM

Teixeira chose the Allflex Heatime Pro System with HRLDn neck tags based on a recommendation from the farm's veterinarian. The system was installed in July 2018, along with the Allflex HealthyCow24® Solution for real-time mobile and web access to farm data.

Allflex®
Livestock Intelligence

AT A GLANCE

Company: Capetinga
Location: Arcos, Minas Gerais, Brazil
Herd size: 300 dairy cows

Challenges

- Reduce manual labor
- Increase accuracy of heat detection
- Identify sick cows early

System

- Allflex Heatime® Pro System with HRLDn neck tags for real-time heat detection, rumination and health monitoring
- Allflex HealthyCow24® Solution

Benefits

- Cost-savings, from a smaller labor force
- Improved heat detection, with far less effort
- Improved healing rate, due to immediate identification of sick cows
- Significant improvement in efficiency

BENEFITS

Within one week of installation Teixeira and his workers were already using Allflex Heatime Pro regularly, and have been working with it constantly ever since.

"I now check the system three times a day, every day, on the computer for animals in heat and distress," says Teixeira. "The reports we use the most are the Heat and the Health reports."

"I also receive alerts on my cellphone, through the app," he continues. "It helps me to check on the cows during the day, even when I do not have time to stop in front of the computer, or when I have to leave the farm."

The biggest benefits, he says "have been that we are now able to identify animals in heat and sick cows before we notice anything."

As a result, heat detection is far more accurate, particularly in comparison to the paint method used before. And sick cows no longer have to wait until symptoms appear to start treatment. "Instead we can start treatment in the beginning of the problem," says Teixeira, "which means cure rates have increased considerably."

The abilities of Allflex Heatime Pro have also motivated the team to follow up on dry or fresh cows, something which they weren't doing before.

In terms of the sought-after labor-savings, Allflex Heatime Pro has allowed Teixeira to reduce its workforce by one person. But more than that, the system has improved efficiency. As Teixeira concludes: "The use of the system has improved our labor and reduced our time working, a lot. This allows me time to do other tasks on the farm, which is exactly what I need."



Allflex®
Livestock Intelligence

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.

Copyright © 2026 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved