

"As we continue to expand the herd, the heat detection and labor-saving benefits of Allflex Heatime Pro+ have become increasingly vital to achieving our goals."
Douwe J. Groenwold, Owner, Chácara Sempre Verde

Chácara Sempre Verde is Ready for Growth Thanks to Allflex Heatime® Pro+

BACKGROUND

Chácara Sempre Verde, in the Castro municipality of Paraná state in Southern Brazil, was founded in 1994. Rapid growth was achieved with the use of sexed semen, and the herd now numbers 690 animals, including 340 lactating cows.

CHALLENGES

While Chácara Sempre Verde was a flourishing farm, it turns out it was overly dependent on a single stakeholder, the managing partner who took care of the cows. When he left, he took his knowledge with him. And as Douwe J. Groenwold, the owner of Chácara Sempre Verde, quickly realized, "we needed a new management strategy to gain more control over the herd."

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AT A GLANCE

Company: Chácara Sempre Verde
Location: Castro, Paraná, Brazil
Herd size: 690 cattle, including 340 dairy cows

Challenges

- Ensure cow management is not dependent on a single expert
- Increase conception and pregnancy rate
- Identify sick cows early
- Assess impact of feed changes

System

- Allflex Heatime® Pro+ System with HRLDn neck tags and eSense ear tags for real-time heat detection, rumination, and health monitoring
- Allflex DataFlow™ II
- HealthyCow24® Solution

Benefits

- Data-based farm management eliminates over-dependence on a single worker
- Heat detection rate increased to 70%
- Pregnancy rate increased to 35% in primiparous cows and 27% in multiparous cows
- Early identification of sick cows has improved the healing rate
- Rumination monitoring helps with fine-tuning the cows' diet

SYSTEM

In January 2015, Chácara Sempre Verde began using the Allflex Heatime® HR System and, in September 2016, upgraded to Allflex Heatime Pro+ with HRLDn neck tags.

Nine months later, when Groenwold installed a new milking parlor, he began using the Allflex DataFlow™ cow and milking management solution. At this point he also added eSense ear tags for heifers and young stock, as well as the Allflex HealthyCow24® Solution to ensure mobile and web access to farm data, from anywhere, at any time.

BENEFITS

The Chácara Sempre Verde team immediately began using the Allflex cow monitoring system daily, as soon as it was installed. "Learning was quick and easy," says Groenwold. "And we now use it daily for heat detection and to monitor cows' health through rumination, mainly with the Heat, Health, and Postpartum reports, as well as the reproductive and health management schedules."

In addition to checking the reports, Groenwold also receives mobile and email alerts, "to ensure quick response to any cow that is in distress." He also uses the Allflex HealthyCow24® Solution to check farm data when not in the field, further increasing peace-of-mind.

According to Groenwold, the system has, "helped improve the heat detection rate and allows us to more accurately monitor animals that are in the transition period." As a result, the heat detection rate has risen to 70%, and the pregnancy rate has increased to 35% in primiparous cows and 27% in multiparous cows.

"Heatime also allows me to make quick decisions for animals with a low health index," continues Groenwold, "which means not only is disease being identified earlier, but I can better see if medical treatments are working."

Using Allflex Heatime Pro+, Groenwold has also been able to follow rumination after changing diets, to quickly assess the feed's impact on herd productivity and health, and determine if further adjustment is needed. He also follows cows' rumination postpartum as an indicator of their recovery.

And because the system is computerized, knowledge is now data-based. That means Chácara Sempre Verde is no longer reliant on any one team member – and business can carry on with or without the presence of any given worker.

Overall, Groenwold says, "Allflex systems ensure less waste and reduce our labor requirements. But most importantly, they have given us more control over individual cows and the herd as a whole, which is helping us towards our goals of expansion and growth."



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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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