

"Allflex Heatime HR simplifies work and is completely accessible even to workers with zero technical background. Adding it has been a relief for staff, allowing us to eliminate the task of heat detection."
Daniela Iommi and Néstor Becerra, La Antena Dairy Farm

It is a technology accessible to all involved in the operation, it is not complicated at all

BACKGROUND

Elso Iommi has been involved in dairy farming all his life. Originally starting out as a milker, he moved into the farming business with a partner in 1991. In 1994 he settled in the town of Laboulaye in the Córdoba province of Argentina where his daughter Daniela and son-in-law Néstor began to assume greater roles in the operation.

Under a leased farms strategy, they came to produce in two dairies, culminating in an operation that now focuses their efforts on La Antena Dairy Farm, where Daniela and Néstor live.

Through a seasonal calving pattern, they milk around 370 cows in the peak, with a three-times-a-day milking routine. This production model is based on rotational drylots, with shades and mobile water troughs.

CHALLENGES

"In the past, I was finding it difficult to handle the heat detection role," says Néstor, who is in charge of insemination. "The annual pregnancy rate was around 13%, and the vet told us, that there are many cows that are not being identified though the tail hair is clearly lifted," which is considered a sign of heat. "We wanted to increase our heat detection rates, to get more cows pregnant, and increase our herd."

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AT A GLANCE

Company: La Antena Dairy Farm
Location: Laboulaye, Córdoba Province, Argentina
Herd size: 300 cows

Challenges

- Improve reproductive performance
- Make heat detection easier for staff

System

- Allflex Heatime® HR with HRLDn collars for real-time heat detection and health monitoring
- Allflex automatic drafting gate

Benefits

- Pregnancy rate increased from 13% to 21%
- All visual heat detection tasks have been eliminated
- Daily routine is greatly simplified

SYSTEM

La Antena Dairy Farm chose the Allflex Heatime® Pro system with HRLDn neck tags for heat detection and real-time monitoring of rumination, activity and panting. The team also decided to install an automatic drafting gate at the same time.

“I remember that it was on February 12th, 2015 when we installed the first 25 collars on the fresh cows herd,” says Daniela, demonstrating the momentous nature of the occasion.

BENEFITS

Daniela and Néstor say the reports created by the Allflex system are very easy to understand. In fact, the entire team at the dairy knows how to do it, and even a staff member who cannot read or write can interpret the figures with no problem.

Regarding the use of the system, although everyone knows how to load information, according to Daniela, the person responsible for the calves has the role of data entry when a cow calves, And he does it perfectly, with no special technical background needed. That’s because, as Daniela says: "It’s a technology that’s completely uncomplicated and accessible to all."

The couple is also impressed with the convenience of the system, stating that when they are not on the farm, they keep track of everything that happens through their mobile phones.

In terms of results, since the Allflex system was installed, the farm is better able to anticipate cows’ health problems, catching illness quicker and improving the effectiveness of treatments. This includes what Daniela and Néstor consider surprisingly good results in the control of diseases such as pneumonia.

The greatest impact of installing Allflex technology was undoubtedly in improving the pregnancy rate, which went from 13% to 17% in the first year, and now regularly reaches the 21% range. This increase has been a key factor for herd growth, which now leaves La Antena Dairy Farm in the enviable position of analyzing options for allocating the surplus cows.







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About Allflex

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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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