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Manager, Pozo del Avestruz Dairy

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BACKGROUND

Pozo del Avestruz Dairy located in Colonia San Bartolomé, Córdoba Province, is managed by four brothers who share the energy of their father, who was born on the farm and continues to work there.

Since its establishment in 1940, this family-run dairy has had moments with more than one dairy farm, and for about the past 30 years has operated as a single production unit. At present, it milks about 300 Holstein cows, with milk yields close to 27 liters per cow per day and a surprisingly high level of milk solids. With a diversified operation and integrated approach, the farm's cropping area supplies the dairy with concentrates, and milk is sold to one of the best-known ice cream companies in the country.

CHALLENGES

Initially, the idea of acquiring Allflex monitoring technology was mainly driven by the search for benefits in reproduction performance. "We were looking to stabilize heat detection and reduce the amount of labor involved," says Darío Brunotto, one of Pozo del Avestruz Dairy's Managers.

Over time and use, benefits in other areas such as health and feed monitoring also emerged.

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AT A GLANCE

Company: Pozo del Avestruz Dairy, Hijos de Lorenzo Brunotto
Location: Villa San Esteban, Córdoba Province Argentina
Herd size: 300 cows

Challenges

- Stabilize heat detection results
- Rumination monitoring

System

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

Benefits

- Milkfat has increased from 3.1% to 3.75%
- Displaced abomasum problems have been minimized
- Six hours daily of manual labor for visual heat detection are freed for other tasks
- Heat detection targets have been achieved

SYSTEM

In 2015, Pozo del Avestruz Dairy acquired the Allflex Heatime® HR system and made an initial purchase of 100 Allflex HR neck tags. At this point, visual heat detection was still used for one of the herds and the Allflex system for another. An additional 70 Allflex HRLDn neck tags were purchased at a later date, and then 100 extra neck tags as well as the Allflex Heatime® Pro system were added, to fully replace visual heat detection.

BENEFITS

The farm's breeding manager has the role of interpreting the system's heat reports, a tool that provides strong data to decide which cows to inseminate and when. In addition, an external veterinarian reviews the cows indicated by the health report.

The time-saving benefits achieved are overwhelming. Visual heat detection in three herds used to mean a minimum of six hours per day for one person. With the Allflex Heatime® Pro system, that time is now invested in other tasks. In fact, it has had such a strong impact in terms of efficiency, that farm management compares it to the impact of automating milking machine washing. As Darío says: "It would be really very difficult to return to visual heat detection."

The rumination monitoring has also proven beneficial, particularly the reports. "The first thing I look at is minutes of rumination, where you always find something," says Darío referring to those situations in which the values move out of target. This makes it easier to notice deviations like poorly mixed TMR, lack of nutrients, or even problems in the water supply. Meantime, the activity index may indicate alterations in the cows' routine such as changes in the milking schedule.

Since Pozo del Avestruz Dairy began using the Allflex monitoring technology, rumination time increased considerably, resulting in an increase in the milk solids content of the milk to an average of 3.75% fat and 3.45% protein. At the same time, a clear improvement in terms of animal health was achieved. "We moved from five or six displaced abomasum surgeries in one year to having the same number of cases, but in three years" according to Darío.

There is no doubt that the Allflex monitoring system allows the dairy to better anticipate health problems, and in turn reduce the mortality rate. "Before, cows just died", concludes Darío, "while today we have more time and tools to avoid that outcome."







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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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