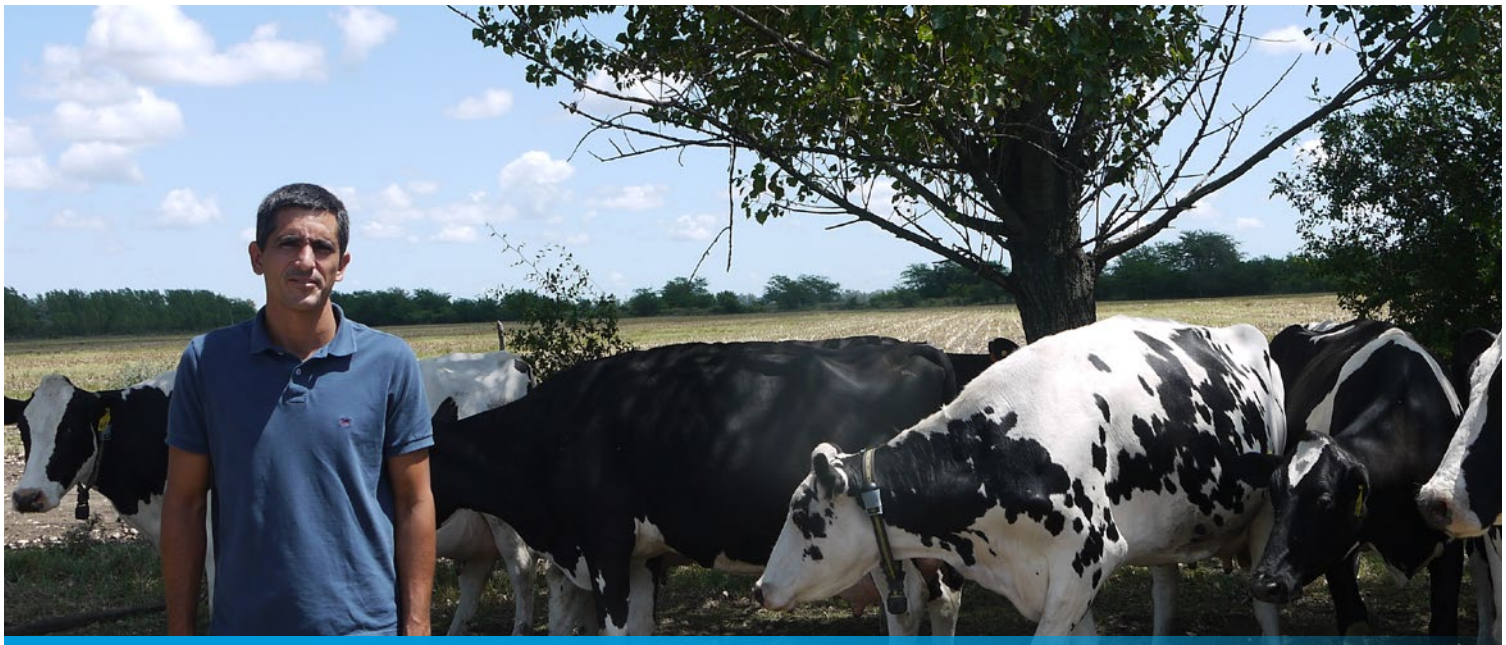


"We used to recognize metabolic disease when the signs were already too obvious and it was very difficult to rehabilitate the cow. Now, with Allflex technology, we spot it 10 days earlier."
Mauricio Álvarez, Co-Owner, San José Dairy

Allflex System Increases Effectiveness of Medical Treatments on San José Dairy

BACKGROUND

Mauricio Álvarez, together with two of his brothers and his father, run a family business with three dairies, all of them on leased land, as well as a cheese factory.

The business began in 2004, milking eight cows in a basic abreast direct-to-can parlor. While San José Dairy at first made cheeses with its own milk, it now also buys milk from other farmers.

Today, about 500 cows are milked across the whole company. The 300 cows which belong to San José Dairy are reared on a hybrid grass-based system combining grazing with concentrate and silages feeding.

CHALLENGES

San José Dairy first began to consider cow monitoring technology as a tool to help continue growing in scale. That being said, they wanted to be sure it was being done in a way that kept daily routines simple for their staff.

AT A GLANCE

Company: San José Dairy
Location: Diego Gaynor, Buenos Aires Province, Argentina
Herd size: 300 cows

Challenges

- Adopt technology to continue increasing scale
- Keep the system simple
- Facilitate daily work for staff
- Reduce cow mortality and culling rates

System

- Allflex Heatime® Pro System with HRLDn tags for real-time heat detection and health monitoring

Benefits

- Heat detection increased from 60 to 73%
- Cow mortality dropped from 15% to 7%
- Time-consuming visual heat detection role has been eliminated, freeing up labor resources

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SYSTEM

In 2017, the Allflex Heatime® HR System and 300 HRLDn neck tags were installed on San José Dairy for heat detection and real-time rumination, activity, and health monitoring. The system was chosen both for its performance, as well as ease-of-use, including intuitive reports that help set workers' priorities throughout the day.

"The operation of the system is very easy. The first thing that the person in-charge does when the day begins is to check the monitor to see what kind of alert there is and thus know if there is any cow to be sorted or not," says Mauricio.

BENEFITS

The Allflex solution has improved reproductive, mortality, and culling rates, as well as the quality in everyday work. The latter is particularly true in terms of time-savings in heat detection. "For three years now we haven't needed to have a dedicated employee deal with heat detection," says Mauricio. Plus, it frees up Mauricio and other farm managers, who can now access the reports through their mobile phones.

Although initial expectations were mostly related to reproduction improvement, the pleasant surprise was in the results achieved in terms of cows' health, with the ability to now pre-emptively react to health problems. As Mauricio notes, "In the reports, we now see a problem brewing ten days earlier than we were seeing it by just looking at the cows. This means treatment is started earlier, and if it fails, gives us enough time to make some income by culling the cow."

The installation of the Allflex Heatime® HR System has also been helped with mortality rate in adult cows, reducing it from 15% to 7%.

However, when comparing reproduction rates between San José Dairy, and its other two units still without Allflex HRLDn neck tags, the numbers are overwhelming. The detection rate at San José is around 73%, while in the other two dairies – which have around 100 milking cows each – it rarely exceeds 50%.







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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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