

Update

June 2018

Your exclusive invitation



Summer Event

Wednesday, August 1, 2018

10:45 a.m. - 2:30 p.m.

Semex/EastGen Kemptville
595 County Road 44, Kemptville, ON

Special agenda:

- Bull viewing
- Reports from Ontario and Atlantic herds using Immunity+ genetics
- **Keynote Speaker - Jeremy Higgins,**
*Herd Manager, Riedstra Dairy Ltd,
Mendon, MI, 4000-cow dairy
using Immunity+*
- *Dr. Steven Larmer, Immunity+
science in action*
- **BBQ lunch**
- **Special gift provided to guests**

RSVP

RSVP total number attending from your farm to reserve your meal and special gift.

Contact:

Jenna Hedden at 1-888-821-2150
ext: 222 or email:
jenna.hedden@eastgen.ca

EastGen



Effective Electronic Heat Detection – A Layman Technical Explanation

Excerpts taken from: Profitable Milk Blog, SCR

On its surface, electronic heat detection appears to be an easy proposition: all it needs to do is monitor an animal's movement. Once the animal displays an increase in activity obviously, she's in heat. All you need to do is breed her! Yet, accurate heat detection is much more complex in the real world.

Monitoring activity levels alone may still leave a few more subtler heats undetected. How the behavior is measured and where the sensor is placed on the animal play a factor in the accuracy obtained. In addition, accuracy can be improved by cross referencing other changes in animal behaviors to increase the probability of an accurate diagnosis.

Today, the majority of animal monitoring tags utilize accelerometers that monitor activity levels, intensity of movement and specific movements. This gives an accelerometer-based monitoring system a wider range of abilities to capture cow behavior more accurately than a tilt-switch based device.

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At EastGen we are focused on developing long-lasting, profitable herds and lifelong partnerships. Part of that relationship is providing you access to a large offering of farm products delivered conveniently to your door through our extensive network.

We are pleased to offer a full line of quality products that include: udder care products; AI supplies; farm supplies; needles and syringes; halters; ET supplies plus a growing list of other supporting products. These products have been brought to the market to address the specific needs of our farmer-owners. We are accountable to farmers first.

When you partner with EastGen, you not only access the best-trained and most knowledgeable staff in the industry, we offer you the best solutions to serve you – the customer.

Ask us today how we can support your goals with our convenient farm product line.

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The placement of the electronic sensor on the animal is paramount to obtaining more meaningful data on cow behavior.

Historically, leg mounted pedometers constituted the first attempt to measure activity levels, by counting the number of steps the animal is taking. However, an animal's leg only records the number of steps it is taking, which does not have a full scope on identifying true heats. The neck/head provide a few more meaningful behaviors, such as intensity of movement, eating time, rumination time and specific head movements, that will enhance our ability to heat detect.

SCR's industry leading animal monitoring system utilizes this additional behavior data to validate the "in heat" determination. If she is increasing her activity, reducing her eating time and displaying reduced rumination time, her probability of actually being in heat is substantially higher. Another level of behavior analysis can be applied to look at her last identified heat to assign a higher heat probability to cows that are in cycle (i.e. approximately 21 days since their last identified heat).

Since its humble beginnings in the late-1970's, automated heat detection has evolved to new highs with SCR ai24 now achieving over a 90% rate on a consistent basis. The combination of sophisticated sensors and an improved understanding of cow behavior has transformed automated animal monitoring into the reliable and valuable tool that it is today.

Semex Solutions

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GENETIC GAIN

