



Finance and promotion

Andrew Clarke HND 1

Introduction

- Herd targets and recent rolling herd performance
- Rolling averages - this is a twelve month average showing the herd performance.



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Members of the finance and promotion team

- Peter Gibson HND 1
- Andrew West BSc 2
- Robert McConaghy HND 3
- David Clarke HND 3
- David Dodd HND 3
- Denis Nulty HND 3

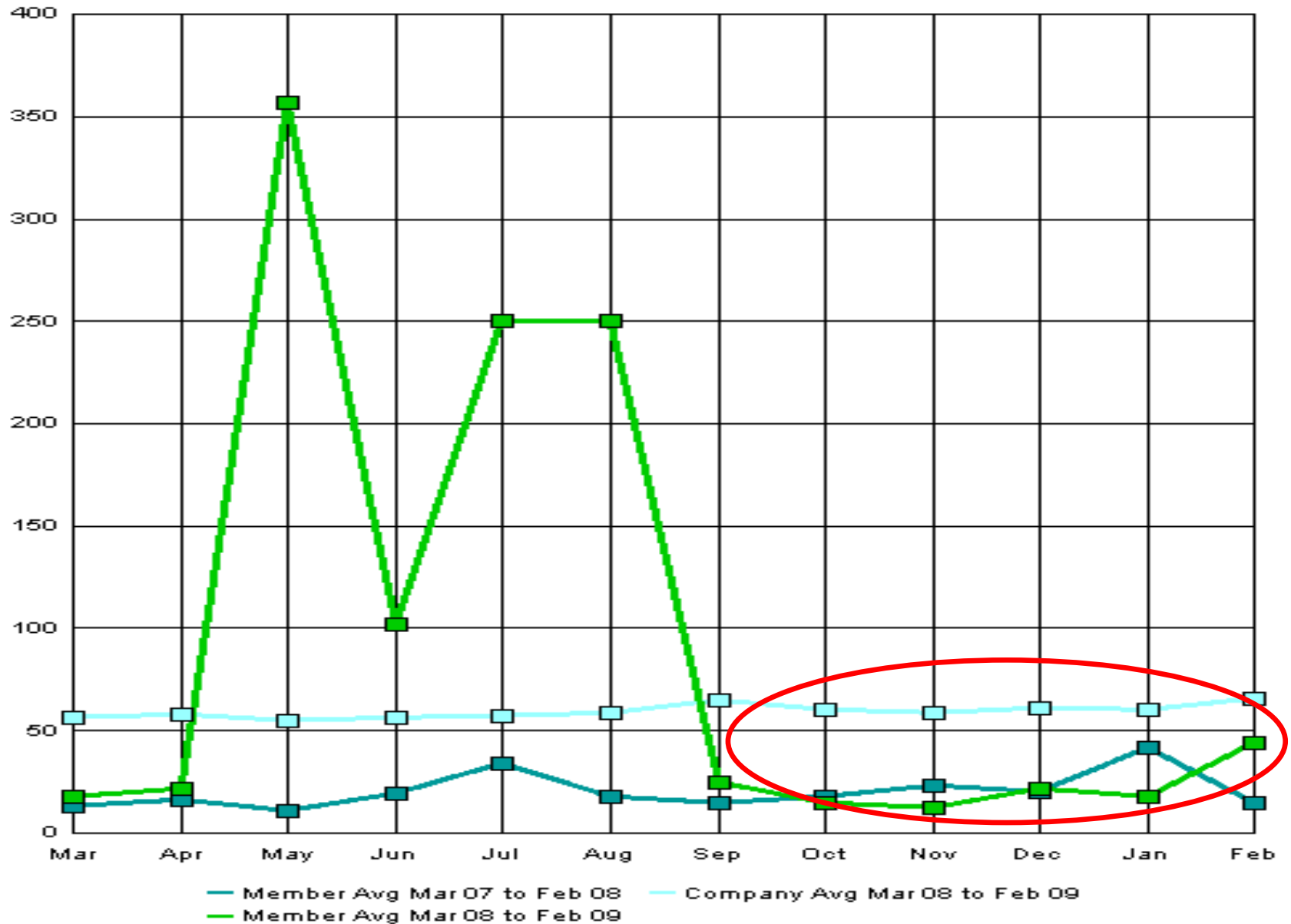
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| | Rolling herd averages Feb-08 | Target-08 | Rolling herd averages Feb- 09 |
|--------------------------------|------------------------------|-----------|-------------------------------|
| Cows in herd | 32 | 30 | 27 |
| Calving (%) | 108 | n/a | 108 |
| Milk yield/cow (Litres) | 10104 | 10,500 | 10108 |
| Concentrate/cow (kg) | 3677 | 3500 | 3852 |
| Milk price (ppl) | 22.21 | n/a | 18.79 |
| Butterfat (%) | 3.85 | 4.0 | 4.00 |
| Protein (%) | 3.04 | 3.18 | 3.18 |
| SCC ('000) | 82 | <150 | 96 |
| Bactocount ('000) | 20 | <50 | 85 |
| Submission rate | 78 | >70% | 80 |
| Calving index | 412 | <420 | 409 |

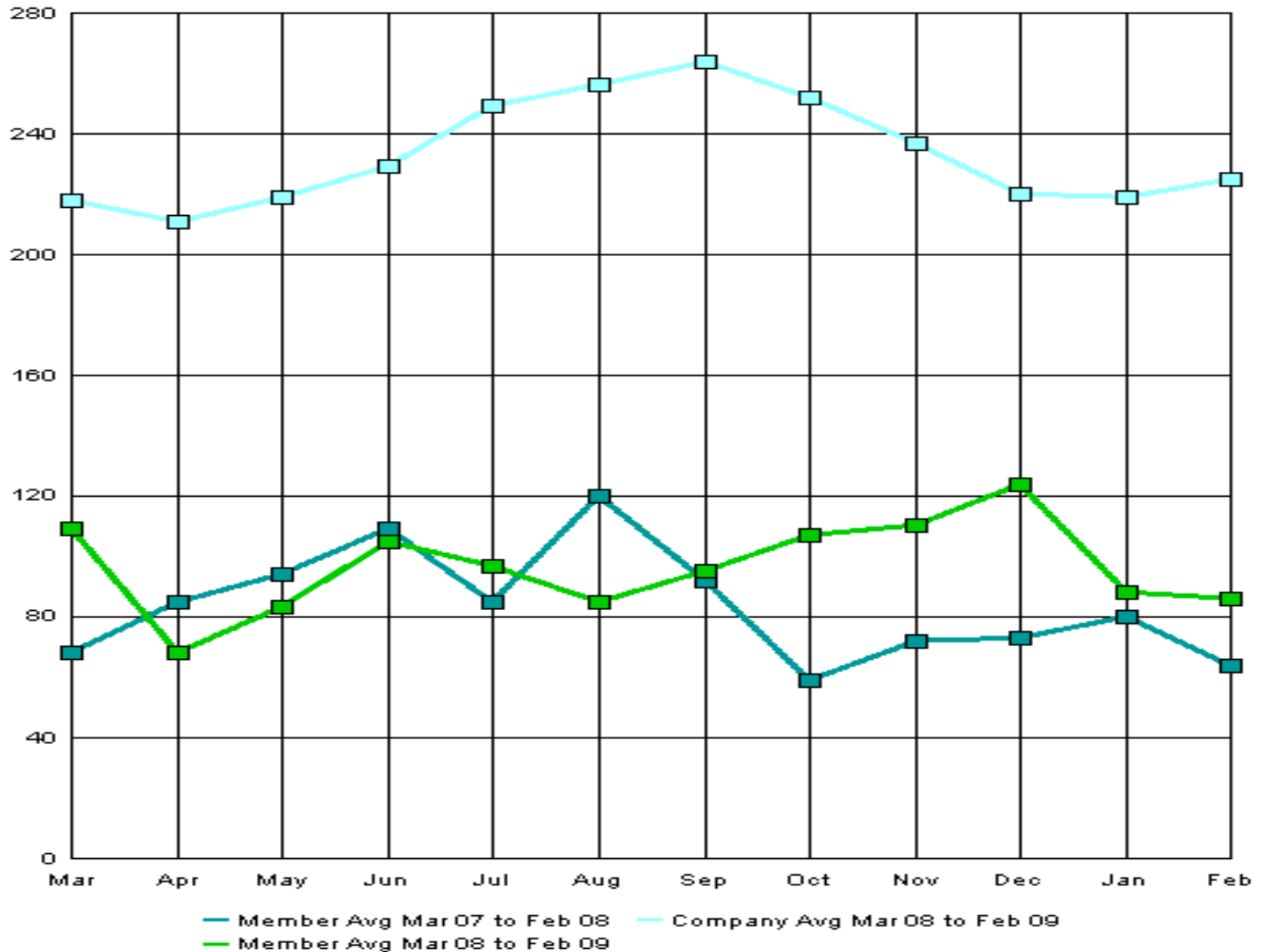
Margin over concentrates for 2008 and 2009

| | C.R.E.A.M Herd, Feb -2008 | C.R.E.A.M Herd, Feb - 2009 |
|--|--|---|
| M.O.C (£ per cow) | 1602 | 1297 |
| M.O.C (pence per litre) | 15.85 | 12.84 |

CREAM Bactoscan compared to average united milk suppliers



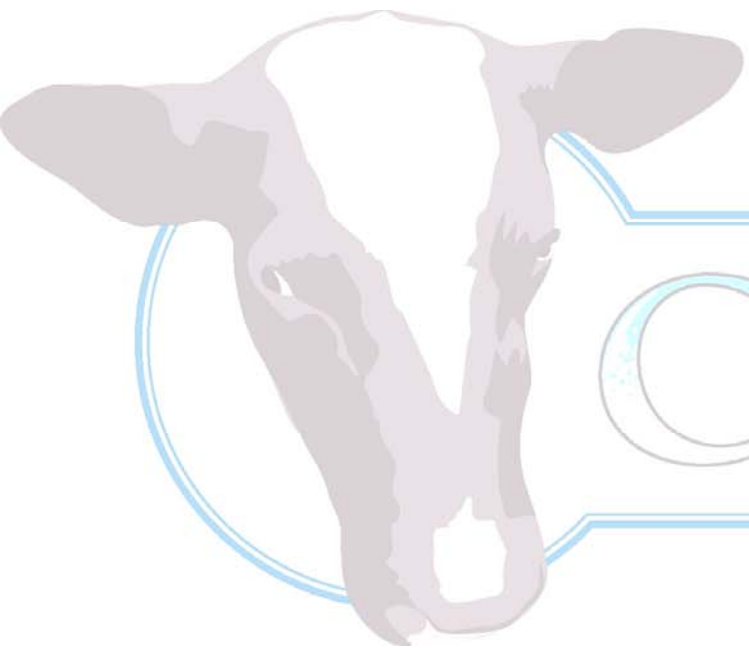
CREAM SCC compared to average united milk suppliers



Summary

- Milk yield has stayed the same as Feb 08 but the concentrates have gone up
- Higher volume of concentrates fed to supplement poor grass intakes
- Butterfat and Protein improved
- M.O.C has gone down because of high meal price per ton and low milk price
- SCC is well below United average

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Gross Margin Analysis for Cream Herd

08/09



Outputs

| | 07/08 | 08/09 |
|----------------|----------------------------------|----------------------------|
| Milk Output | 10,394l @ 15.40ppl =£1,822 | 9961l @ 20.21ppl =£2141 |
| Pedigree Sales | £252 | £0 |
| Calves | £209 | £163 |
| Replacements | -£312 | -£357 |
| Total Output | £2,436 | £1,947 |

Variable Costs (per cow)

08/09

07/08

Meal fed 3.66t @ £207 = £760
Straights and minerals = £34

3.45t @ £179 = £613
£22

Grassland Costs

£162

£88

Vet & Medicine

£134

£179

AI

£38

£35

Sundries

£106

£139

Quota Leasing

£0

£0

Total Variable Costs

£1234

£1100

Total Variable costs

ppl 9961 litres @

12.39 ppl

10.54ppl

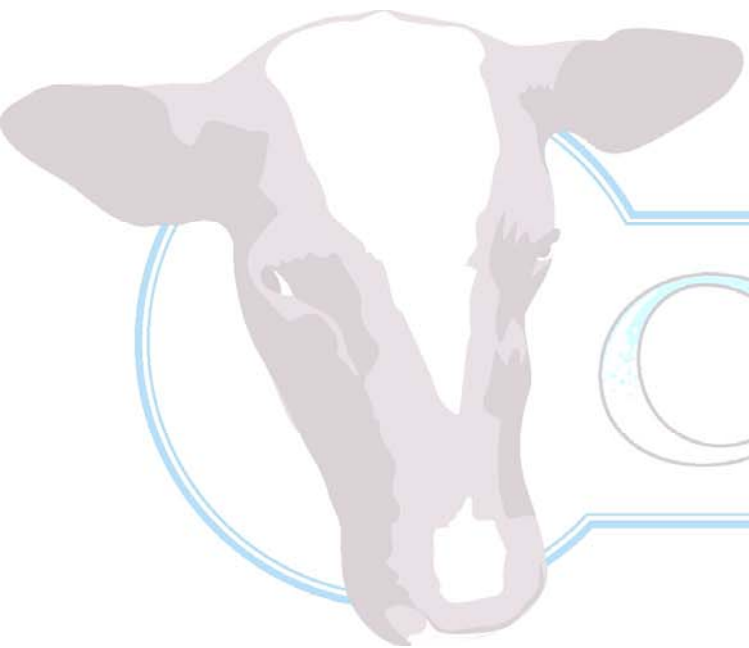
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Gross Margins

| | 07/08 | 08/09 |
|------------------------|----------|----------|
| Gross Margin/Cow | £1337 | £713 |
| Gross Margin/Litre | 13.30ppl | 12.39ppl |
| Average Milk Price | 21.94ppl | 20.21ppl |
| Milk Quality (Protein) | 3.05% | 3.19% |
| (Butterfat) | 3.87% | 4.02% |

Conclusion

- Overall it's been a challenging year for the CREAM herd because of low milk price and high meal bills the gross margin is a lot less than 07/08.
- Grassland costs have doubled because fertilizer prices have doubled.
- On a good note the milk quality has went up considerably.



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Lactation curves and Herd Health



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John Porter

HND 1

Milking and Health

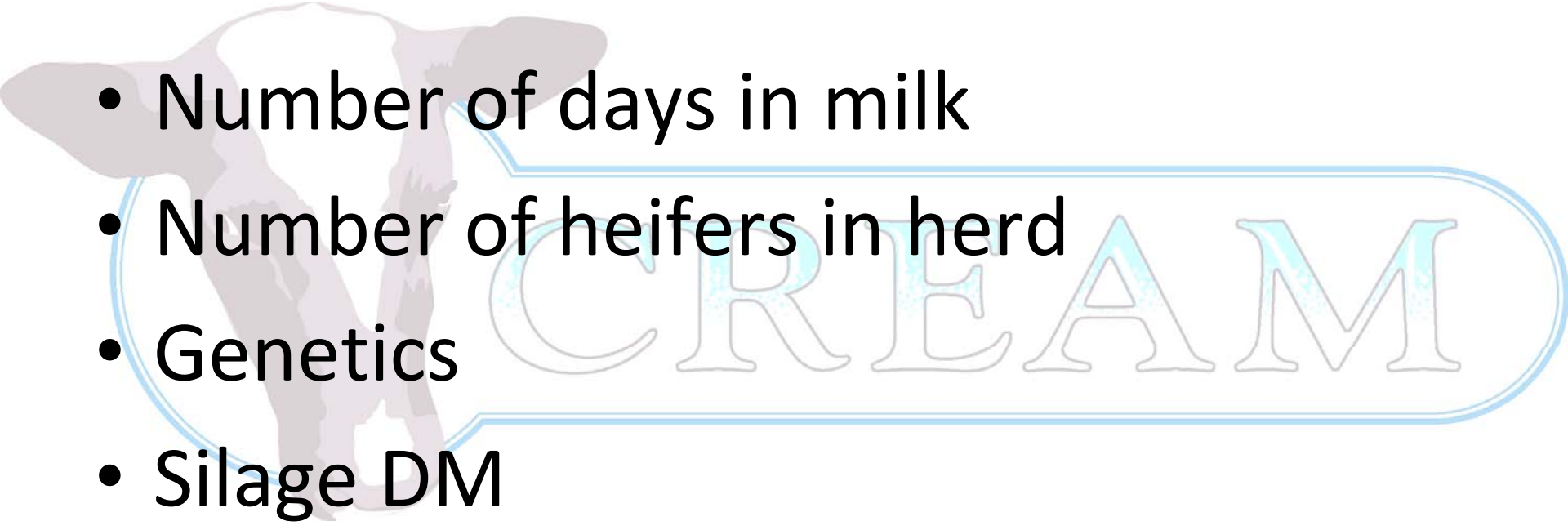
Projected Yields

- Projected 305 Day Yields (for animals in milk between 80 and 305 days)

| | Average yield (kg) |
|-------------------------|--------------------|
| Heifers | 10093 |
| 2 nd Calvers | 10350 |
| 3 rd Calvers | 12249 |
| Later Lactations | 14758 |
| Whole herd | 10887 |

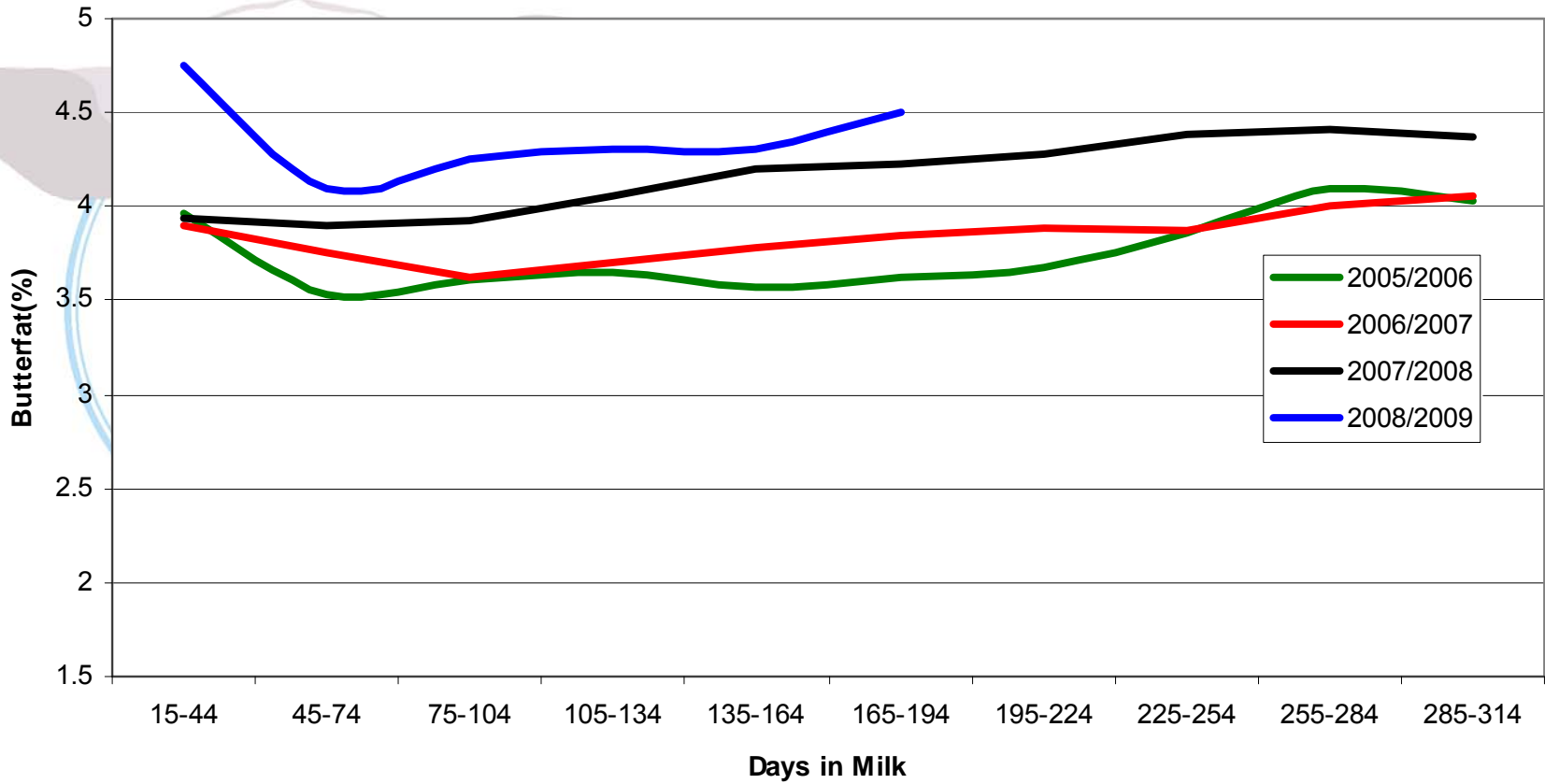
Factors affecting milk yield

- Number of days in milk
- Number of heifers in herd
- Genetics
- Silage DM
- Meal fed



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Average Butterfat Percentages of cows



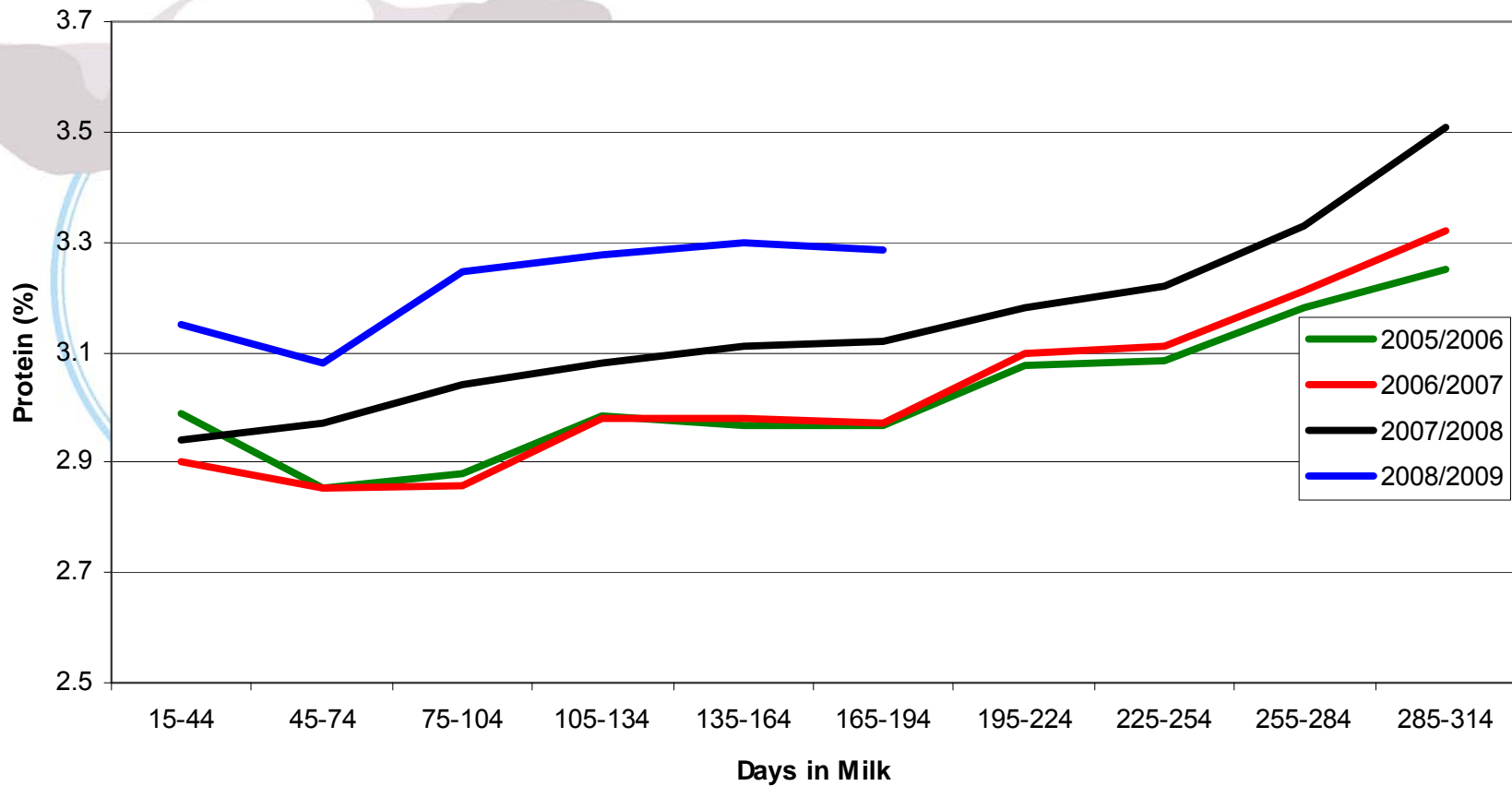
Factors affecting BF

- Days in milk
- Genetics
- Forage in feed (fibre)



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Average protein percentage of cows



Factors affecting Protein

- High quality silage
- Genetics
- Body condition score
- Energy intake



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AFBI Herd Health Scheme

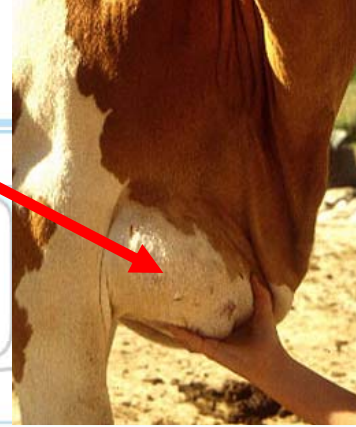
- The AFBI Cattle Health Scheme is a partnership between herd owners, their veterinary practitioners and AFBI.
- Rules laid down by Cattle Health Certification Standards (CHeCS), a self-regulatory body set up by the cattle industry.

Benefits

- Improved animal health and welfare
- Economic benefits due to reduced losses
- Access to international markets
- The AFBI Cattle health Scheme can provide a recognized Certification of Herd Health.

Diseases Covered

- Johne's disease
- IBR
- BVD
- Lepto
- TB
- Brucellosis



Other Information

- £60 a year to join
- Regular testing £4 for per cow per test (except TB & Brucellosis)
- Vaccination programme
- Culling Policy
- Health Certificates

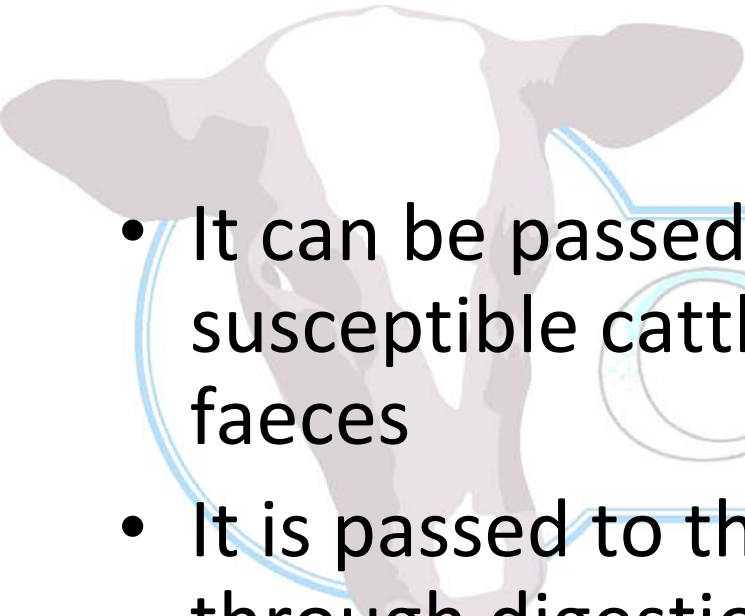
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Johnes Update

- Johnes' disease is an infectious wasting condition of cattle and other ruminants.
- Its caused by Mycobacterium Avium subspecies Paratuberculosis (commonly known as MAP).
- It progressively damages the intestines of affected animals.

How is it Spread

- It can be passed between infected cattle and susceptible cattle through contaminated faeces
- It is passed to the more vulnerable calf through digestion of contaminated milk.



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Effects of Johne's

- Diarrhoea
- Severe weight loss
- Loss of condition and infertility
- Affected animals will inevitably die



Why Worry?

- Cause loss of production/output
- May be a possible link to Crohn's disease in humans through consumption of milk.
- Lowers the value of breeding stock if some of the herd have Johne's

Johne's in CREAM

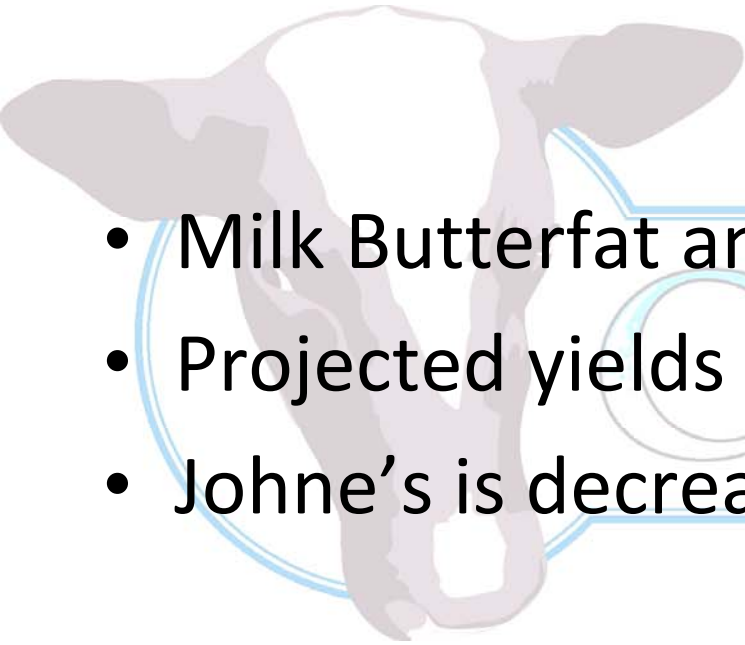
- Improved Calving Management Practices
- Annual testing of cattle aged 2 years and over
- Additional testing of suspect clinical cases and any culled stock
- Any infected animals culled immediately
- Any cohorts from infected animals culled
- Cows colostrum is only fed to its own calf to prevent contamination

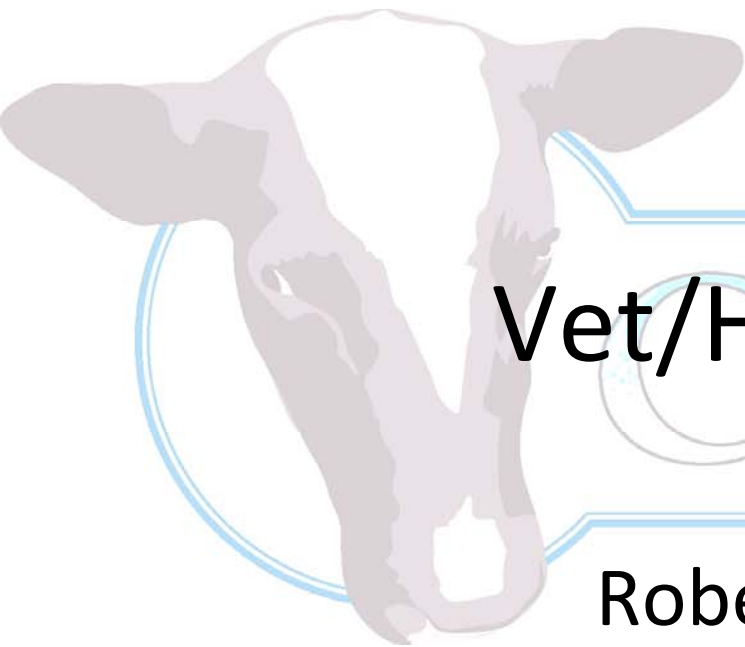
Cows tested positive in CREAM

| Year | No. of Cows Infected and Culled | Cow ID |
|------|---------------------------------|---------------|
| 2002 | 3 | C51, C49, C53 |
| 2003 | 1 | C30 |
| 2004 | 0 | Clear Test |
| 2005 | 1 | C101 |
| 2006 | 0 | Clear Test |
| 2007 | 0 | Clear Test |
| 2008 | 1 | 131 |

Summary

- Milk Butterfat and Protein are up
- Projected yields are up
- Johne's is decreasing in the herd





Vet/Health Analysis

Robert Kinnear Hnd1

Milking and Health

Why teat score???

Teat end damage is most commonly caused by defective milking machinery. This is normally the result of;

- Incorrect pulsation
- Clusters too heavy/big
- Vacuum incorrect
- Liners worn and causing slippage
- Over milking!!!

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Scale

- When carrying out teat scoring cows should be scored on a scale of 0 to 4.
- A score of zero means that the cow has good teat condition with little to no damage. A score of 4 will mean a lot of build up of keratin around the teat end and the teat orifice will have prolapsed.

Teat Score 0



Teat Score 1



Teat Score 2





- Teat Score 3

REAM

- Teat Score 4



| Cow Num | Front Left | Front Right | Back Left | Back Right | Cow Average |
|---------|------------|-------------|-----------|------------|--------------------|
| 92 | 4 | 2 | 1 | 3 | 2.5 |
| 93 | 0 | 0 | 1 | 1 | 0.5 |
| 99 | 2 | 3 | 1 | 1 | 1.75 |
| 107 | 1 | 1 | 1 | 1 | 1 |
| 119 | 3 | 2 | 1 | 2 | 2 |
| 120 | 1 | 0 | 1 | 0 | 0.5 |
| 124 | 0 | 0 | 0 | 1 | 0.25 |
| 131 | 0 | 0 | 0 | 1 | 0.25 |
| 132 | 1 | 1 | 1 | 1 | 1 |
| 133 | 0 | 2 | 0 | 4 | 1.5 |
| 136 | 0 | 0 | 1 | 1 | 0.5 |
| 140 | 1 | 1 | 1 | 2 | 1.25 |
| 143 | 2 | 3 | 1 | 4 | 2.5 |
| 144 | 1 | 2 | 2 | 1 | 1.5 |
| 148 | 0 | 1 | 1 | 2 | 1 |

| Cow Num | Front Left | Front Right | Back Left | Back Right | Cow Average |
|---------------------|------------|-------------|-----------|------------|--------------------|
| 149 | 0 | 1 | 0 | 1 | 0.5 |
| 150 | 1 | Blind | 0 | 1 | 0.5 |
| 151 | 0 | 1 | 0 | 0 | 0.25 |
| 152 | 1 | 2 | 1 | 2 | 1.5 |
| 153 | 0 | 0 | 1 | 1 | 0.5 |
| 154 | 2 | 2 | 1 | 1 | 1.5 |
| 155 | 1 | 0 | 2 | 1 | 1 |
| 156 | 1 | 0 | 0 | 1 | 0.5 |
| 157 | 0 | 0 | 1 | 0 | 0.25 |
| 158 | 0 | 1 | 0 | 0 | 0.25 |
| 159 | 0 | 0 | 3 | 0 | 0.75 |
| 160 | 0 | 0 | 0 | 0 | 0 |
| Herd Average | | | | | 0.945 |

Vet and Health

| Disorder | C.R.E.A.M per 100 cows (Sept 07 – Feb 08) | C.R.E.A.M per 100 cows (Sept 08 – Feb 09) | Future Herd (2008) |
|------------------|---|---|--------------------|
| Lameness | 6.4 | 30.8 | 39 |
| Mastitis | 60.6 | 19.2 | 97 |
| Stomach problems | 9.6 | 11.5 | 1 |

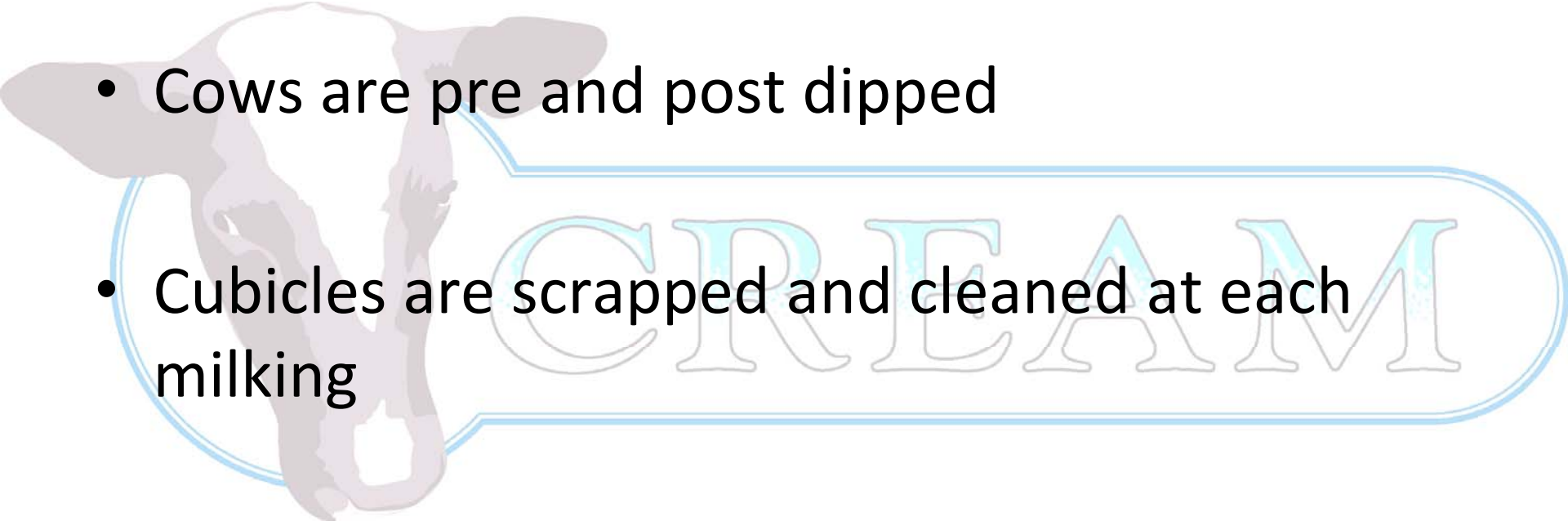
Preventing Lameness

- All passages are kept as clean as possible
- Using Biotin helps harden feet and reduce lameness
- Regular trimming of the cows feet can help reduce lameness
- Breeding policies, using bulls with good feet and leg scores

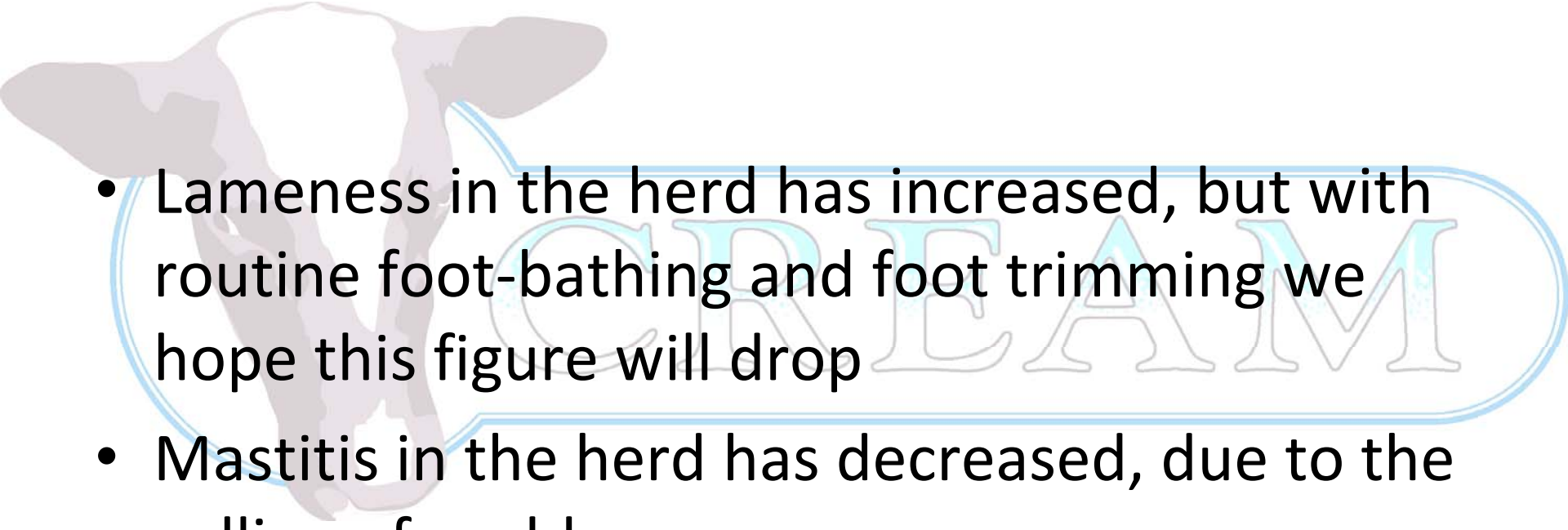


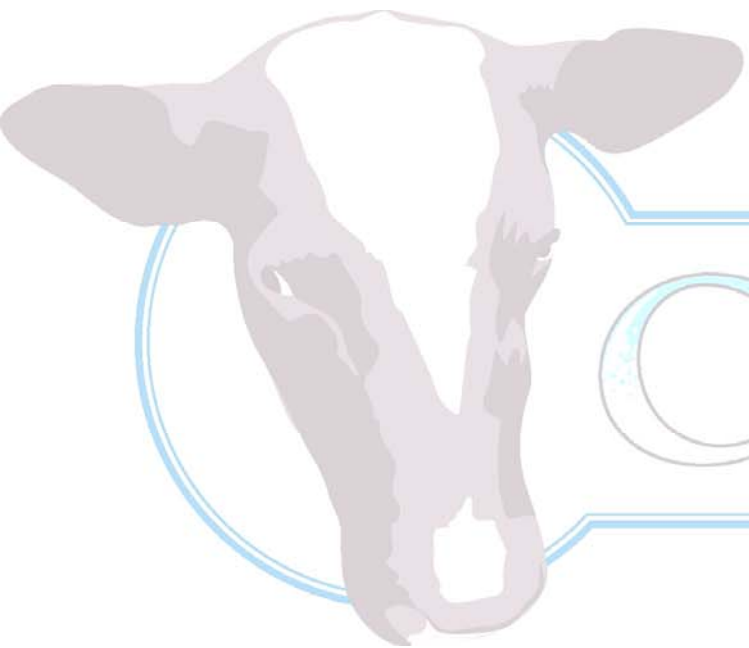
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Preventing Mastitis

- 
- Cows are pre and post dipped
 - Cubicles are scrapped and cleaned at each milking
 - The cubicles are bedded with lime and sawdust

Summary

- 
- Lameness in the herd has increased, but with routine foot-bathing and foot trimming we hope this figure will drop
 - Mastitis in the herd has decreased, due to the culling of problem cows



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Current diet evaluation

V CREAM

David Hunter

HND Ag 1


Feeding team

- Colm O’Kane
- David Hunter
- William Bolton
- Patrick Lavery
- Stuart Fulton
- Leigh-Anne Clarke
- Lewis Ogilby
- Heather Hughes



VOCREAM

TMR Ration

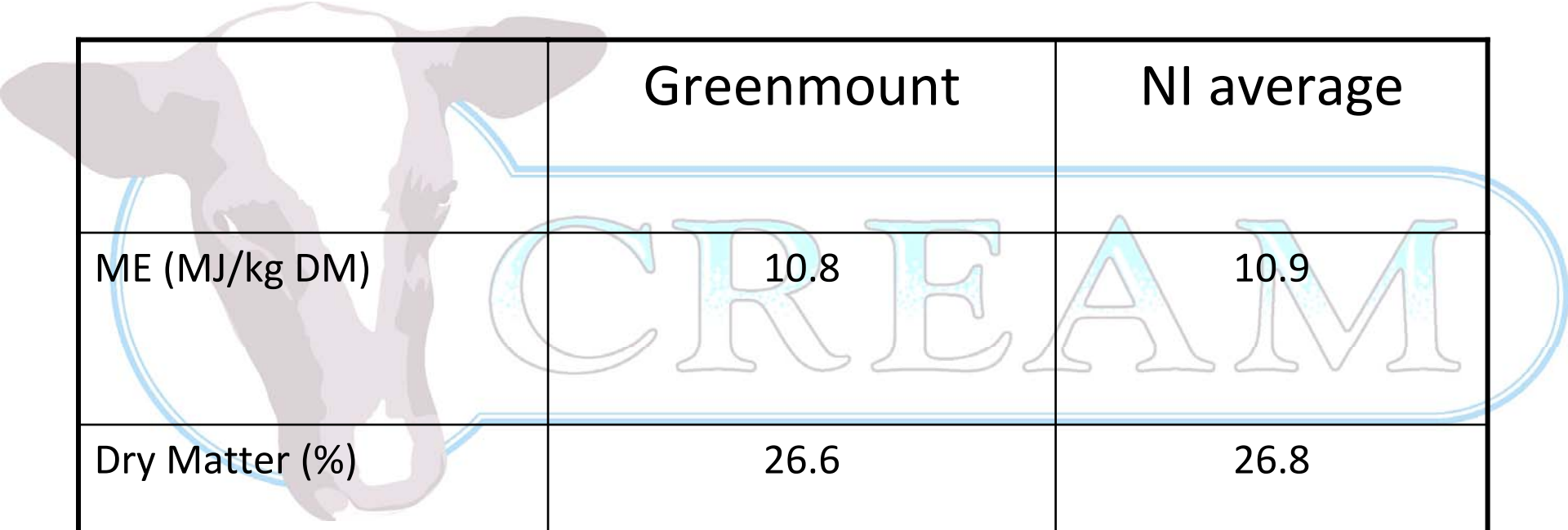


| | Fresh weight offered (Kg) | Dry Matter (Kg) |
|--------------------------|---------------------------|-----------------|
| Second cut silage | 25 | 6.25 |
| Maize | 16 | 4.48 |
| Blend | 8 | 6.96 |
| Straw | 0.5 | 0.44 |
| Molasses | 0.5 | 0.37 |

Analysis of grass silage

| | Greenmount 1 st Cut | Greenmount 2 nd Cut | NI average |
|----------------|-----------------------------------|-----------------------------------|------------|
| ME (MJ/kg DM) | 11.9 | 10.6 | 10.2 |
| Dry Matter (%) | 37.7 | 26.6 | 25 |
| Protein (%DM) | 15 | 14.8 | 12.9 |

Analysis of maize silage



| | Greenmount | NI average |
|----------------|------------|------------|
| ME (MJ/kg DM) | 10.8 | 10.9 |
| Dry Matter (%) | 26.6 | 26.8 |
| Protein (%DM) | 9.4 | 9.3 |

TMR aims to provide:

- Maintenance plus 25 litres

- Protein concentration is 17.3% (on a dry matter basis)

- Therefore a 45 litre cow:

- 9kg parlour nut (19% protein)

| Date | Silage 1 (Clamp) | Silage 2 (Big Bale) | Wholecrop Wheat | Straw | Blend | Mollasses | Parlour nut | Waste | Cows milking (Nos. fed TMR) | Milk yield | Milk dumped |
|--|---------------------|------------------------|--------------------|-------|-------|-----------|----------------|-------|--------------------------------------|---------------|----------------|
| 16-Mar-09 | 965 | 0 | 465 | 15 | 235 | 15 | 191.7 | 80 | 31.5 | 1042 | 110 |
| 17-Mar-09 | 960 | 0 | 465 | 15 | 235 | 15 | 195.3 | 220 | 31.5 | 1056 | 110 |
| 18-Mar-09 | 965 | 0 | 465 | 15 | 235 | 15 | 184.8 | 140 | 31.5 | 1036 | 65 |
| 19-Mar-09 | 980 | 0 | 475 | 15 | 230 | 15 | 184.2 | 200 | 31 | 1073 | 49 |
| 20-Mar-09 | 970 | 0 | 455 | 15 | 230 | 15 | 184.2 | 180 | 31 | 1073 | 48 |
| 21-Mar-09 | 940 | 0 | 480 | 15 | 225 | 15 | 184.2 | 240 | 30 | 1073 | 50 |
| 22-Mar-09 | 915 | 0 | 440 | 15 | 225 | 15 | 184.2 | 200 | 30 | 1073 | 61 |
| | 956.4 | 0.0 | 463.6 | 15.0 | 230.7 | 15.0 | 186.9 | 180.0 | 30.9 | 1060.9 | 70.4 |
| Feed Analysis | | | | | | | | | | | |
| DM (%) | 25.0 | | 28.0 | 87.0 | 87.0 | 75.0 | 88.0 | 35.3 | | | |
| CP (%) (DM basis) | 13.9 | | 9.3 | 4.0 | 26.4 | 4.0 | 21.8 | | | | |
| ME (MJ/kg DM) (DM basis) | 11.3 | | 10.9 | 6.0 | 14.3 | 12.7 | 13.3 | | | | |
| | 16-Mar-09 | | | | | | | | | | |
| Silage intake per cow (kg DM) | 6.9 | | | | | | | | | | |
| Wholecrop intake per cow (kg DM) | 3.7 | | | | | | | | | | |
| Straw intake per cow (kg DM) | 0.4 | | | | | | | | | | |
| Total forage intake per cow (kg/DM) | 11.0 | | | | | | | | | | |
| Blend intake per cow (kg DM) | 5.8 | | | | | | | | | | |
| Molasses intake per cow (kg DM) | 0.3 | | | | | | | | | | |
| Parlour concentrate intake (kg/cow DM) | 5.3 | | | | | | | | | | |
| Concentrate intake per cow (kg DM) | 11.4 | | | | | | | | | | |
| Total DMI/ milking cow (kg DM) | 22.5 | | | | | | | | | | |
| Milk provided by intake (litres) | 40.8 | | | | | | | | | | |
| Yield per cow in milk (litres) | 36.6 | | | | | | | | | | |
| Weight Loss/Gain (kg/day) | 0.5 | | | | | | | | | | |
| Dietary CP (%DM) | 17.9 | | | | | | | | | | |
| Student responsible: | | | | | | | | | | | |
| | joanne greer | | | | | | | | | | |
| Class: | | | | | | | | | | | |
| | | | | | | | | | | | |

Parlour Nut And Waste recorded should be entered into the previous day to that which the data was collected

Print Ration Calculator, Date and File EveryDay

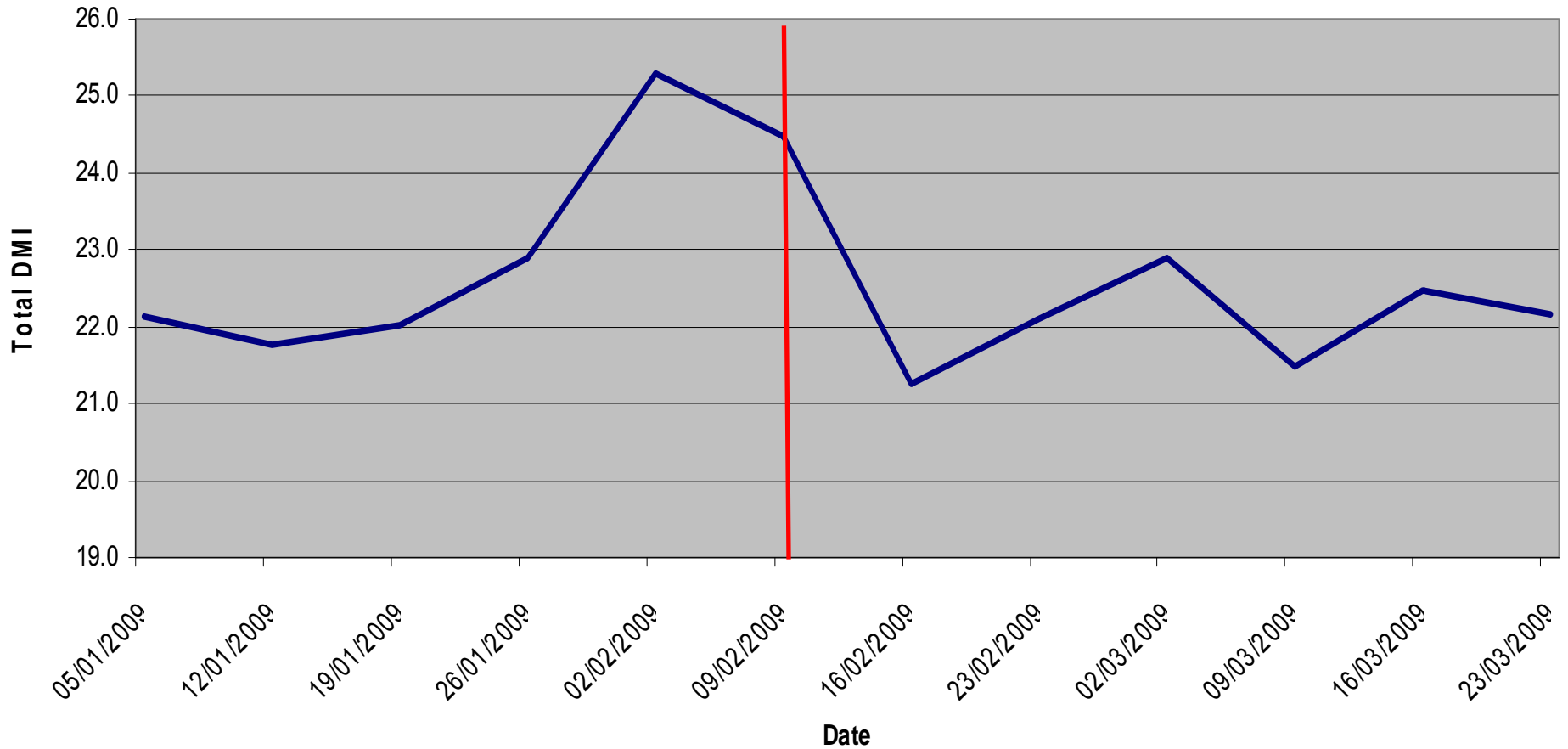
Example feeding sheet

Intake Recording

| | 16-Mar-09 |
|--|-----------|
| Silage intake per cow (kg DM) | 6.9 |
| Wholecrop intake per cow (kg DM) | 3.7 |
| Straw intake per cow (kg DM) | 0.4 |
| Total forage intake per cow (kg DM) | 11.0 |
| Blend intake per cow (kg DM) | 5.8 |
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| Total DMI/ milking cow (kg DM) | 22.5 |
| Milk provided by intake (litres) | 40.8 |
| Yield per cow in milk (litres) | 36.6 |
| Weight Loss/Gain (kg/day) | 0.5 |
| Dietary CP (%DM) | 17.9 |

DMI Intake

DMI per cow



Body condition scores

- The herd is condition scored, in order to keep a record of the physical condition of the herd, through different stages of lactation.

- The dairy herd fertility challenges recommended body condition scores are as follows

| Stage of lactation score | Condition |
|--------------------------|-----------|
| Calving | 3.0 |
| Service | >2.5 |
| Drying off | 3.0 |

Body condition scores

| Days in milk | No. of cows in each group | Average BCS | Range |
|--------------|---------------------------|-------------|------------|
| 0-100 | 13 | 2.77 | 1.50 - 4 |
| 101-200 | 11 | 2.7 | 2 - 3 |
| 201-300 | 0 | 0 | 0 |
| 300+ | 5 | 3.88 | 3.25 - 4.5 |

Summary

- Excellent first cut silage, second cut still very good.
- Maize average, but good for difficult year.
- Body conditioning scores are slightly above targets, need to consider cutting back meal feeding.



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Dry Cow Management

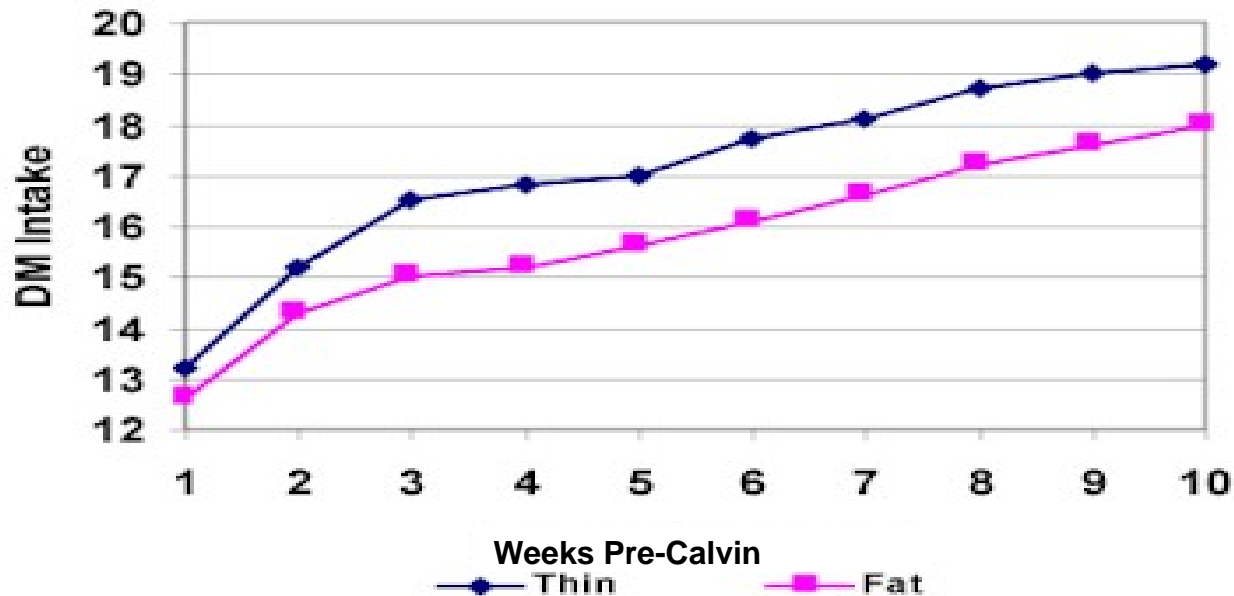
CREAM

Colm O'Kane

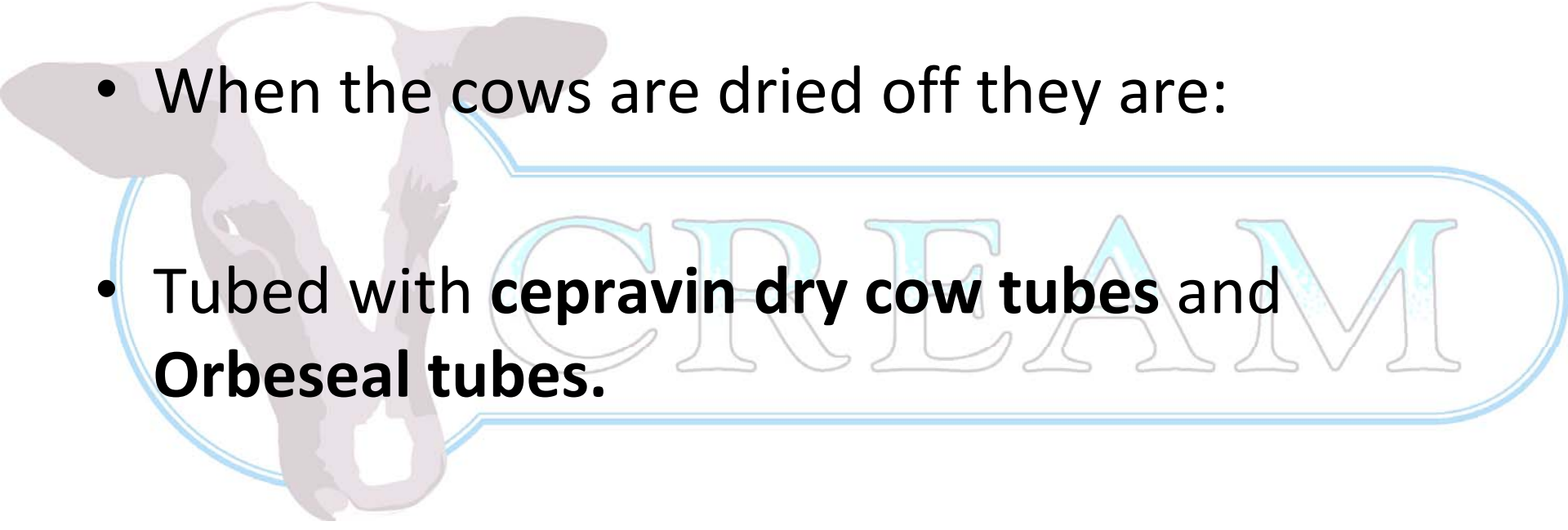
HND1

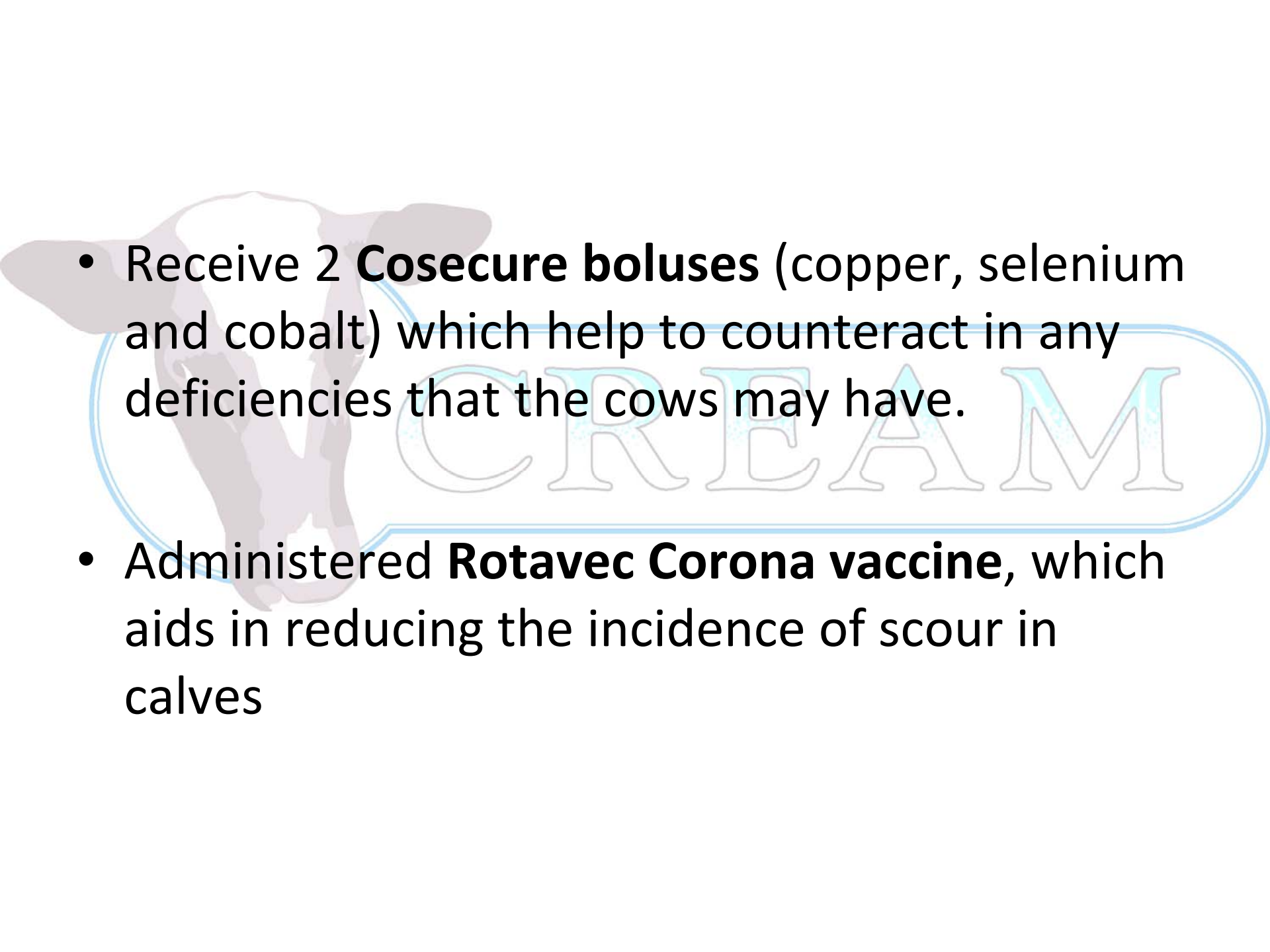
Target Body Condition Scores

| | Thin | Fit | Fat |
|----------------------|------|-----|-----|
| Body Condition Score | <2 | 2.5 | >3 |

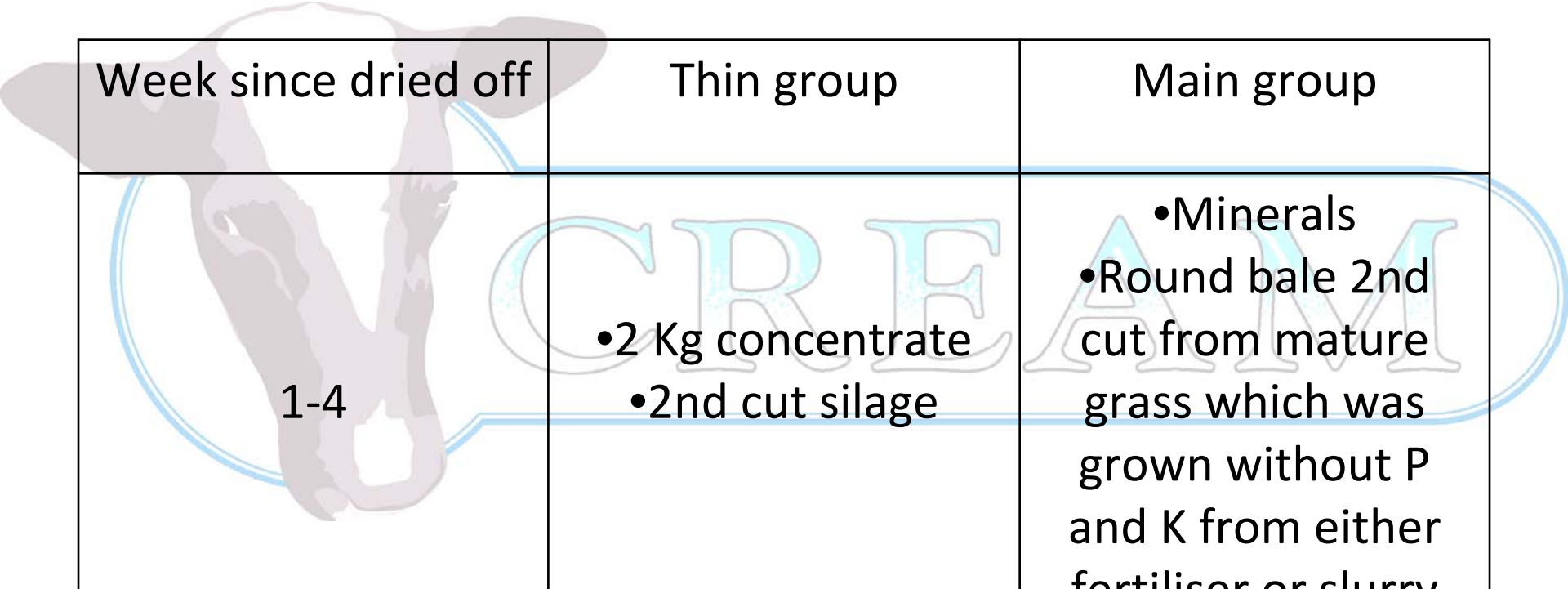


Dry Cow Therapy

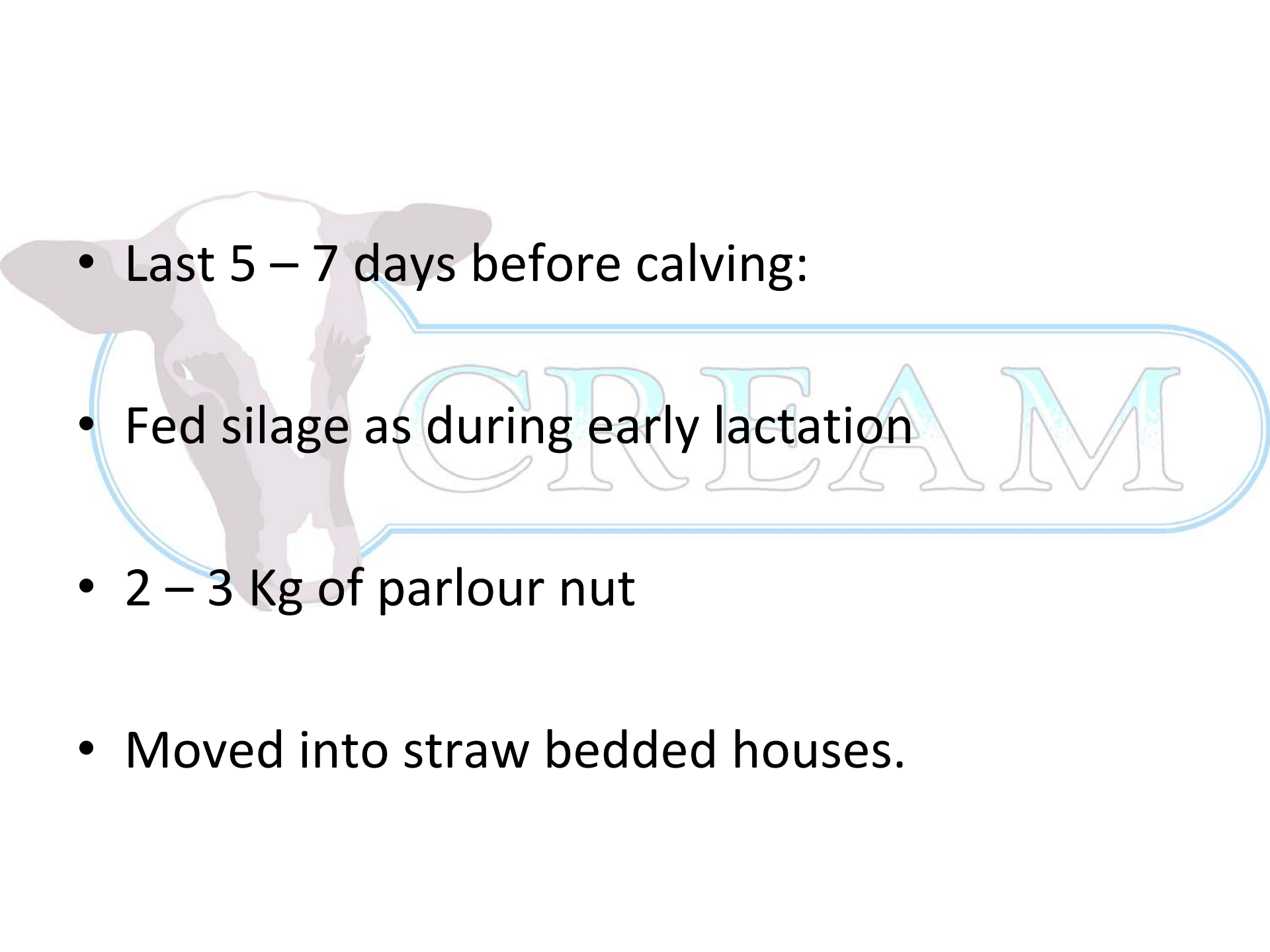
- 
- When the cows are dried off they are:
 - Tubed with **cepravin dry cow tubes** and **Orbeseal tubes.**
 - Treated with **Fasinex** fluke drench.

- 
- Receive 2 **Cosecure boluses** (copper, selenium and cobalt) which help to counteract in any deficiencies that the cows may have.
 - Administered **Rotavec Corona vaccine**, which aids in reducing the incidence of scour in calves

Feed Table



| Week since dried off | Thin group | Main group |
|----------------------|---|--|
| 1-4 | <ul style="list-style-type: none">•2 Kg concentrate•2nd cut silage | <ul style="list-style-type: none">•Minerals•Round bale 2nd cut from mature grass which was grown without P and K from either fertiliser or slurry |
| 5-9 | <ul style="list-style-type: none">•2Kg pre – calver nut• 2nd cut round bale silage•8kg/hd/day of 1st cut silage used for lactating cows | |

- 
- Last 5 – 7 days before calving:
 - Fed silage as during early lactation
 - 2 – 3 Kg of parlour nut
 - Moved into straw bedded houses.

Silage Feeding

- Light colour and steamy silage with low potassium

- Increased calcium absorption from the bones

- Reduce milk fever incidents and placenta retentions



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Dietary Cation Anion Balance (DCAB)

- Milk fever can be controlled in early lactation by restricting Ca intake during dry period.
- Calcium demand in dry cows is low (33g/day/500kg in the last 2 months of pregnancy).
- 10litres of colostrum demands 23g of Ca
- Low Ca diets (<20g/day) keeps the Ca mobilisation active.
- Although most diets are much higher.
- In turn this will keep milk fever incidence low

Mineral Supply (g/day)

Ca 74.5565

P 42.6034

Mg 53.5029

K 376.2211

Na 37.5648

Cl 188.1978

S 28.4155

Supply (mg/day)

Fe 3266.481

Al 1025.779

Mn 1692.673

Cu 403.3196

Zn 997.6226

Mo 9.89184

Co 7.02374

I 96.57676

Se 5.9837

DCAB (Feb 09)

meq/kg

318.218

•Ca intake is high but normal.

•DCAB is calculated by $(Na+K)-(Cl+S)$.

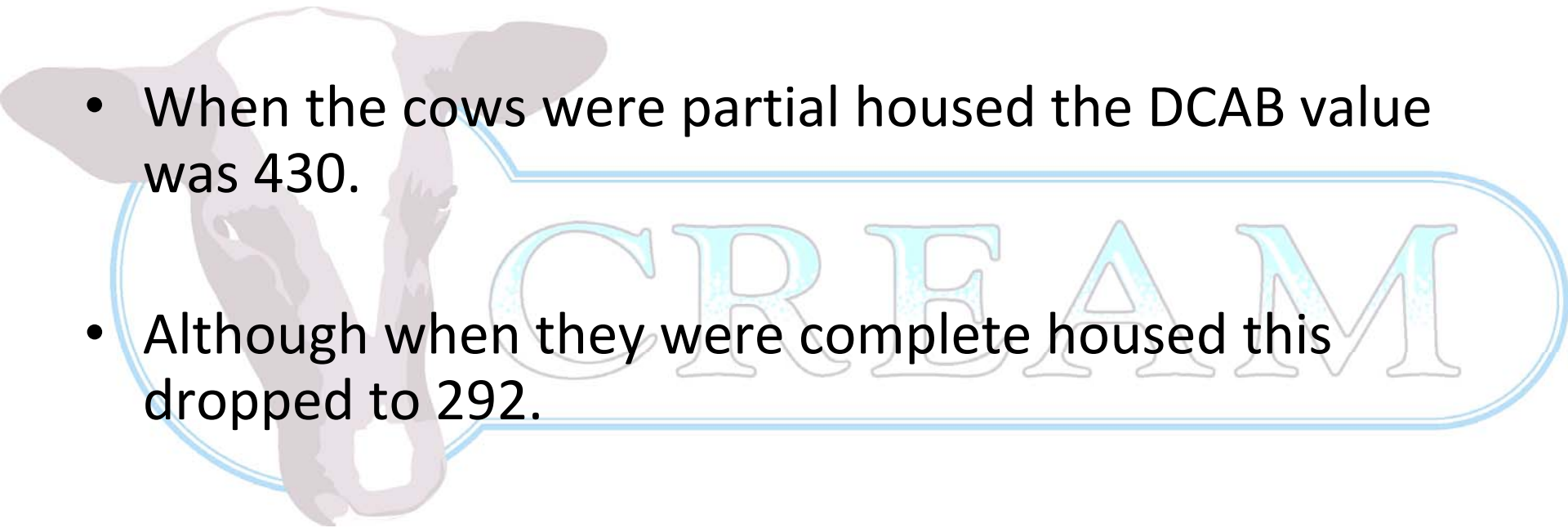
- DCAB ideal should be below 0. This reduces milk fever.

- When the cows were partial housed the DCAB value was 430.

- Although when they were complete housed this dropped to 292.

- At the minute the DCAB is 318.

- Reducing DCAB by supplementation of anionic salts should only be attempted if DCAB of the diet is less than 250.



K in dry cow diet.

- If there is too much K then this would lock the Ca.
- K is manipulated by keeping the dry cows housed and by not spreading slurry on dry cow silage.
- K in grass is 2.6%. While K in ordinary silage is 3.33%.
- However the K in the dry cow diet is only 1.93%.

Summary

- Dry off at correct condition score and maintain throughout dry period
- Ease into transition feed/avoid sudden changes in feeding
- Feed appropriate silage
- Feed low Ca diets to avoid milk fever.
- Feed low K diet to allow Ca release when required.



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BREEDING

Justin Ansell

PTA's and Interim Report

Predicted Transmitting Ability

- **PTA's** - measure of an animal's ability to transmit its genes to the next generation.
- Based on
 - Animals own performance
 - Progeny performance
 - PTA's sire, dam, other relatives
- Typical PTA's include: milk (kg), B'fat (kg, %), Protein (kg,%)
- Also PTA's for SCC, fertility and lifespan.

Current PTAs for CREAM Herd

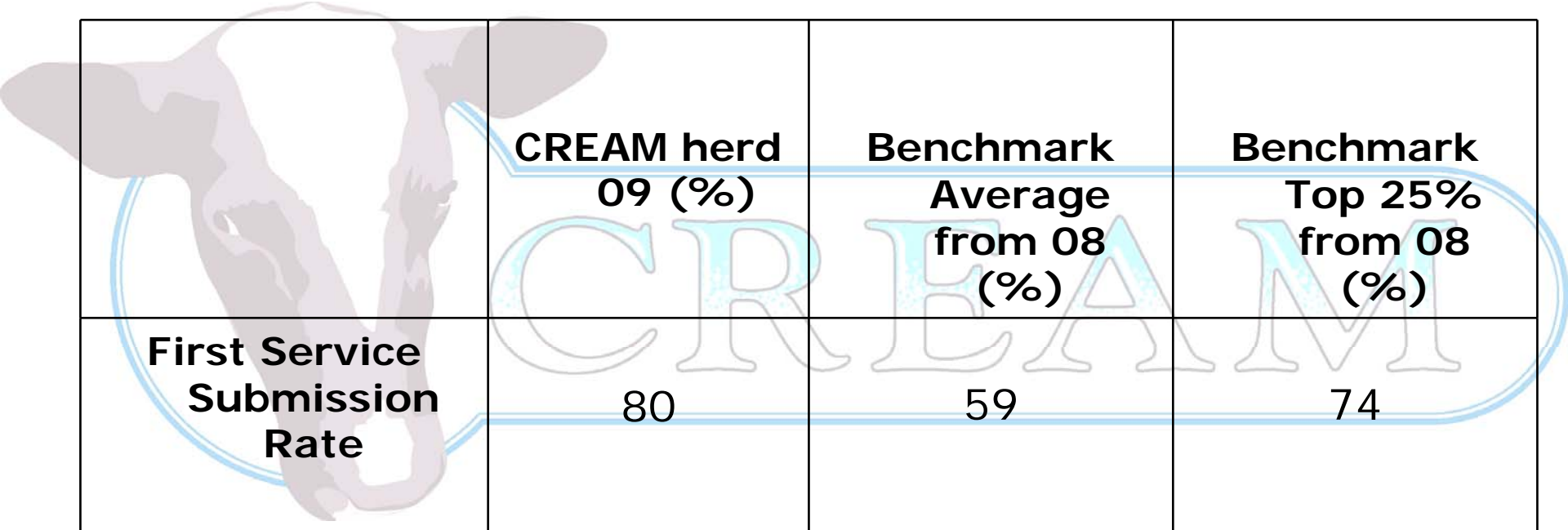
| | Cow number Per lactation | Reliability | Milk PTA (kg) | Fat PTA (kg) (%) | | Protein PTA (kg) (%) | | PLI (£) | PIN (£) |
|--------------------------------------|--------------------------------|-------------|------------------|---------------------|-------|-------------------------|-------|------------|------------|
| Average 1 st Lactation | 15 | 41 | 225 | 14.0 | 0.07 | 7.1 | 0.00 | 74 | 17 |
| Average 2 nd Lactation | 6 | 54 | 290 | 18.4 | 0.10 | 8.7 | -0.01 | 86 | 22 |
| Average 3 rd Lactation | 5 | 67 | 354 | 21.1 | 0.09 | 5.6 | -0.07 | 91 | 17 |
| Average 4 th Lactation | 4 | 68 | 197 | 8.5 | 0.02 | 0.1 | -0.08 | 28 | 2 |
| Average 5 th Lactation | 1 | 68 | 431 | 2.0 | -0.17 | 11.5 | -0.03 | 50 | 10 |

Fertility Performance Interim report

08-09

- **Submission Rate** - measure of heat detection efficiency indicating how quickly cows due for rebreeding are bred once they have passed their voluntary waiting period.
- **Conception Rate** – During breeding season is based on 60 day non return rate (Interim Report)
- **Days to First service -Heat Detection Rate - Heat Detection Accuracy:** Measured in annual report (end of breeding season report)
End of breeding season is based on pregnancy diagnosis (Annual Report)

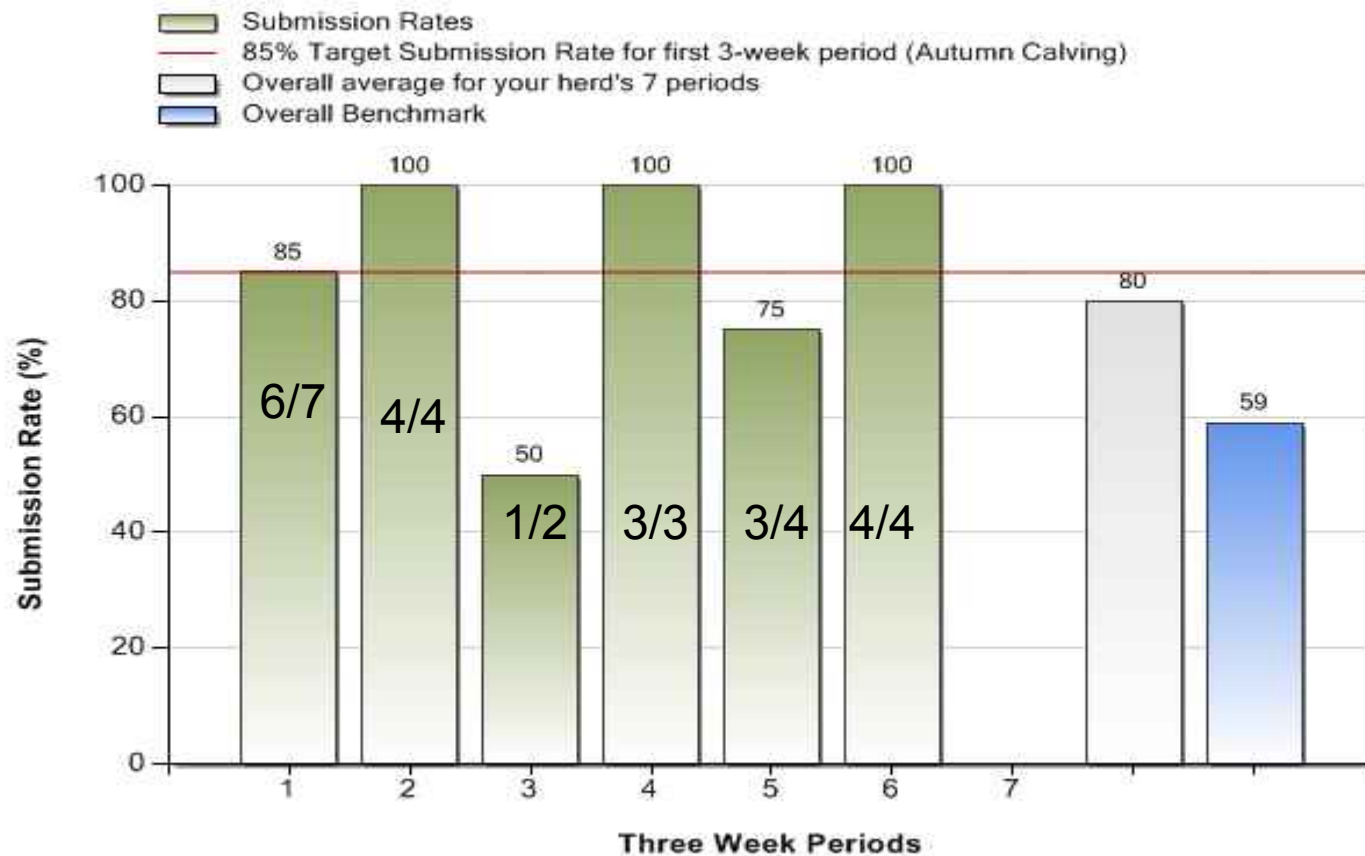
Fertility Performance 08-09



| | CREAM herd 09 (%) | Benchmark Average from 08 (%) | Benchmark Top 25% from 08 (%) |
|--|------------------------------|--|--|
| First Service Submission Rate | 80 | 59 | 74 |

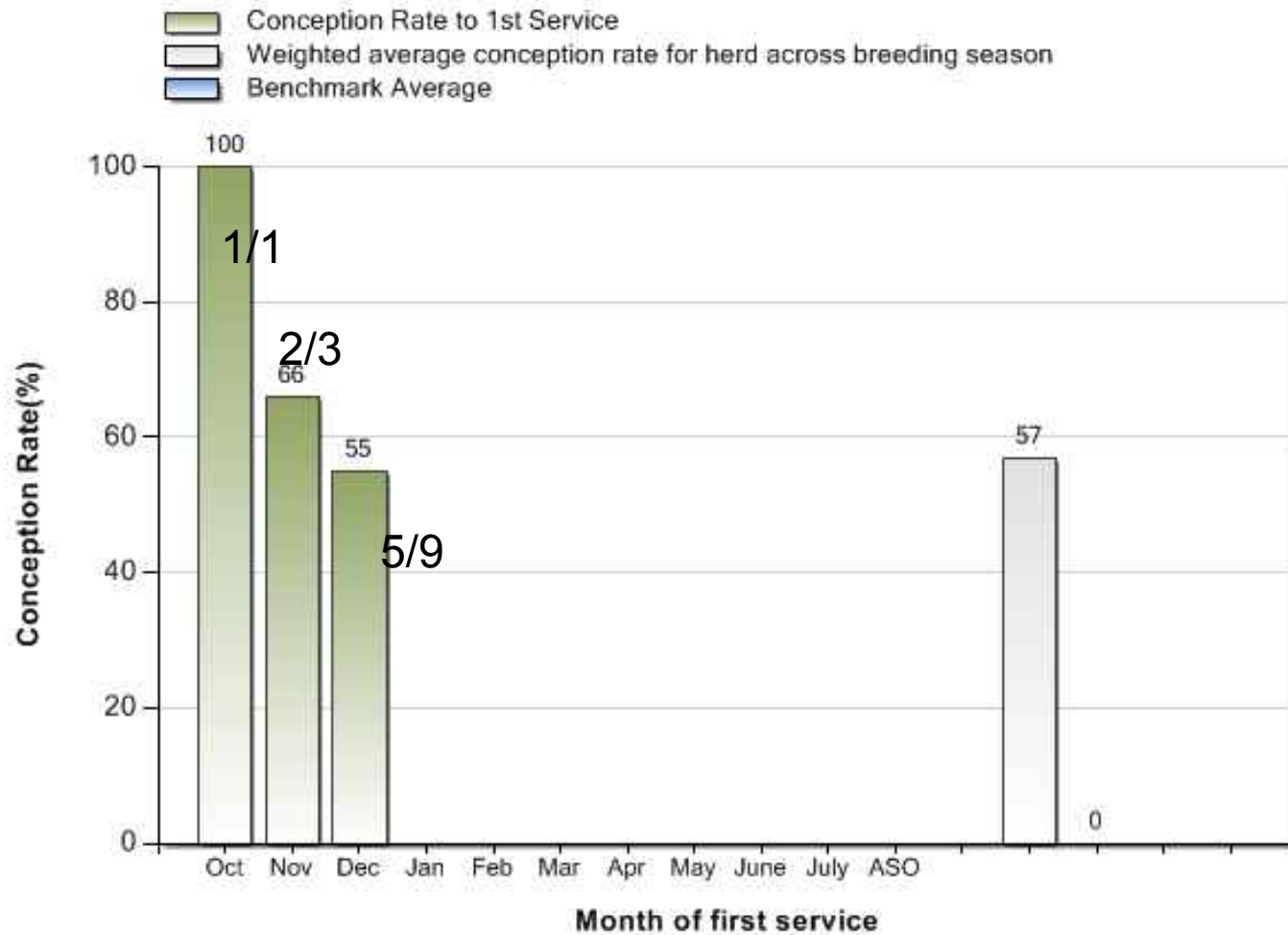
- Breeding season has not finished therefore it may average out at a lower percentage

First Service Submission Rates



19/11/2008 Breeding season start date

Conception Rates

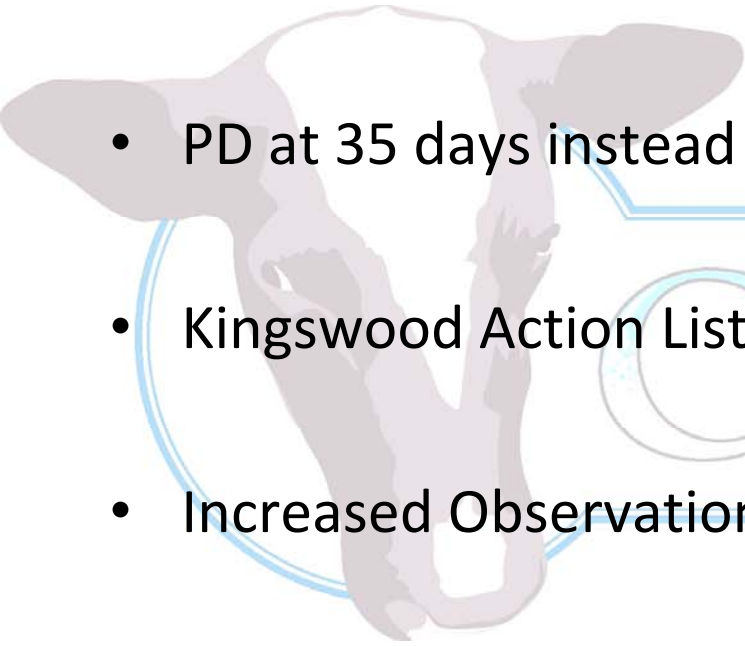


Conception Rates

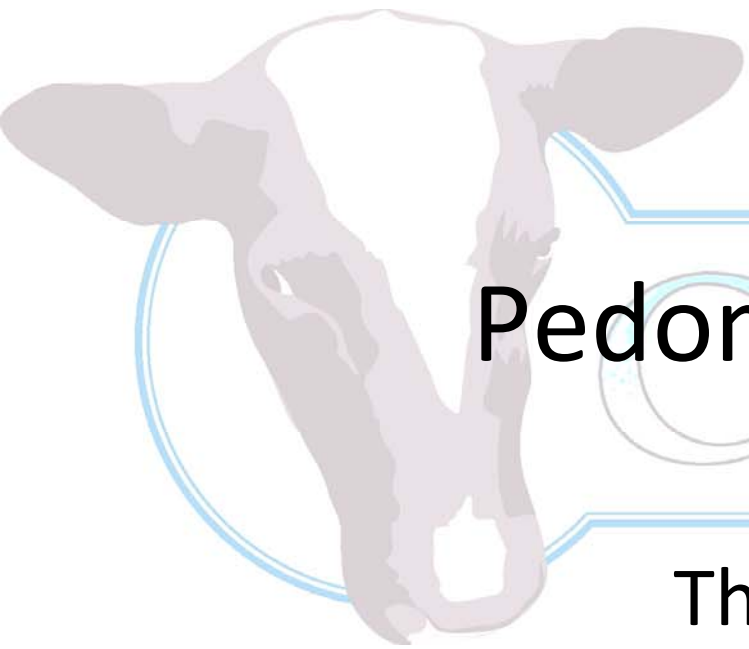
| | No served | No conceived | Conception rate(%) | Benchmark Average 08(%) |
|--|-----------|--------------|--------------------|-------------------------|
| Conception Rate to 1 st Service | 13 | 7 | 57 | 37 |
| Conception Rate to 2 nd Service | 6 | 2 | 25 | 41 |
| Conception Rate to 3 rd Service | 2 | 1 | 50 | 38 |

Improving Herd Fertility

- 21 day diary
- PD at 35 days instead of 6 weeks
- Kingswood Action Lists
- Increased Observation of Herd – 2 x 30 minutes
- Select Bulls with Positive Fertility
- Heat Detection Aids – Pedometers and scratch cards



CREAM



Pedometer Proposal

VICCREAM

Thomas Jamison

HND 1

Introduction

- Conception rate to a particular service has declined by approximately 1% every three years
- A key factor in good fertility management is the efficiency of heat detection
- Dairy cows should be observed twice daily for 30 minutes

Are Pedometers needed?

- Cows showing shorter, less overt heats
- 43% of cows coming into heat between midnight and 6 am
- Different students managing the herd each week
- Pedometers are the first step to successfully getting an animal in calf

How do Pedometers work?

- Pedometers measure the cows' activity
- Cows activity increases by 2 or 3 times at the onset of heat
- The information is then relayed via a built-in transponder to a computer



CREAM

Last Breeding Year; 2007-08

- Heat Detection Rate was 12% below benchmarked average
- Heat Detection Accuracy was 11% below benchmarked average
- Conception Rate 2nd and 3rd needs improved
- Pedometers could improve all these points

Financial Fertility Performance

- Every day extending 365 days for calving interval is £3.50 per cow per day.
- CREAM extended calving interval = £6,293 for 07/08 breeding year.
- Total infertility costs in CREAM £246/cow.

Benefits of Pedometers

- Pedometers can be successfully used to monitor individual cow activity and behavior.
- The pedometers system is also able to indicate potential health disorders such as lameness and sickness by logging reduced activity.
- Lower replacement costs
- Decreased veterinary bills for fertility treatments such as prids.



Examples of Pedometers



CRIM

RELATIVE COST OF HEAT DETECTION

AIDS (PER 100 COWS)

| | Details | Cost per Year |
|-------------|--|--------------------------|
| Tailpaint | £4.40/tin (10 applications) (CR = 40%; HDR = 70%) | £157 |
| Kamars | £20/box (25 strips) (CR = 40%; HDR = 70%) | £280 |
| FarmWizard | Basic subscription (£190/year) Field, milk recording +£60 | £190/£250 |
| Kingswood* | Basic Pack £375; Action lists +£100 Upgrade/support ~£150/yr | £225/£245 (£188/£198) |
| Teaser Bull | Store bull - £500; Vasectomy - £50 Variable costs - £250; Finished bull - £800 | 0 |
| Genus RMS | £26-£35/cow per year (based on herd size) Only available for herds of 300+ cows | £3,500+ |

*cost spread over 5 years (10 years); A 16% improvement in HDR is worth £4,500/year

RELATIVE COST OF HEAT DETECTION

AIDS (PER 100 COWS)

| | | |
|------------------------------|--|----------------------------|
| FabDec* | HeatTime kit ~£1960 50 collars @ £69/collar | £1,080 (£540) |
| Fullwood/A fiKim* | Hardware/Software ~£3,500 100 pedometers @ £35/collar | £1,400 (£700) |
| Fionn 4Sight*† | Initial Package ~£15,000 (†450-600 cows) Analysis/support ~£35/cow/year | £6,500 (£5,000) |

Summary

- Improve heat detection rate and heat detection accuracy
- Improve conception rates
- Improve infertility costs
- Tried other ways to improve fertility have not tried pedometers yet

VOICREAM