

SCR Heatime® H LD System

Soc. Agricola Cerri Pietro, Rinaldo e figli speeds up the reproductive cycle of its heifers, with the SCR Heatime® H LD System



Maria Cerri, Assistant at Soc. Agricola Cerri Pietro, Rinaldo e figli



In summary

Company: Soc. Agricola Cerri Pietro, Rinaldo e figli

Location: Secugnago (LO), Italy

Herd size: 300 dairy cows and 300 heifers

Objectives

- Increase the rate of heat detection
- Detect heats with reliability
- Avoid re-insemination during the same heat
- Reduce the costs of inducing heat

System

- SCR Heatime® H LD System with a radio-frequency antenna

Advantages

- Acceleration of the reproductive cycle
- Increase in inseminations
- Optimization of semen
- Improved fertility rate
- Elimination of synchronization
- Reduction in the time spent by staff on the identification of heat

In May 2013, **Soc. Agricola Cerri Pietro, Rinaldo e figli** began using the **Heatime® H System** with a radio frequency antenna with the heat detection function. The system is used for its heifers.

“We decided to adopt an electronic control system because our heifers were moved to a different structure and thus we missed many heats,” says Maria Cerri, Assistant at Soc. Agricola Cerri Pietro, Rinaldo e figli.

Learning to use the system was very quick and easy. *“It is easy to use and to install, all you need is a 220V power socket. No additional software is necessary,”* continues Cerri.

Soc. Agricola Cerri Pietro, Rinaldo e figli chose the solution offered by SCR because, in comparison to other competing electronic control devices, it is easier to manage the farm's heifers.

Thanks to SCR **Heatime® H LD**, the farmers are now able to detect heats, even while they are away, and the heifers that end up diagnosed are impregnated in more than 90% of the cases. The dairy farm no longer resorts to injections to induce heats and, with a reduced investment cost, it has sped up the reproductive cycle of its heifers.

Copyright © 2014 SCR Engineers Ltd. The information contained within this document is subject to change without notice. The only guarantees for products and services from SCR are reported in the explicit guarantee declarations that accompany all products and services. Nothing in this document should be interpreted as an additional guarantee. SCR will not be responsible for technical or editorial errors or omissions within this document.

SCR Heatime® H LD System

An effective solution to optimize **heat detection** and reach a **higher conception rate**



The advantages of SCR Heatime® H LD

- ▶ Identification of cows in heat
- ▶ Quick detection of abnormal cycles
- ▶ Reduction of false positives
- ▶ Optimization of conception rate
- ▶ Reduction in veterinary and insemination costs
- ▶ Optimization of calving intervals
- ▶ Optimization of the herd's genetics
- ▶ Reduction of labor, time and costs

SCR Cow Intelligence

Advanced monitoring systems designed to collect and analyze data about every single cow's activity.



SCR's solutions supply information and analysis fundamental to improving each animal's productivity, while maximizing performance and helping to ensure a prosperous future for farmers and their families.



Co.S.A.P.A.M. srl
Via F.lli Rossi, 10/12
26826 Secugnago (LO)
Tel: +39.0377 807835 - Fax: +39 0377 807843
www.cosapam.it - info@cosapam.it



SCR Europe Srl
Via Mattei 2, Loc. Gariga
29027 Podenzano (PC), Italy
Tel: +39 0523 186 7200 - Fax: +39 0523 186 7299
www.scrdairy.com - screeurope@scrdairy.com