

SCR Heatime® H LD System

Thanks to SCR Heatime® H LD, the Cascina Fornelli dairy farm is increasing its profits, by raising its fertilization numbers



Alice Madonini, Assistant at Cascina Fornelli



In summary

Company: Cascina Fornelli

Location: Secugnago (LO), Italy

Herd size: 210 cows, 180 of which are milking

Objectives

- Increase the profitability of the farm
- Decrease lost heats
- Increase the rate of heat detection
- Reduce the costs of inducing heat

System

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

Advantages

- Detection of the optimum moment for insemination
- Increase in inseminations
- Reduction in heat induction costs
- Increase in farm profitability

In January 2013, **Cascina Fornelli** installed the SCR Heatime® H System on its cows.

It was interested in the integration of electronic control panels on its farm in order to increase profitability and reduce heat losses.

Cascina Fornelli chose the SCR solution for the system's unique, innovative technology and its good cost-value relationship, compared to the competition. Cascina Fornelli was also impressed by the system's simplicity of installation and ease-of-use.

While in the past, the farm was relying solely on visual cues, from the time it began using the SCR Heatime® H LD System, it was able to precisely identify the best moment for artificial insemination, thereby increasing pregnancy rates.

Thanks to SCR Heatime® H LD, we have reduced the cost of induced heats and increased the number of fertilizations," says Luigi Madonini, Owner of Cascina Fornelli.

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