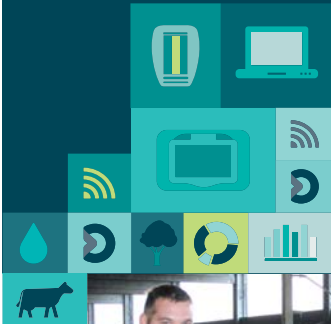


SCR Heatime® HR System

The Azienda Agricola Catelli dairy farm reduces problems relating to calving and ensures a constant rumination level using the SCR Heatime® HR System



Michele Catelli, Assistant at the Azienda Agricola Catelli



In summary

Company: Azienda Agricola Catelli

Location: Castelvetro Piacentino (PC), Italy

Herd size: 200 cows, 150 of which are milking

Objectives

- Ensure constant rumination levels and good feed ingestion levels
- Reduce problems related to calving
- Detect heats with accuracy
- Reduce pharmaceutical use
- Maintain complete control and reliability of the herd

System

- SCR Heatime® HR System with an infra-red antenna
- Sivam Ruminarte® System

Advantages

- Reduction in problems related to calving
- Early identification of health problems
- Reduction in veterinary costs
- Immediate verification of the effectiveness of feed changes
- Reduction in discarded milk
- Improvement in lactation stages

In July of 2012, the Azienda Agricola Catelli dairy farm began using SCR's Heatime® HR with the goal of reducing health problems related to calving.

"We needed a tool that would help us solve problems related to calving. From the time we began using SCR Heatime® HR System, we have drastically reduced veterinary interventions. When we see that the device has emitted a minor alarm, we quickly intervene to resolve the problem," states Michele Catelli, Assistant at Azienda Agricola Catelli.

Learning to use the system was immediate. "In the span of two-to-three days I learned how to use the main functions without any problems. I can also always rely on the Sivam technicians for any need I have," maintains Catelli.

Thanks to SCR Heatime® HR, Azienda Agricola Catelli is able to have total control over the herd and anticipate problems that were the source of substantial economic losses. "With this system, we are able to prevent various health disorders: ketosis, mastitis, etc. We have also had positive results with leg and hoof care. When the SCR Heatime® HR System signals an alarm, I am able to verify if the cow is lame," says the dairy farmer.

"From the time I installed SCR Heatime® HR, and thanks to the Ruminarte® System, I have reduced pharmaceutical costs by 30%, and reduced the amount of discarded milk," Fabio Catelli, Owner of Azienda Agricola Catelli, states.

The dairy farm is, in addition, able to get precise, timely notifications about the effectiveness of its feed. "I trusted the recommendations of Sivam's technical services to optimize feed rations, and I also use specific products like PREMAMAN and RUMENSYL IMMUNITY. Thanks to continuous monitoring, carried out by SCR Heatime® HR, I get very reliable confirmation that the choices I made are right for my herd," maintains Fabio Catelli.

Moreover, the Catellis chose SCR's solution because it is the only one able to detect heats with total reliability and timeliness. "Thanks to SCR Heatime® HR, today we have an automatic heat detection system and an increased reliability rate of 97%. We are also able to detect silent heats, especially during the summer," Michele Catelli reports.



SCR

With more than 35 years of notable experience in innovation, our avant-garde solutions allow you to arrive at more intelligent and sustainable breeding management, making us number one in the cow monitoring and milking technology sector. Our advanced cow monitoring systems are designed for the collection and analysis of important data and rumination motor activities for every single cow. They also provide important notifications about heats, health and nutrition to dairy farmers exactly when they need them.

Our innovations are based on the following principles:

- ▶ **Experience:** vast experience in the industrial sector, and particularly in the improvement of the productivity of animals
- ▶ **Commitment:** committed to the creation of effective tools and solutions, that are able to provide answers to the most difficult challenges
- ▶ **Practicality:** a concrete approach, which assures ease-of-use, and ready-to-use information
- ▶ **Flexibility:** scalable, modular systems designed for easy adaptation to herd enlargement projects

In Italy since 2010, SCR collaborates with Sivam for the exclusive distribution of SCR Heatime® HR Systems, as well as the development of practical applications for rumination monitoring.

SCR. Make every cow count.

SIVAM

From the field to the stall: Sivam is the only company in Italy that offers a wide array of products to satisfy more than 20,000 clients in all phases of agri-zootechnical management.

Its distinguishing characteristic, which has made a difference over the years, is the creation of a strong connection between various technical methods used in the production process, that gives life to the innovative Ruminarte® System - a working method that directs the farmer to the best business choices within the complex cycle that begins with the cultivation of fodder, continues through its harvest, storage and nutritional use, in order to arrive in the stall and improve efficiency in the herd's management.

Ruminarte® makes a difference in each of the four distinct phases of the farm's cycle: **seeding and cultivation, harvest and storage, rumen development, and feeding and monitoring.**



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