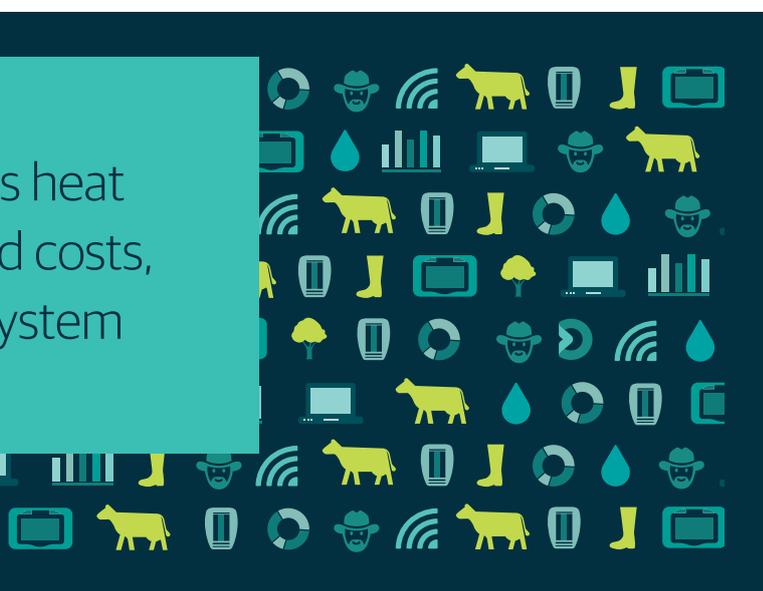


Ping Ji Pu No. 4 Farm perfects heat detection, and saves time and costs, with the SCR Heatime® HR System



“We no longer use visual observation. Instead, our farm is now completely dependent on the SCR system for heat detection, improving accuracy and saving costs.”

Miss Shi Chunlin, Manager, NingXia Nonkeng Farm, Helanshan Dairy Co. Ltd.

AT A GLANCE

Farm: Ping Ji Pu No. 4 Farm, Ningxia Helanshan Dairy Co. Ltd.
Location: Yinchuan, China
Herd size: 1070 milking cows

Challenges:

- Increase heat detection accuracy, to raise the conception rate
- Reduce visual observation time and costs
- Improve health monitoring of cows, to prevent disease and loss

System:

- SCR Heatime® HR System with heat detection, health monitoring, and cow identification functionality

Benefits:

- Heat detection accuracy rate is now 94.1%
- Silent or unobserved heat detection rate is at almost 100%
- Cow conception rate is up from 43% to 50%
- Significantly less time spent on heat detection
- Long-term cost reduction, thanks to labor-reducing benefits of the system
- Quicker identification of health issues enables more effective treatment and more accurate follow-up of sick cows' recovery

Background

The Ping Ji Pu No. 4 Farm of Ningxia Helanshan Dairy Co. Ltd. is located in Yinchuan, China. The farm's herd totals 1,070 cows, including 634 milking cows, 322 heifers and 114 calves.

Challenges

A high-yield, large-scale dairy, Ping Ji Pu No. 4 Farm was looking for ways to reduce costs, while also improving productivity.

Until recently the farm had been relying on visual observation for heat detection. Each cowshed was assigned workers who were paid 3 RMB (the local currency) for each cow they observed. With so many cows, and the inherent issue that humans can only detect so much, a more accurate system was needed.

In addition, with so many animals to care for, Ping Ji Pu No.4 Farm needed to improve detection of illness, so the farm's vets could act quickly and effectively to treat and prevent debilitating diseases within the herd.

System

In October 2011, Ping Ji Pu No. 4 Farm installed the SCR Heatime HR System with rumination monitoring, heat detection and cow identification functionalities. It put SCR Heatime HR tags on all of its cows.

The SCR system was selected primarily for its high accuracy. In addition, the SCR Heatime HR System is extremely easy to use. Miss Shi Chunlin, Manager, NingXia Nonkeng Farm, Helanshan Dairy Co. Ltd. (the parent company of Ping Ji Pu No. 4 Farm), says: “The system is so easy to use, that even our minimally skilled workers can successfully use it. This greatly reduces the demands on labor across the farm.”

The farm now completely depends on the SCR system to monitor heat, completely eliminating the need for visual observation.

Benefits

Within two months of implementing the SCR Heatime HR System, Ping Ji Pu No. 4 Farm was already benefitting from more accurate heat detection.

According to Shi: “When we compared the accuracy between visually observing heat and the SCR heat detection system, we found that all visually observed cows in heat were found by the SCR system. However, some cows in heat that were not found by visual observation were found by the SCR system.

“By removing the less reliable dimension of human observation, heat detection is accurate, and conception rates have increased from 43% to 50%.”

According to statistics from Ningxia Helanshan Dairy Co. Ltd., the accuracy of SCR’s monitoring system is up to 94.1%, with the detection rate of silent heat or unobserved heat up to 100%.

In addition to heat monitoring, the SCR system’s daily health reports enable the farm’s veterinarians to quickly ascertain the health status of each cow. Beyond facilitating work and improving efficiency, the reports provide the information needed to find diseases in their early stages and prevent further losses.

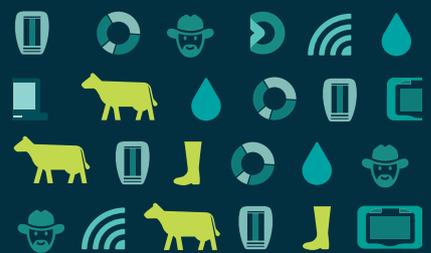
Following the success at Ping Ji Pu No. 4 Farm, the parent company, began using the system on two other farms under its management (LingWu 1st Farm and LingWu 2nd Farm) in 2012. It now plans to implement the SCR system at more farms in the near future.

Ping Ji Pu No. 4 Farm’s Manager, Mr. Zhang Ziqiang, concludes: “SCR’s standalone heat detection system is accurate and reliable. Conception during our cows’ heat period has obviously improved. In addition to an increased reproduction level over the past year, we have also seen a significant reduction in terms of time and money spent on manual labor.”



ABOUT SCR

Building on over 35 years of meaningful innovation, SCR is the leading pioneer of Cow and Milking Intelligence. Monitoring millions of cows worldwide, our data-driven solutions are trusted by successful dairy farmers to deliver the insights and analytics needed to optimize the productivity of every cow. Improving efficiency and driving growth, we help to ensure a secure and prosperous future for their farms and families. SCR. Make every cow count.



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