

Heatime systems

Stand-alone heat detection



SGR
PRECISE DAIRY FARMING

Heatime[®]

Cow management systems



Monitoring over 500,000 cows

Based on the most advanced technology today, Heatime systems are monitoring the fertility of over 500,000 cows within the UK.

Don't just take our word for it, here are what some dairy farmers are saying...



"A valuable assistant and a great management tool for heat detection. It's like having another man working for you. When I first looked at it I was a bit sceptical but now I would not be without it."

Robert & Bryce Sloan, Ayrshire - 150 cows



"It's brilliant and so reliable, its brought my calving index down from 440 days to 400 and my semen bill has been reduced by approximately £1,000 per annum."

Mr Dinsdale, North Yorkshire - 60 cows



"Heatime saves me at least 2 hours per day watching bulling cows and also eliminates late evening checks. I have had great success."

Hall Donnell, Strabane N. Ireland - 110 cows



"Heatime is like having someone else watching the cows 24-hours a day, and gives me more time to focus on other jobs around the farm"

**FW Awards 2010 winner: Young Farmer of the Year
Andrew Rees, Leicestershire - 120 cows**



"Reducing our calving interval to 397 days has saved me over £70,000 and given me peace of mind managing my business. Heatime is the best investment I have made over the last 10 years."

J.D.Spencer & Sons, Wiltshire - 300 cows



"I have been stunned by the accuracy of the technology, I am convinced heatime will help to lower our calving interval. It is probably the smartest investment we have made in recent years."

James Pickford, Staffordshire - 370 cows



"Heatime is saving me 2 hours a day watching cows. My cow's health and welfare have also improved, I strongly recommend it"

Alistair Vanstone, Devon - 200 cows

Stand-alone heat detection system

Heatime from Fabdec is a stand-alone heat detection system for dairy farmers aiming to significantly improve the heat detection across their herd. Based around a motion-sensing tag fitted to a cows collar, Heatime identifies changes in normal activity and detects heat activity (estrus).

Heatime systems are easy to use and monitor the activity of over 500,000 cows across the UK today. Activity is monitored 24-hours a day, 365 days a year which gives the farmer confidence to effectively manage herd fertility and allow him to focus on other tasks around the farm. With heat detection rates of 95% achievable, Heatime systems can help reduce your herds calving interval.

Based on a typical 100 cow herd a reduction of 20 days off the calving interval can save around £10,000*

No other fertility system has proven to offer such a quick return on investment. As Heatime systems are modular they can be built on in the future without losing any initial investment.

Heatime systems are part of the cow management systems product range from Fabdec that can be tailored to suit the needs of a farm at each stage of development.

How it works

Three simple steps

Step 1 – Cow activity is monitored with a unique H-Tag™ which will record cows activity in 2-hour blocks, providing detailed data on the cows activity levels and their intensity.

Step 2 – Data is collected each time the cow passes under the ID unit. The data is transferred from the H-Tag™ to the Heatime control box.

Step 3 – Activity data is analysed by the system using algorithms which separate the cow's day to day activity from estrus related activities. In addition Heatime will highlight cows with "Low" activity levels. This benefits herd managers with an early alert of animals that may need attention such as with Mastitis or Lameness.

Benefits

- Affordable entry level system.
- Unparalleled accuracy – up to 95% heat detection rate achievable.
- Improves submission rates.
- Increases herd profitability.
- Easy-to-use detailed graphic information.
- Highlights cows with low activity.
- Manages a 2 way sort-gate.
- Modular – Heatime can be integrated into Heatime Excell and Heatime Data Flow herd management systems without losing the initial investment.

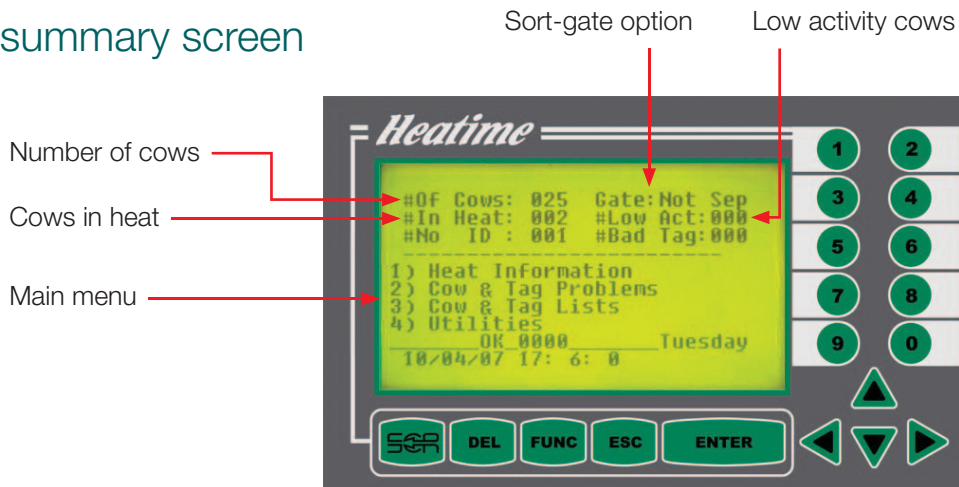


* Average savings per herd based on increased efficiency

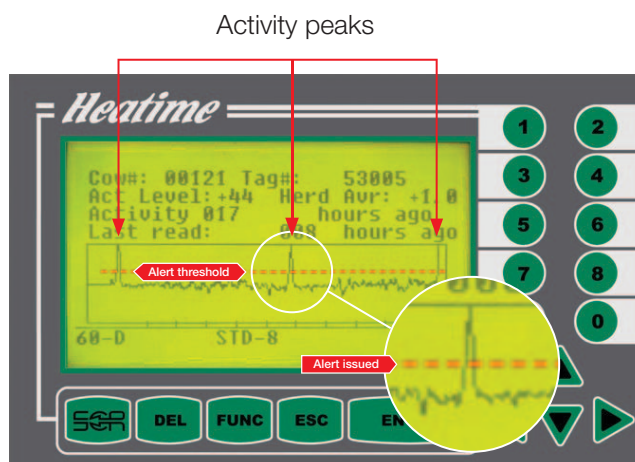
Heatime® Control Box

Screen information

Heatime summary screen



Heat detection screen



Insemination timing

Ovulation usually occurs around 28 to 32 hours after the onset of estrus (time zero in the figure).

Conception rates are highest when a cow is inseminated between 4 and 20 hours before ovulation or 12 to 24 hours after time zero in the figure).

The timing of insemination is critical to ensure that viable sperm and viable ova join together.



“Heatime is brilliant and so reliable. It’s brought my calving index down from 440 days to 400 and my semen bill has reduced by approximately £1,000 per annum.”

Mr Dinsdale, North Yorkshire – 60 cows

Heatime[®] for increased profitability

Fertility is arguably the most important issue for any dairy farmer today. With the average yield of a Holstein cow reaching 7000 litres a year, getting cows back in calf again quickly helps to maintain high levels of milk production and also reduce the costs incurred during a cows dry period.

To maximise efficiency in dairy herds it is important to achieve an average interval of 70 days from calving to first breeding along with a high fertility rate. This will result in more milk and calves produced at a reduced cost.

Detecting cows in heat is the first step in getting them pregnant. Many dairy cows ovulate within three weeks after calving but it can often take between 50 and 60 days for a cow to show signs of ovulation.

A percentage of cows show no outward signs of being in heat and are not detected by conventional heat detection methods. This can be up to 15 to 20% of a typical 100 cow herd and presents challenges for a herdsman when trying to optimise milk production.

Heatime systems can significantly improve heat detection and directly contribute to the efficiency and profitability of the herd.

Case Study – Manor Farm, Wiltshire (300 Cow Herd)

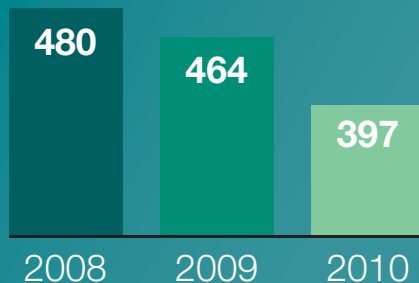
Issue

In 2008 a concern with fertility identified that the average calving interval was just under 500 days. Heat detection was an issue despite increased time spent checking for signs.

Improvement

After a Heatime system was installed and an H-Tag collar fitted to each cow in the herd to monitor activity the calving interval was reduced by 17% to 397 days. Average yield is currently 8,665 litres per cow at 3.90% fat and 3.21 protein.

Calving Interval



“Our calving interval was seriously out of control in the early part of 2008. Identifying those cows that were visibly showing “strong” heats wasn’t the problem, it was those cows that were cycling but we just weren’t picking up regardless of how much time we spent checking for bulls”

“Reducing our calving interval to 397 days has saved me over £70,000 and given me peace of mind managing my business. Heatime is the best investment I have made over the last 10 years”!



Mr Spencer – J.D. Spencer & Sons,
Manor Farm, Wiltshire



Sort-gates

To complement and support Fabdecs cow management systems, sort-gates are available that can be integrated within each Heatime system.

Heatime Sort-gates are an accurate and dependable labour saving system that automatically directs individual cow traffic according to unique operator requirements thereby reducing the level of stress for both the operator and animal.

For example, cows with high activity (to be inseminated) or cows with low activity (attention needed) can be automatically separated off. The user can override the automatic selection by entering the cow number and dictate if the cow is to be selected or not. Cows can also be dynamically selected for sorting by the operator during milking.



“The Heatime Sort-gate is an essential part of the Heatime system and is a stress-free way of sorting cows.

I have spent less time watching bulling cows and now have more time for other jobs on the farm.”

**Mr Keith Hughes, Warwickshire
- 600 cows**

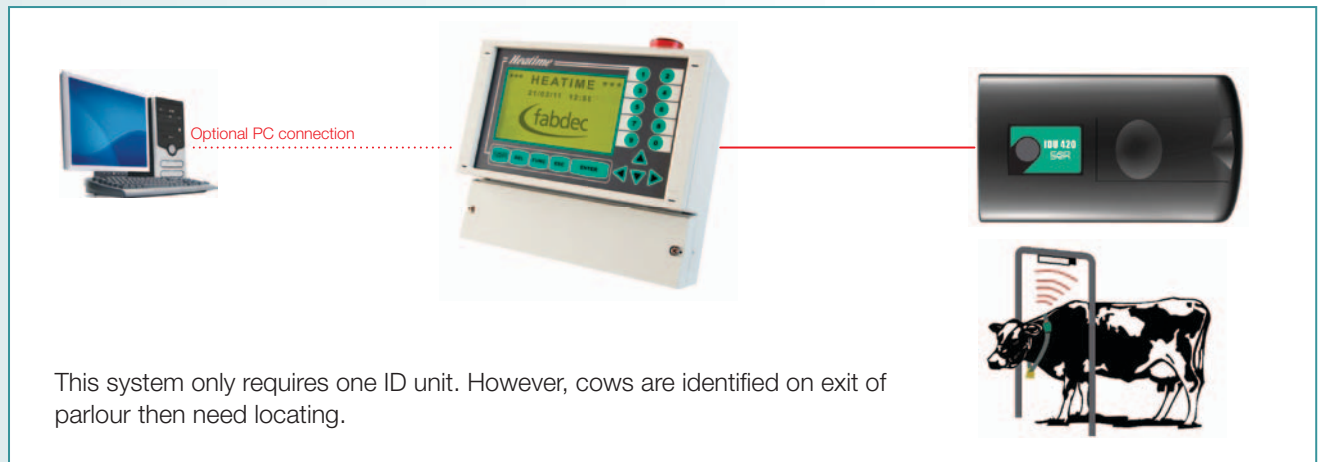
Benefits

- Automatic – Integrates with Heatime stand-alone system.
- Highly accurate sorting system.
- Optional sorting to left or right.
- Reduces labour costs.
- Sturdy, robust and cow-friendly design.

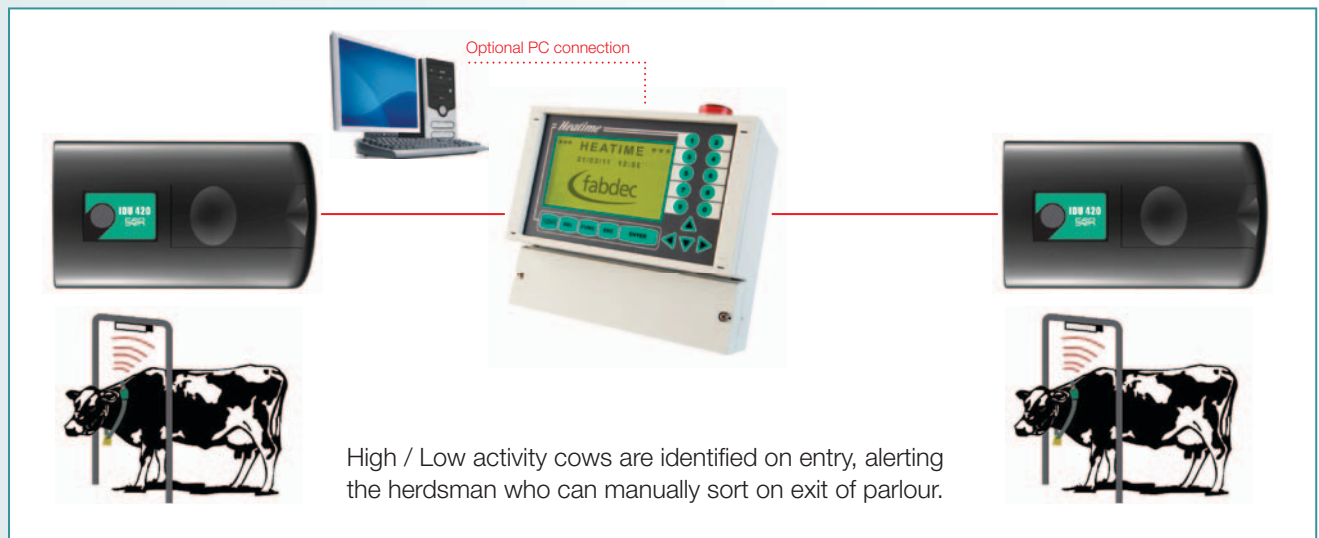


Heatime[®] options

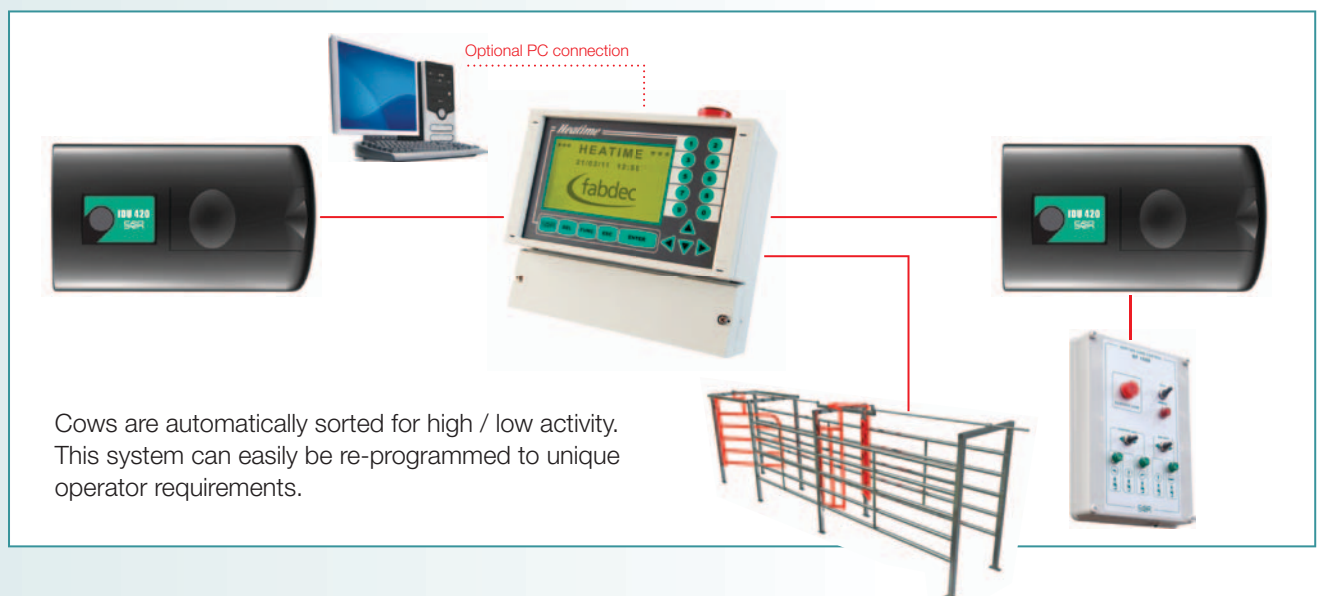
OPTION 1 – Basic installation – Located at exit of parlour



OPTION 2 - Typical – Located at entry to parlour



OPTION 3 - Advanced – With integral Sort-gate option





www.heatime.co.uk

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