

DeLaval activity meter system – The smartest way to help ensure breeding success and uphold a healthy herd





Improve herd health and increase breeding success

Monitoring your cows is an essential part of modern dairy farming. A cow's daily movements tell you a lot about its current heat and health status. With the DeLaval activity meter system and DelPro Farm Management systems, important activity information can be instantly relayed to you on individual cow behavior, no matter how large your farm is.

With this information you can:

- ✓ Detect heat with up to 95% accuracy
- ✓ Detect weak and silent heats
- ✓ Improve conception rates
- ✓ Reduce reproduction costs
- ✓ Reduce calving intervals
- ✓ Separate and treat cows at an early stage of ill health
- ✓ Reduce unnecessary milk loss
- ✓ Improve milk production

Activity data is presented on screen in an easy-to-read, graphical format. The software flags increased heat related activity for immediate action, while reduced activity triggers a 'low activity' health alert.

The system works for heifers too, as it monitors every animal wearing an activity meter, even those that do not enter the parlor. Activity data for each cow is stored for 180 days, enabling you to monitor several heat cycles. ALPRO and DelPro Farm Manager have a smart data analysis filter to sort out 'attention' cows.

Help to reduce reproduction costs

Accurately identifying heat and the ideal time to inseminate a cow, helps save time and money. Independent research from Neubrandenburg University (Germany) and the FARME Institute (USA) showed that the DeLaval activity meter system reduced days open by up to 12 days, compared with conventional heat detection methods. These studies confirmed the system's heat detection accuracy of up to 95%*.

Detect silent heats

When you visually monitor your cows, it can be difficult to detect weak and silent heats from high yielding cows. The DeLaval activity meter system uses powerful data filters to detect heat with up to 95% accuracy. It detects a significant rise in activity at any hour, day or night, and accurately reports the standing heat start time.

Inseminate on time

The optimum insemination window is 8 to 12 hours after the onset of standing heat. The DeLaval activity meter system accurately identifies the start of standing heat and notifies you of the best time to breed each cow, giving you the greatest chance of insemination success.

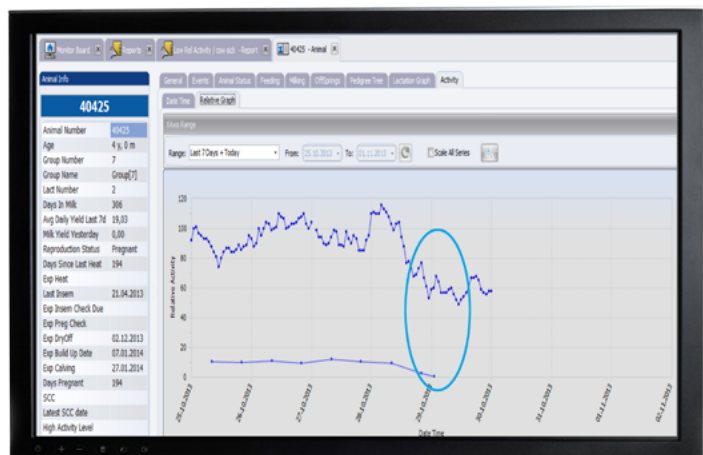


Activity graph – High activity alarm

Animal Number	Group Num...	Days In Milk	Avg Daily Yield Last 7d	Reprod. Status	High Activity Level	Hours Since High Activity	High Activity Start Hour	Relative Activity %	General High Act. Probability (%)	Is In Heat Window	Exp. Heat Date	Days Since Last Heat	Days Since Last Insem.	Latest Group Change Date
94214	11	40	52,09	Fresh	+++	11	12	100	100	✓		44	44	18.10.2013
62279	11	140	26,94	Bred	+++	13	4	133	100			44	44	21.07.2013
62294	5	60	46,85	Open	+	9	8	151	100					26.09.2013
54038	11	61	34,09	Open	+++	10	7	189	100					01.10.2013
62083	3	43	41,62	Fresh	+++	8	9	195	100					18.10.2013
54431	10	147	24,38	Bred	+	4	13	136	100	✓		20	20	2. Semer. 81...
54025	10	64	26,73	Open	+	7	10	116	87					18.10.2013
54030	13	57	23,13	Open	+	10	7	114	99					14.09.2013

Cows to breed

- Open cows, 10 days before end of VWP, not bred yet
- Inseminated cow, pregnancy unconfirmed



Lame cow – taken into sick pen for treatment, not milked in rotary since 4 days

* Annet Meyer, Auswirkungen der Nutzung der Aktivitätsmessung bei Milchkuhen auf die Effektivität der Brunsterkennung, 2003

A constant eye on cow health

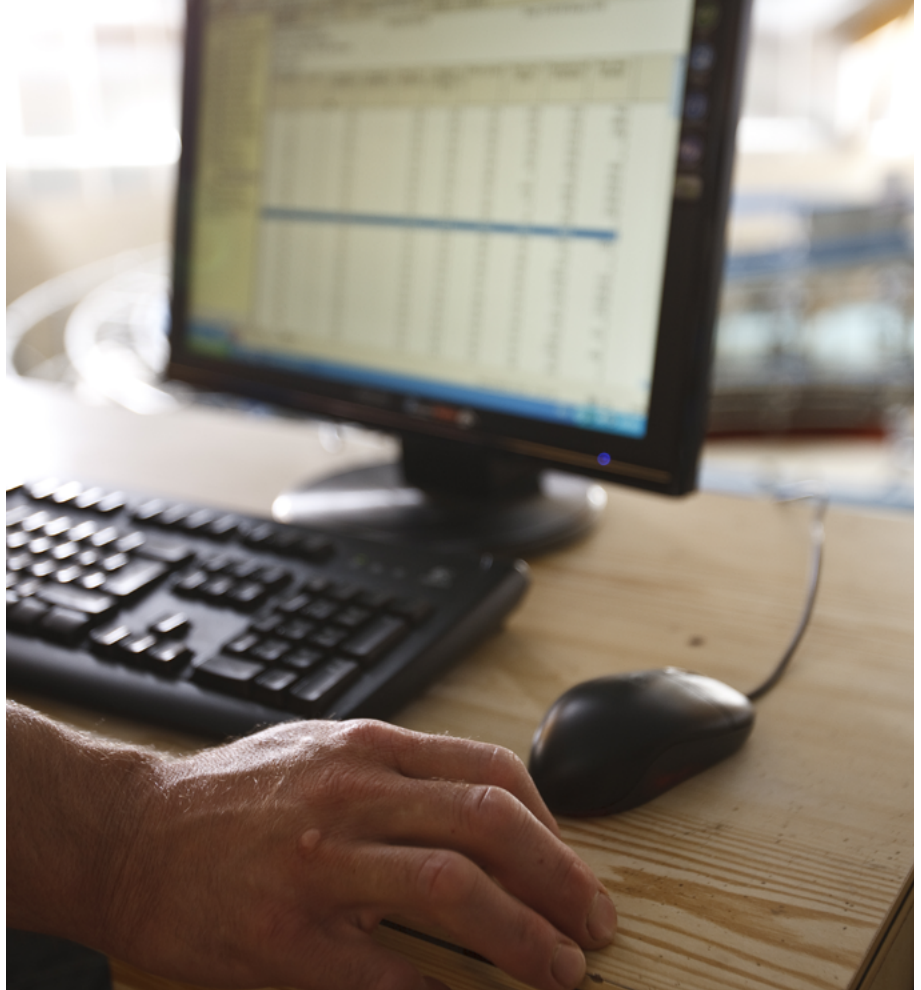
When a cow's activity level declines, it is often an indication of illness or lameness. The DeLaval activity meter system works with both ALPRO and DelPro Farm Manager to closely monitor each cow's activity and alert you if attention is needed. You can then use ALPRO and DelPro to automatically sort cows and check their well-being.

Complete reproductive management

ALPRO and DelPro Farm Manager keep track of reproductive performance. When a calving is entered, the newborn calf is automatically introduced into the database; and planning for the next breeding starts.

The system delivers many ways to improve breeding efficiency. Information is always available and easy to follow. Data can be entered or accessed via your desktop computer or from a milking point controller (MPC) in the parlor.

When the cow enters the parlor, a special attention alert will remind the milker that this cow is in heat. If you haven't already flagged in DelPro Farm Manager for the cow to be sorted to the insemination pen after milking, the milker can do it from the MPC.





Active monitoring

You can help improve productivity when you reduce days open, services per conception, and breeding costs. Shortening the breeding cycle means cows returning faster to peak lactation. The DeLaval activity meter system monitors each cow's activity and reproductive status and collects and transmits activity data from each cow. Every 15 minutes, this data is logged into ALPRO™ or DelPro™ Farm Manager. Each transmission covers a rolling 24-hour period so no data is lost.

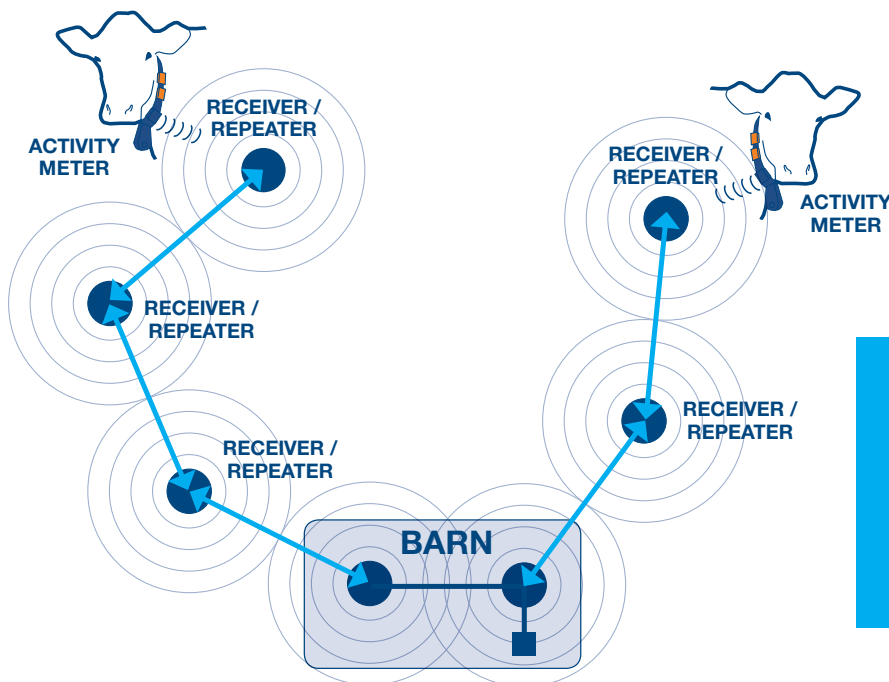
Total coverage

Monitoring cow's activities is no longer limited to the barn. The DeLaval system can now be connected to wireless repeater aerials. By placing them 3000 feet apart, the activities of your cows can be tracked across vast areas of pasture or open lot. The repeaters can also be used to build a network for activity monitoring inside your barn, without having to install communication cables.

Data logging at milking

Information is sent to your DeLaval farm management software four times per hour. Data is also transmitted every time a cow passes an ID reader, so when a cow enters the parlor for milking, the information is automatically sent and logged in your farm management system.

Activity meter system radio repeater network – up to 9,000 ft coverage



It takes just a few seconds to attach an activity meter to a cow, and once on, you can keep track of her for the rest of her life. With one system tracking up to 100,000 cows as far as 9,000 ft from the barn, you will always know when a member of your herd is on heat.



www.delaval-us.com

For more information

DeLaval Inc.

11100 North Congress Avenue
Kansas City, MO 64153

Tel (816) 891-7700

Fax (816) 891-1606

DeLaval Inc.

3000 Lakeside Drive
Suite 305 South
Bannockburn, IL 60015

usa.info@delaval.com



Automatic decisions

ALPRO and DelPro Farm Manager work in tandem with your sort gates to automatically find cows based on your selected criteria. You can ask the software to sort cows at a chosen moment, based on increased activity identified by the activity meter system. Your cows will be ready for insemination when you need them to be. In addition, any cows with low activity indicating possible health issues can be separated for vet check or treatment, making your job easier.

Full performance from day one

To maximize the benefits of your activity meter system, the whole herd should be equipped with activity meters. You will then be able to monitor your cows during heats, the dry period, at calving and throughout the lactation using the low activity functionality together with low milk yield alarms.

Since the activity meter is completely separate from the ID transponder, you can install this system gradually over time. To minimize initial cost, you can place tags on only a certain percentage of your herd. Once a cow is confirmed pregnant, attach her meter to the collar of a freshly-calved cow. Doing this allows you to improve your breeding performance while stretching out the cost over time.

Activating profits

To help you monitor herd performance, both ALPRO and DelPro Farm Manager trace relevant information such as milk yields, date of last insemination, sire data, time and type of heat signs, illness or lameness and whether protocols were followed or treatments were administered. It presents a performance overview for easy identification of the best operating performance as well as points to improve.

Monitoring the individual activity of each of your cows allows you to measure your future business success.

Follow DeLaval

