

The silent heat of lactating cows

Even expert farmers with time to check for heat expression and a quick eye won't detect silent heat - which is typical of lactating cows - because it isn't accompanied by the typical behaviour. Silent heats can escape the farmer, but not Heatime®. How does it do it? Because it isn't merely an activity monitor, but also measures some physiological parameters, first and foremost rumination activity, thus providing more reliable information.

SCR Heatime® Pro: An investment with a quick return

Missing the timing of insemination due to poor heat detection means waiting 21 days for the next heat. However, achieving a reduction of the postpartum interval from 390 to 370 days in a herd of 50 cows will provide an overall gain of



1000 days (50 cows x 20 postpartum days). Considering that gestation lasts 280 days, this means 3 additional pregnancies a year, with the calves' market value repaying more than one third of the cost of the system in the first year.

SCR Heatime® Pro: An additional health monitoring tool

Heatime® isn't designed only for heat detection, but also monitors rumination activity, enabling control and prevention of any metabolic abnormalities. Moreover, and crucially, a prolonged labour and a difficult delivery induce a reduction in rumination activity that will be picked up by the system, allowing prompt intervention. Notably, unlike systems that exclusively detect the time of delivery, SCR Heatime® does not require the insertion of probes or other devices into the vaginal canal, thus reducing animal discomfort. In addition, since the reduction in rumination time provides key information on wellbeing, whenever data processing indicates a protracted labour - hence the need for assistance - the system alerts the farmer, whose intervention is therefore requested only when this is essential.

The SCR HealthyCow24® Solution



Stay connected! Anywhere! Anytime!

The SCR HealthyCow24® Solution enables Heatime® users to stay connected to the farm by using new mobile and web applications



Full mobility



Enhanced Management



Advanced Service



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SCR Heatime® Pro: A heat and health monitoring system

Get insights to your cows welfare





The interest in beef cattle has been growing with the evolution of breeding to a modern, carefully managed business that aims at optimising herd welfare and farm revenues.

Farmers are increasingly turning into entrepreneurs. However, work in the fields may leave little time to check for cows showing heat behaviour, especially in some periods of the year.

Free stalls are providing the opportunity for movement that makes heat expression easier to see. However, if there's nobody in the barn to record it, it's difficult to identify the time when insemination will be most effective.

Beef breed cows may sometimes require assistance at the time of delivery. Since the calf constitutes the gross saleable product of a year's work, watchfulness is essential, although help is not always needed.

SCR Heatime® is the ideal partner for farmers who aim to maximise reproduction efficiency and monitor herd welfare. The system is the most profitable and effective tool to maximise births and minimise the mortality related to difficult deliveries.



Heat: Hard to detect, impossible to determine when it has begun

Timely heat detection is the key to successful insemination. Although visiting the barn 2-3 times a day does enable recording the typical heat behaviour, it does not provide information on the time of its onset. Since 60% of the heat behaviour is expressed at night, the risk of missing it is far from remote.



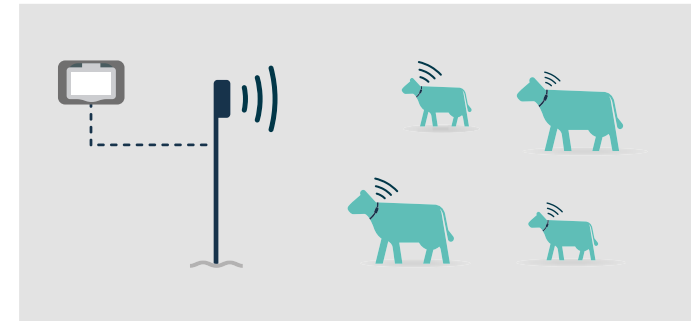
Two questions, one answer

The time window for successful artificial insemination is narrow, between 12 and 20 hours from heat onset.

What if heat is undetectable? And once detected, how can one determine when it has begun?

SCR Heatime® answers both questions: this is why it is the farmer's most valuable partner.

Graphic antenna, receiving signals from tag



SCR Heatime® Pro

Our system is being adopted by a growing number of farmers to provide accurate heat detection. This is how it works: a small sensor (tag) in the collar detects the cow's movements, and through an antenna sends the data at regular intervals to a computer and an electronic workstation. Data processing highlights any increase in cow movement, especially the typical restlessness of heat. Farmers can access the data at any time through a PC, a tablet, or a smart phone, from the comfort of their home or from anywhere else, thus obtaining real time information.

Why does Heatime® maximise the success of artificial insemination?

The success rate of artificial insemination is highest between 12 and 20 hours from heat onset. Processing of movement data shows which cows are in heat at any given moment and, crucially, the time when they have begun to manifest it. It's the system itself that, based on this information, suggests the most suitable time for insemination, beginning a countdown that stops when insemination will fail.