



REPRODUCTION

HEAT DETECTION

Detection of cows' on-heat is a key performance factor in your reproduction program. Not only does accurate detection improve conception rate, reduce insemination related costs and minimise days open leading to increased production, it also identifies non cycling cows for treatment. Healthy cows being treated for fertility related issues are as much of a problem as those with actual issues.

The Activity collar is the most advanced detection system available today. Activity of the cow is recorded using intelligent motion sensor technology (see [7.2.2](#)).

It is not a pedometer and it is not worn around the leg.

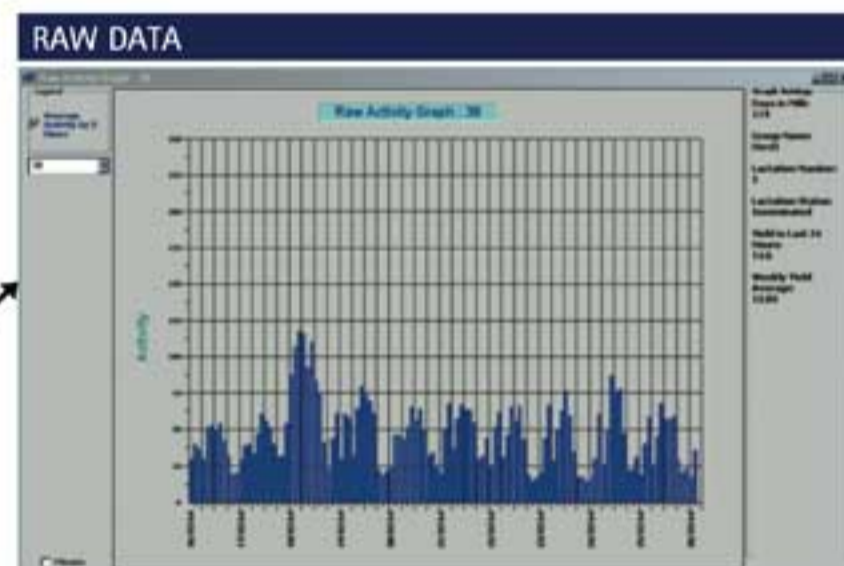
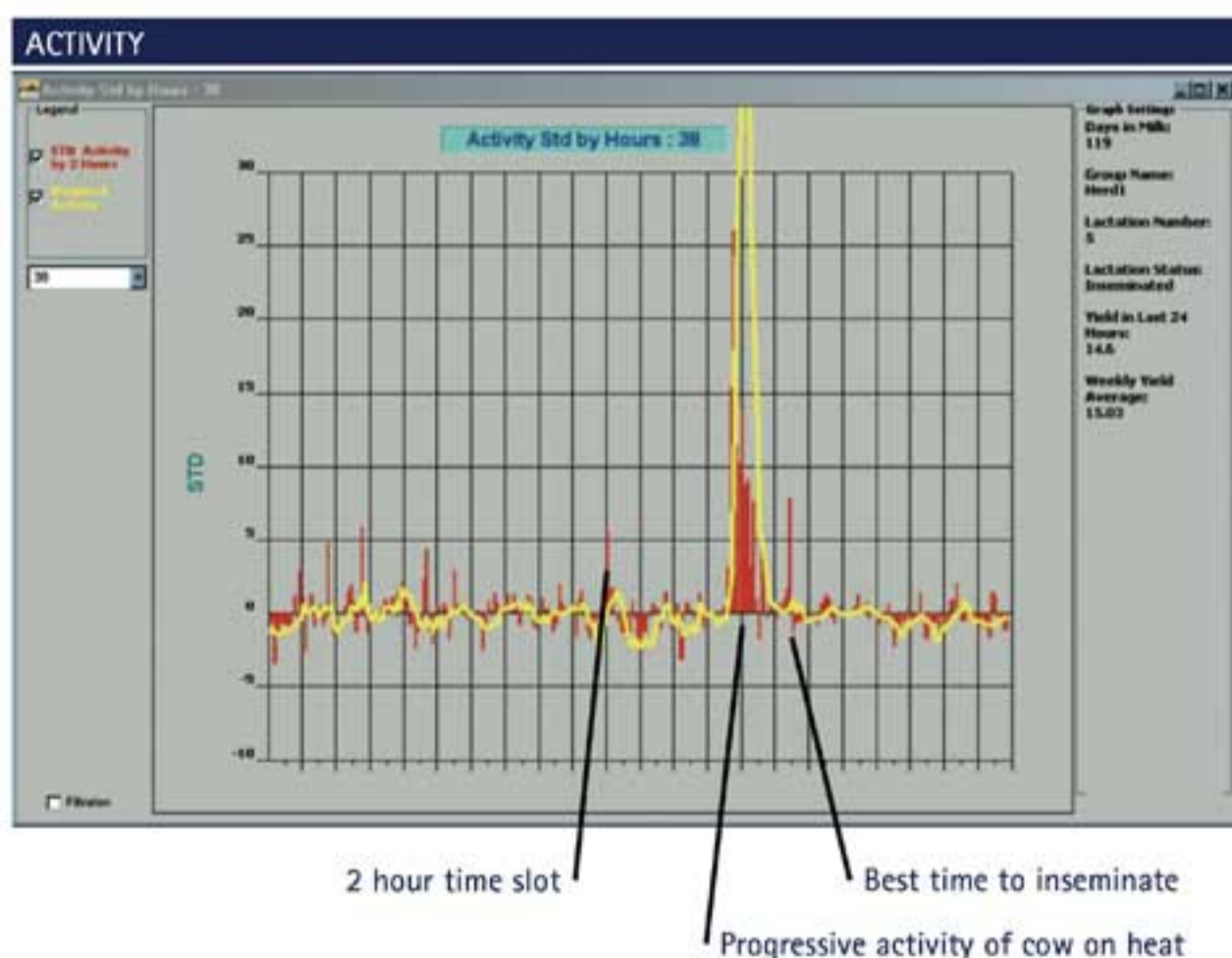
The collar stores the activity measurement of the cow in 2-hour time slots which provides excellent resolution of when the heat period started, how long it lasted, when the cow is standing and which is the best time for insemination. This unique technique of measurement and data storage means the system can eliminate the exceptional activity periods that happen during the day like walking to a paddock for example.



iDATAFLOW REPORTS INCLUDE:

- Cows on-heat with high activity
- Sick cows with low activity
- Erratic and abnormal activity
- Automatically links to *Sorting Manager*

MULTIPLE WAYS TO LOOK AT THE DATA



LIST REPORT

Cow Number	Weeks / Day	Weekly Yield	Yield in Last 24 Hours	Group Name	Lactation Status	Days in PMU	% of Monitoring	Days in Cycle	Days from Peak (24)	Peak Activity
205	205	22.7	22	Herd1	Inseminated	205	4	41	21.5	19
196	196	22.3	20.7	Herd1	Inseminated	247	6	61	20.3	13
222	222	12.2	10	Herd1	Inseminated	241	5	38	10.5	14
219	219	12.6	12.8	Herd1	Pregnant	214	3	128	11.7	16
429	429	14.4	14.4	Herd1	Inseminated	184	1	126	7.9	22
385	385	12.7	11	Herd1	Pregnant	242	1	186	7.7	8
347	347	15.4	15.8	Herd1	Inseminated	203	6	62	7.6	22
329	329	20.9	23.6	Herd1	Pregnant	246	1	169	6.1	22
40	40	9	9	Herd1	Pregnant	232	3	95	6.8	1683
192	192	15.7	16	Herd1	Pregnant	192	1	139	5.3	6
187	187	25.4	25.1	Herd1	Inseminated	191	5	41	5.2	22

SIX STEPS TO REPRODUCTIVE SUCCESS

WITH iDATAFLOW YOU CAN;

REF	DESCRIPTION
1	ASSESS your current reproductive performance
2	IMPLEMENT your mating program and set goals
3	MONITOR heats and inseminate at the right time
4	ALERT and identify problems cows
5	PIN POINT cow health and fertility issues to treat
6	FORECAST future calving, production and mating performance



DID YOU KNOW?

Did you know that cows On-heat typically ruminate 25% less than normal and often withhold their milk. Our rumination and milk yield technology provides further evidence of cycling cows. With iDATAFLOW, you get the information required to make better decisions. (see [7.1.10](#))

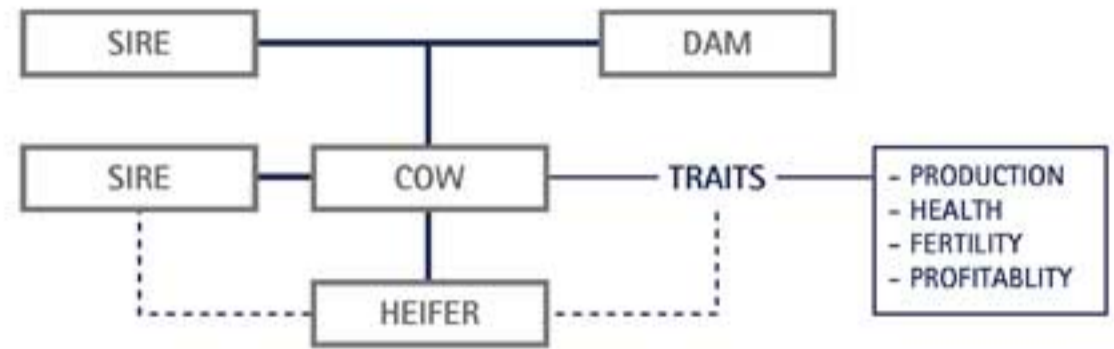


ANCESTRY

Mating and calving information is collected for each cow so that ancestry of each animal can be tracked. This allows the Herd Manager to improve the genetic worth of their cows by carefully selecting the best traits from within the herd and bulls to breed higher producing healthy cows for improved profits.

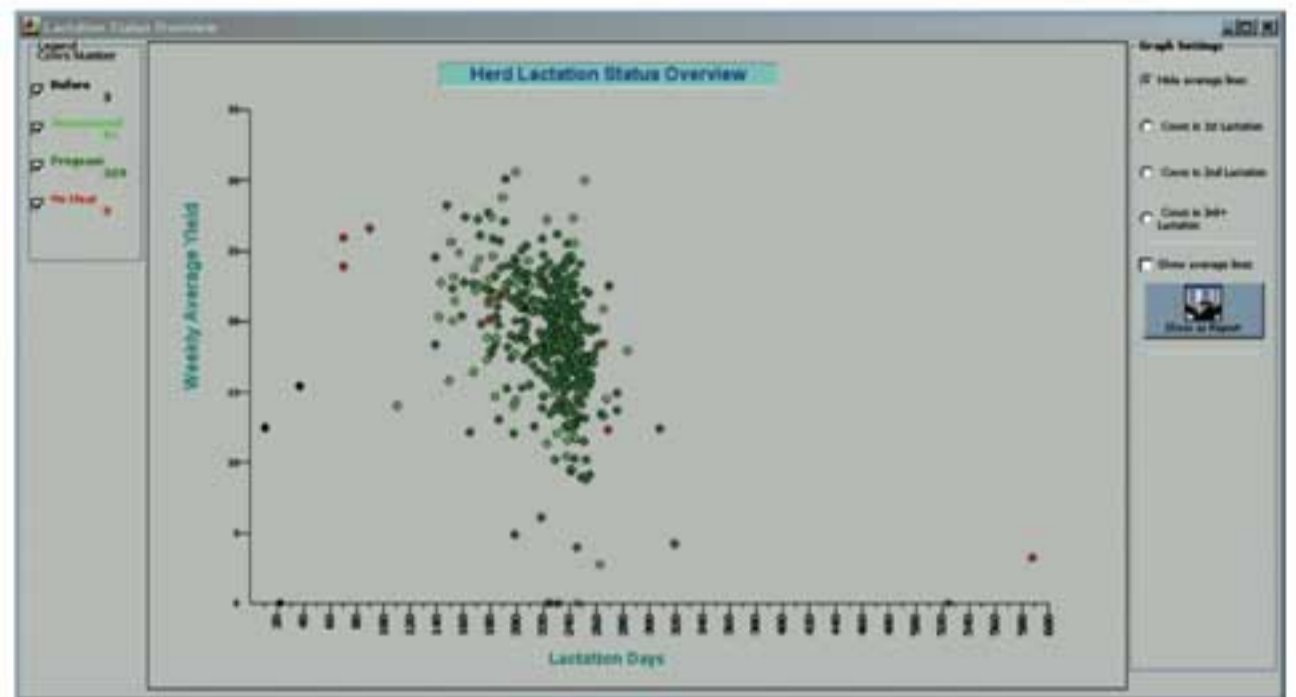
iDATAFLOW REPORTS INCLUDE:

- Heifer summary with sire and dam information
- Reared newborn sire summary
- Bulls used during mating



LACTATION SUMMARY

The lactation status overview is a powerful tool in your mating program. Each cow in the report is represented as a dot. The colour of the dot denotes the reproductive status of the cow. Cows without a heat (red) can be clearly tracked and given special attention.



MATING

Mating information is recorded against each cow in the *Cow Card*. Inseminations can be entered easily from preloaded semen or bull records. Inseminator name and code is also recorded so that reports can be generated on the performance of your breeding program.

iDATAFLOW is capable of managing both 'all year round' and 'seasonal' mating programs where large numbers of cows must be mated quickly in a synchronised pattern to take advantage of seasonal feed demands.

iDATAFLOW REPORTS INCLUDE:

- Seasonal mating report
- Mating overview
- Cows with conceiving details
- Cows due to cycle
- Fertility risk due to disease
- Non return rates for cows by age and breeder

Cow Number	Born / Par No	Days to Mlb	Lactation Status	First Breeding Date	Last Breeding Date	No. of Breeding
347	347	253	Inseminated	10/19/2007	12/27/2007	5
321	321	237	Inseminated	10/7/2007	12/26/2007	5
222	222	241	Inseminated	10/9/2007	2/9/2008	5
162	162	239	Inseminated	11/3/2007	2/2/2008	5
157	157	172	Inseminated	10/29/2007	1/22/2008	5
121	121	239	Inseminated	10/5/2007	2/1/2008	5
9	9	212	Inseminated	11/30/2007	2/13/2008	5
196	196	243	Inseminated	10/1/2007	1/17/2008	6
113	113	239	Inseminated	10/9/2007	1/28/2008	6
45	45	223	Inseminated	10/1/2007	2/6/2008	6
29	29	244	Inseminated	10/19/2007	2/10/2008	6
22	22	268	Inseminated	10/3/2007	2/12/2008	6
198	198	244	Inseminated	10/3/2007	2/11/2008	7
66	66	284	Inseminated	10/28/2007	2/1/2008	8
36	36	242	Inseminated	10/10/2007	2/4/2008	8

CALVING

iDATAFLOW has excellent calving tools for the smallest to largest of herds. Calving history is recorded against each cow including newborn details, calving type and any complications.

iDATAFLOW REPORTS INCLUDE:

- Expected calving per day, week and year in lists and graphs
- Expected calving vs. actual
- Calving type by age group
- Sex & fate of newborns

