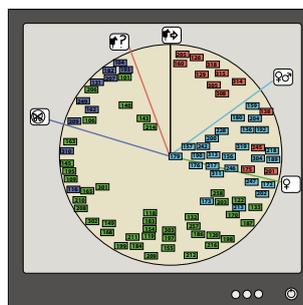
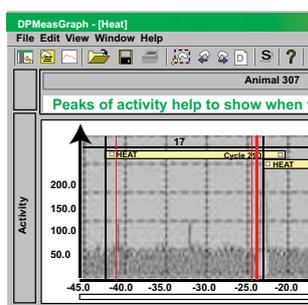




GEA Farm Technologies

# HeatWatch including Rescounter II technology

Optimise herd fertility through accurate heat detection



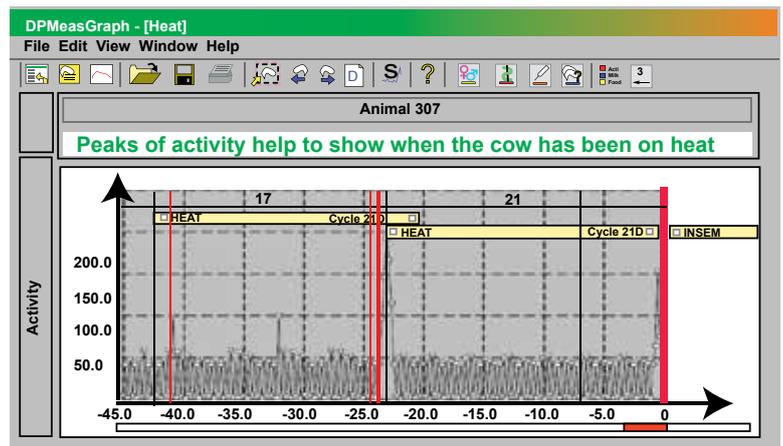
GEA Milking & Cooling | [WestfaliaSurge](#)

GEA Farm Technologies - The right choice.

# The stand alone system for optimising herd fertility

Recent research suggests that the cost of extending the calving index beyond 380 days costs between £4-5 cow/day. The UK average calving index is currently over 420 days - costing the "average" farmer over £16,000 per year for every 100 cows in the herd.

Heat detection is a major factor in good herd fertility but it is increasingly difficult to identify cows that are on heat due to larger herd sizes, which generally mean higher numbers of cows per skilled operator. 70% of all activity occurs between 7pm and 7am, and some cows demonstrate low levels of mounting behaviour, whilst others are only active for very short periods.



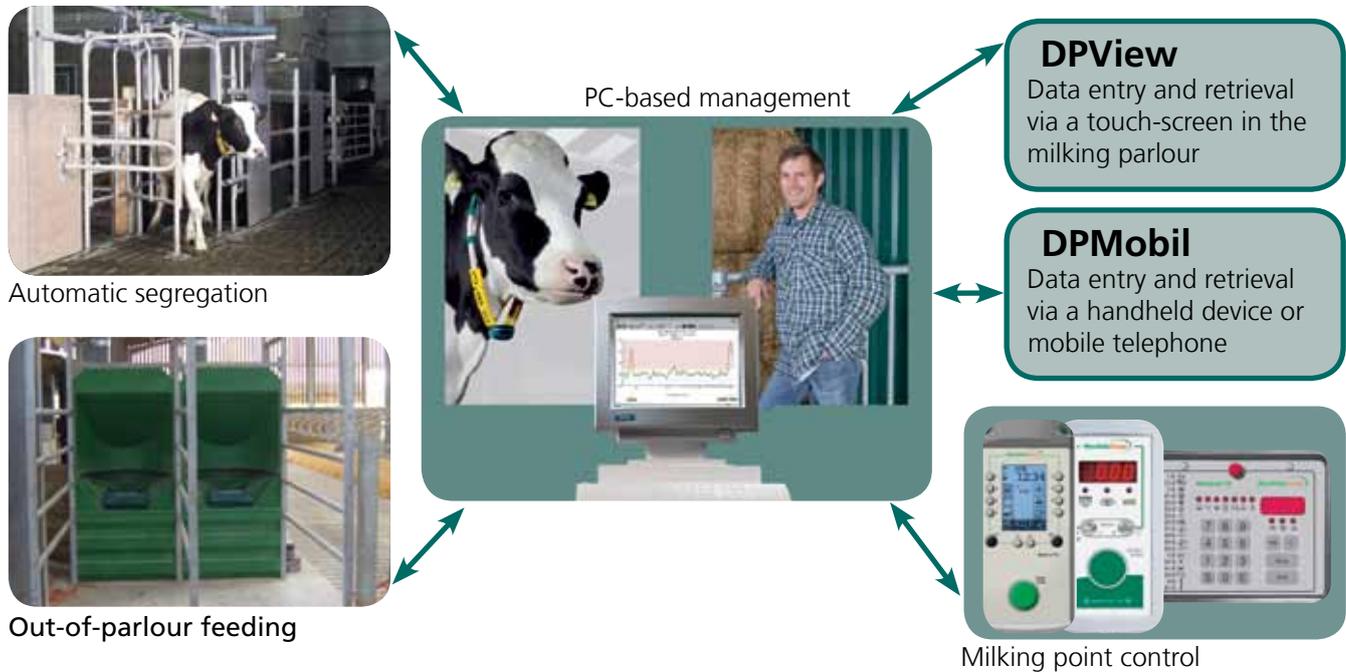
HeatWatch uses the Rescounter II to record a cow's level of activity over two-hour intervals. Whenever the cow walks over an ID aerial this data is transferred to DairyPlan C21, the PC-based herd management system.



## Features to breed success:

- ✓ Neck or leg options
- ✓ Easy-to-use graphic displays
- ✓ PC-based version of the circular "cow breeding calendar"
- ✓ Longer data storage
- ✓ Stand alone or part of an integrated system
- ✓ 2-in-1 system - combined activity measurement and ID
- ✓ Links to our milk yield and feed systems
- ✓ Suitable for use with any make of milking parlour\*

# Integrated management



Using simple settings to adjust for environmental factors (e.g. whether the cows are grazing or housed, cow groups etc.), DairyPlan monitors the information and provides the dairyman with graphs and reports to highlight cows on heat. HeatWatch will also help you to identify cows that are cycling abnormally, enabling veterinary advice to be sought at an early stage.

HeatWatch can be used in conjunction with any make of milking parlour\*

\* For full specification, application, operation and compatibility with existing ID equipment please consult your GEA Farm Technologies dealership.

## Your benefits at a glance:

- ✓ Less work - saves time
- ✓ Accurate activity monitoring every 2 hours 24/7
- ✓ Reports identifying cows with high activity levels and "suspects"
- ✓ Confirmation of the right time for insemination
- ✓ Less straws per cow- lower insemination costs
- ✓ Bulling cows are identified even if you are not there to see them
- ✓ Early identification of fertility problems
- ✓ More milk per cow per year
- ✓ More calves
- ✓ Fast return on investment
- ✓ GREATER PROFITABILITY

## Perfect foundations for the future

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HeatWatch is completely effective as a simple standalone system, but it can be also fully integrated with other components of the Dairy Management System 21, such as Metatron milk meters or in-parlour and out-of-parlour feeding systems, to bring you benefits that together are greater than the sum of the individual components. For example, combining HeatWatch with AutoSelect will not only give you accurate reports of cows that are on heat or require special attention but means you can automatically segregate cows that are on heat after milking for insemination. This saves time, and improves the fertility management processes.

## Existing installations

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HeatWatch is not only designed to help you meet future business requirements, it is also compatible with most existing WestfaliaSurge systems. If you are looking to add HeatWatch to an existing system please contact your dealer to check compatibility.

## Proven success

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*"It's amazing how many cows come on heat overnight - we'd have no way of knowing without the Rescounter!"*

David Lawrence  
Knightstone Farm, Ottery St Mary

*"It gives us a big advantage as we can monitor every cow, all year round. We almost entirely rely on the Rescounters for spotting cows on heat - they're much more effective than people!"*

George Stroud  
The Grange Farm, Melton Mowbray

The most advanced single-system solution for managing your dairy herd!



GEA Farm Technologies

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