

CowsDNA

Managed Ultrasound Assessment Services Healthy Cows for Healthy Food

CowsDNA have developed new technology, transforming Ultrasound Assessment Services to meet modern farming demands

- Biomarker of Herd Health, Enabling Preventative Herd Health Management
- Identifying Problems before they Impact on Profitability
- Minimise Calving to Pregnancy Interval and Boost Heat Detection

Ultrasound Assessment for Preventative Health Management

- Critical performance information on herd health status
- Timely delivery enabling preventative actions to be taken
- Benchmarking of Herd assessments against average and target levels
- Sharing of focused performance figures with key stakeholders
 - Vet, Nutrition, Farm Manager, Processor etc..

Service Overview – Key Assessment Periods

Post Calving - from 14 days calved

- Assessment of herd health on transition management and calving impact
- Timely intervention where required

Pre-Breeding – from 3 weeks pre-breeding start onwards

- Identify Fit cows, Boost Heat Detection
- Focused programs to address reproductive issues in un-Fit cows
- Maximise Submission Rates

Early Non-Pregnancy – From 25 days post Service

- Maximise repeat breeding opportunity
- Minimise time lost due to embryo loss, non-cycling, cystic etc..

Pregnancy and Sexing

- Accurate aging from 25 to 110 days
- Confirmation on twins, viability, expected calving difficulty
- Foetal sexing from 55 days

CowsDNA (Reprodoc Ltd)

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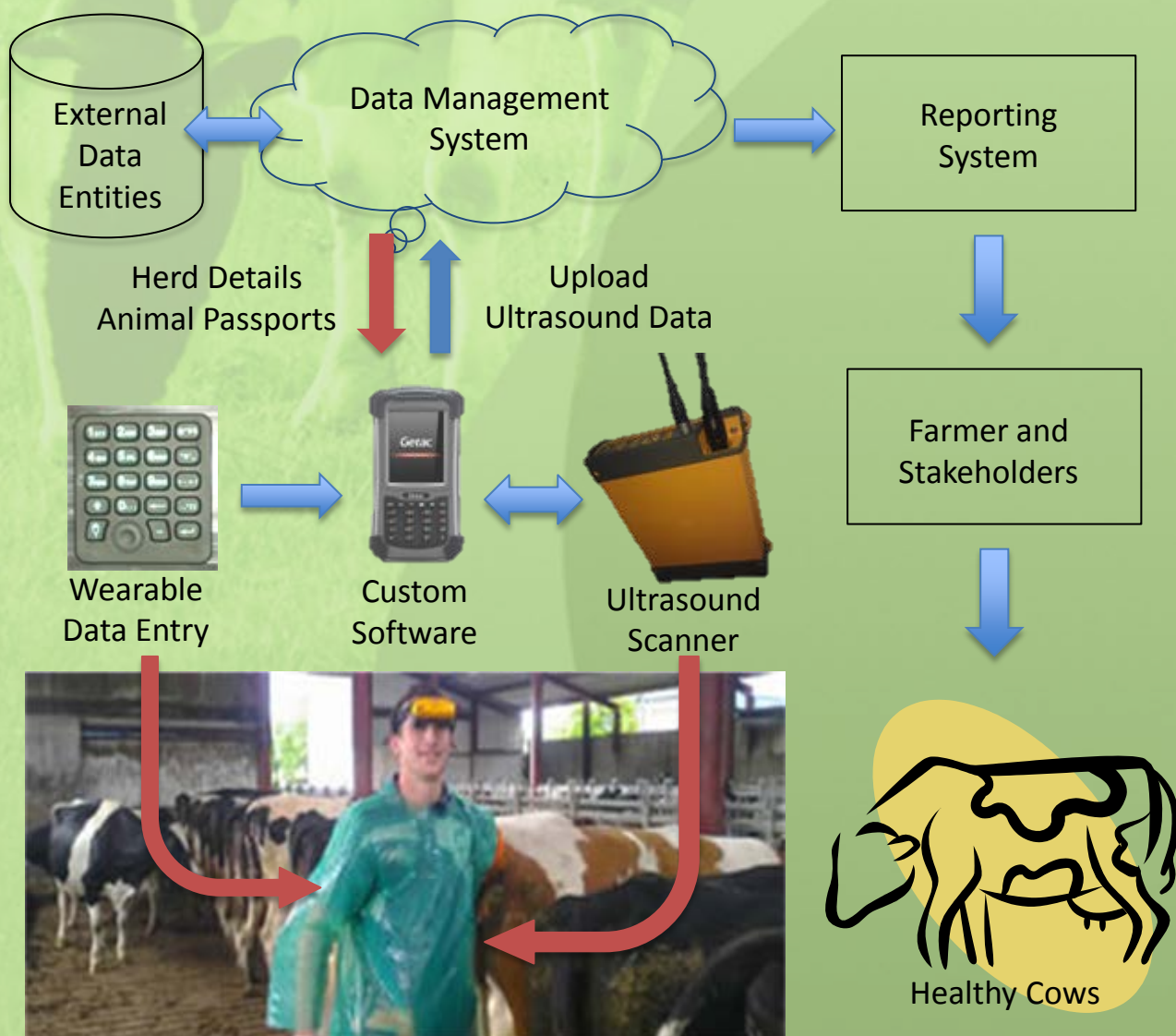
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How the Service is Delivered

- Technicians supplied or trained by CowsDNA visit farm at key periods
- List of cows suitable for assessment supplied to farmer
- Ultrasound images and video is recorded by technician
- Ultrasound data is uploaded for assessment by CowsDNA
- Semi-Automated assessment system produces
 - Individual animal reproductive classifications
 - Herd health metrics with benchmarking of key indicators
- Performance reports shared with stakeholders



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