



FarmTech
SOLUTIONS

ENHANCE
YOUR DAIRY'S
REPRODUCTIVE
SUCCESS
WITH ULTRASOUND

Yes! You Can.

contents

W H A T U L T R A S O U N D
B R I N G S T O A D A I R Y
O P E R A T I O N

(NO MATTER THE SIZE)

C A N I D O T H I S
&
S H O U L D I ?

H O W ?

First things first...

- Ultrasound can be learned & used by anyone.
- It offers a number of worthwhile benefits to farms of all sizes.
- Ultrasound is a valuable tool that strengthens reproductive programs, productivity & profitability.



More & more dairy producers are adopting ultrasound, Our aim is to help you decide if this tool is right for you.



Why read this?

We'll answer the questions most on the minds of producers considering ultrasound.

We'll share the benefits & the primary purposes of ultrasound & your farm's reproductive program.

We'll address how you confidently apply ultrasound as a best-practice to enhance your reproductive program.

More Valuable

and useful information gained, much earlier. What ultrasound can do...

- You can 'see' inside the uterus to verify open, pregnant & fetal viability.
- Reliably detect pregnancy at 26-35 days gestation in cows & 26 days in heifers.
- Make 'open' calls as early as 22 days.
- Verify if there are twins.
- Conveniently re-check pregnancies to confirm viability.



The Key Benefits

ultrasound offers, compared to manual palpation, are:

Greater accuracy & earlier detection
(at least 7 days).

'Seeing' the entire reproductive tract.

Easier to interpret what you are
'Seeing' versus what you are 'Feeling.'

View heartbeats & assess viability.

On your schedule, reliably re-check &
confirm changes in pregnancy status.

What

is there to be gained by adopting ultrasound? (no matter your farm size)



The most notable impact on a dairy's economics comes from quick response to early pregnant or open calls, and the freedom & convenience to do pregnancy checks on YOUR schedule.

Reduce

Your number of open days by rebreeding cows more efficiently.



A faster, earlier response time means a more effective breeding program.

For instance, if a herd pregnancy check is completed & a definitive pregnant or open call is difficult on a cow bred 28 -30 days, you can re-check on day 35 yourself & could with confidence determine if she is pregnant or open rather than wait for the next herd pregnancy check on day 44 or worse, even later.

Or perhaps, you run a small farm & due to your size or location, you are on a monthly schedule with your veterinarian, using ultrasound on your farm could bring significant gains from more frequent checks & less days open.

Using ultrasound for more frequent preg checks reduces your number of open days, allowing you to rebreed much more efficiently.

Does it Make sense for me?



Adopting ultrasound for your own operation makes sense if...

You're happy with your vet but would like more frequent pregnancy checks. There are valuable gains for a dairy that moves from monthly or twice monthly to a weekly schedule.

Vets are in demand & everyone wants them on the same days/times. If you can't get the times you want, it makes sense to avoid catching, sorting & stressing cows at undesirable times.

You're underserviced in your area or your veterinarian doesn't use ultrasound.

You want to improve your herd pregnancy rates.

You or your herdsman are already breeding cows, this is a logical next step.



"If you want to be more involved in your own repro program, you should absolutely use ultrasound as it will lead to better outcomes. The more active & engaged you are in your own program, the more successful it will be."

Dr. Tom Wheal, DVM

Let's look at the economics of ultrasound use on the farm.

What

financial gain is there for me?

What are your pregnancy rates now?

How often are your herd pregnancy checks done?

What impact would changing to more frequent checks have on your pregnancy rates & overall economics?

Pregnancy Rate

=

Heat Detection Rate

X

Conception Rate

How do you compare?

Herd pregnancy rate industry

Average (Canada) is 14%

If we consider the economics of ultrasound use on the farm, ultimately the question is how would your use of ultrasound affect your pregnancy rates & how an improvement in pregnancy rates impacts your profitability.

Knowing there is a biological end-point at which more pregnancies are not possible & there is an economical end-point at which more pregnancies no longer add to your operations profit, within these parameters, there is almost always money left on the table.

**Let's look at
the numbers!**



Economics of ultrasound use

Using ultrasound consistently on your dairy can help improve your heat detection rate, which in turn improves your overall pregnancy rate.

Improving your heat detection rate has the greatest impact on this equation.

You can find your open cows earlier.

Pregnancy rates can be improved by shortening your reproductive program by 7-14 days or more depending on how frequently your preg checks are happening now (and of course, how frequently you will do them with an ultrasound readily available on the farm).

$$\begin{aligned} &\text{Pregnancy Rate} \\ &= \\ &\text{Heat Detection Rate} \\ &\times \\ &\text{Conception Rate} \end{aligned}$$

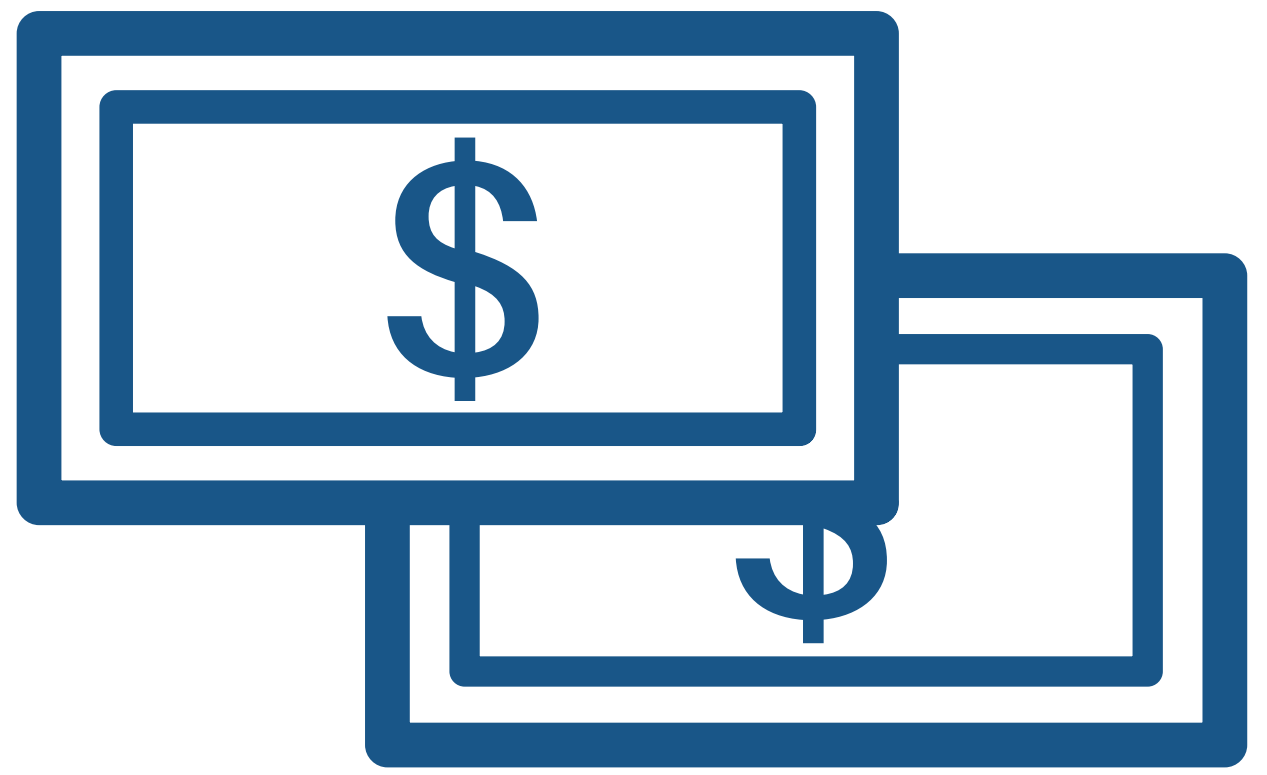
For example...

For a farm with a herd size of 100 cows,
& herd pregnancy checks are 2 X month
& the current pregnancy rate is 15%.

A change to weekly
pregnancy checks could
typically improve
pregnancy rates from
15% to 20%, producing an
additional \$25,000
per year.

Impact

Of a changing
pregnancy rate



FOR THE FARM IN THIS EXAMPLE:

**A change to weekly
pregnancy checks improves
pregnancy rates by 5 points
from 15% to 20%.**

**The economic impact of this
5 point improvement is
estimated to be \$50 per
cow/per every % increased.**

**$\$50 \times 100 = \$5,000 \times 5$
percentage points =
\$25,000 left on the table.**



From a monetary standpoint, if your herd pregnancy checks are done more frequently, that increases the efficiency & profitability of your operation.

The questions we should be asking ourselves are:

What are my current pregnancy rates?

Is there room for improvement?

What economic gain would that look like for me?

Is there money being left on the table?

If so, is adopting ultrasound as a best-practice on our farm a solution?

Next steps...

1. Talk to us!
2. Talk to your vet.

Successful dairy producers are applying ultrasound confidently with results.

FarmTech Solutions is your one-stop solution for best-in-class portable ultrasound devices, education & support to ensure your success.

Ultrasound Training courses include classroom instruction & live on-farm demonstrations with guided hands-on practice.

If you or your team are not yet breeding your cows, we would recommend taking an A.I. course as your first step.

The bottom line is that You can do it.

Take the course, get the expert knowledge, get to your results sooner!



How?

FarmTech Solutions has designed courses just for you. Taking a class saves you time & frustration as it can significantly reduce the learning curve so you can begin benefiting from your new skill quickly.

Yes! You can.



"As your skill level develops, it's possible to make an 'open' call as early as 22 days bred. As you can imagine, this knowledge, this early, can have a very favourable impact on your breeding program."

Dr. Tom Wheal, DVM

What's available?



Bovine Reproductive Ultrasound Courses

FarmTech Solutions offers both 1 & 2 -day, hands-on courses to best meet your needs and schedule.

**INTRODUCTION TO BOVINE
PREGNANCY
DETERMINATION
1 DAY**

Intro to Ultrasound
Reproductive system anatomy
Pregnant & open diagnosis
Image interpretation
On-farm demo's & hands on practice

**INTRODUCTION TO
BOVINE REPRODUCTIVE
ULTRASOUND
2-DAY**

1 Day Course Content plus:

Ovarian dynamics; follicles, cysts, & corpus luteum
Twins & fetal death
Uterus & uterine infections

Final thoughts...

Ultrasound is a valuable tool that strengthens your reproductive program, your productivity & profitability.

FarmTech Solutions is your go-to resource for ultrasound training, sales & support.

We offer both 1 & 2 day Bovine Reproductive Ultrasound courses to get you going.

We're here to help, let's talk!

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Thank you!



FarmTech
S O L U T I O N S

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