

Reproductive Management Systems



We get cows pregnant



Getting cows pregnant...across the UK

What is RMS?

RMS is a comprehensive fertility management service for large herds, whereby full responsibility for reproductive management is contracted out to Genus/ABS.

What the system involves

1. Heat detection to identify bulling cows based on primary and secondary signs of heat.
2. Insemination service by a trained, experienced RMS Technician.
3. Unique fertility management data and action lists.
4. Unique mating programme to control inbreeding and breed cows correctly.
5. A yearly assessment with our technical Services team and additional services to ensure fertility performance is maximised.
6. Cow comfort benchmarking.

"I was one of the first RMS technicians to be trained in the UK. I am now doing RMS on eight farms, my time on farm consists of walking the cows, chalking them, identifying which ones are bulling and then inseminating them. If I see any problems with the cows I write it down and then we get the vet involved if necessary. I use a computer system to record heats, calvings, PD's and any other relevant information this and team work are very important aspects of my job."



Bryn Jones, RMS Technician and Trainer

"I have been using RMS since April and we have already noticed that cows are getting pregnant quicker and a higher percentage of the herd is in calf"

**Michael Frankpitt
Rix Farm, Devon**

"We started using RMS earlier this year as we didn't have enough labour on the farm and were short of time to observe heats, which led to us not serving cows and consequently the calving interval rose. We removed the stock bull and went onto RMS, the PD results are looking positive and RMS has removed the responsibility and stress of breeding cows from us. We are now able to accurately predict when cows will calve, this means we are no longer drying off cows too early or not having a sufficient dry period. Having the Technician on the farm is just like having someone working for you part time."

**Henry and Carole Bloxham,
Moors Covert Farm, Stafford**



"Since we have been using RMS our calving interval has fallen from 466 to 410 days, the technician is picking up 21 day heats quicker and we are scanning cows earlier. We now have a regular number of cows calving each month allowing us to maintain a level production profile and make maximum use of buildings allowing us to increase cow numbers without having to invest in new buildings. We are maintaining just over two services per cow and we only have two cows open at over 100 days in milk. The RMS technician provides us with weekly hotlists to aid with the management of the farm, we also have regular discussions with the Technician, the Vet and Feed Advisor on cow health."

Ian Mansell, Brookhouse Farm, Shropshire

"RMS has taken a huge load off our system and has given us more time to spend on other issues such as feet and mastitis. This gives us the confidence to expand further."



**David Holden,
Winkley Hall Farm,
Lancashire**

"RMS is helping us to get cows in calf quicker and to reduce the calving interval. We now we have a pregnancy rate of 25%, which is very high compared to a national average of 13%."

On a 350 cow herd, if we improve our calving interval by 10 days per cow that will mean one months more milk, which should equate to £40K plus (depending on the milk price). The price structure of RMS means that we are actually saving money".

**Ryde Farm Estates,
Jury Farm, Surrey**

"RMS has provided us with accurate records and improved information for routine vet visits. We now also have regular informative discussions on fertility issues. RMS is providing a consistent presentation of cows for PD sessions and the submission rate is up."

Robert Hislop, Sparys Farm, Wiltshire

"More cows are getting pregnant and we now have better data on when cows were served. RMS has given me and my staff more time to get on with other jobs on the farm."

TG & K Fisher Ltd, The Glebe, Cumbria

“Before we started using RMS we were running bulls with the cows and our records weren’t very accurate as we didn’t always see when bulls were serving cows. It is also impossible to serve cows to different bulls or to beef. With RMS we now have much more accurate records and we are serving the right cows to the right bulls so we should start breeding better stock. It is important to bring the cows in for the Technician, we bring them in three hours before milking to feed them rather than just one hour as before.

Everyone on the farm is now pulling in the same direction, wanting the same results. Our vet is very pro RMS as the fertility results we are getting now are much better than before we were using RMS.”

**Mrs P Mathias & Sons,
Pembrokeshire**

“We have been on RMS for 12 months and the calving interval has already started to fall. RMS has taken the strain of getting cows in calf away from dairy staff. The RMS Technician gives us weekly data, this keeps everyone focused and on top of the job of trying to get animals in calf. Most importantly the monotonous task of observing cows in heat has been eliminated.”

**James B. McMiken,
Arbrack, Newton Stewart**

“RMS is helping us to get more cows in calf at the right time, so we are getting more calves and more milk. We now cull less cows which gives us the flexibility to cull the ones that do have fertility problems earlier.

The RMS Technician is also very helpful in highlighting cows at an early stage that need veterinary attention. The main benefit is that I now milk the cows and walk away from them.”

**D Coulthard,
Chalkside, Cumbria**

“I manage a herd of 600 cows they are housed all year round in a newly constructed unit.

Through a more aggressive approach to submission rates, improved record keeping and an extra pair of eyes to help spot heats, calving to first service interval has dropped from 104 days to below 85 days.

This improvement has been carried over into conception rates and calving to conception interval has been drastically reduced from 190 days to 130 days and is continuing to improve.

The improved fertility has contributed to increased output per cow. Over the last year, yield per cow has risen from a lactation average of 7,600 litres per cow to 10,500 litres while milk quality has been maintained.

The RMS technician is very aggressive on heat detection and knows the cows as well as I do. Since I have been using RMS the herds calving interval has been brought down from 465 days to below 400 and is still falling. Our Technician does a fantastic job and I would recommend the service to anyone.”

Nick Tyler, Home Farm, Wiltshire



“RMS has provided a more structured approach to getting cows in calf. We all know what is happening and how we need to work with the vet and staff. A weekly vet check puts a discipline into working on cows not seen bulling.

We have only been using RMS for a short time but the number of cows served and the scanning results look very positive so far.”

Ludchurch Farms Ltd, Pembrokeshire

“I feel that with RMS we are on a better batting wicket, the concept is brilliant. We were one of the first farms in North East England to go onto RMS and I don’t see it being anything but beneficial for the business.

The cows, staff and farm will all benefit through more calves per year, more milk and ultimately more money which is what we are trying to achieve. A sound dairy herd leads to better finances and improved working conditions as we are able to invest more money in other key areas of the farm.”

**Hugh and Tom Richardson,
Wheelbirks Farm, Northumberland**

“With RMS we have reduced the use of prostoglandins, prids and vet time. The system has also given me more time to focus on management. We are already seeing positive results from using RMS and the calving interval has fallen by 20 days to 410 days.”

**Andrew Cozens,
Alkerton Green Farm,
Gloucestershire**

The Benefits of RMS

- The RMS Technician has exclusive focus on individual cow’s fertility
- Ease the labour workload of expanding herds
- RMS Technicians provide expert skillsets to their farms, 365 days per year
- Releases herdsman to concentrate on other areas of herd management
- Simplifies the management of farm labour
- Optimise herd fertility and maximise pregnancy production
- Provides a platform for assessing and monitoring herd fertility
- RMS is the best way for many large herds to heat detect
- Provides an alternative to natural service for many herds
- Allows improved genetic progress on herds currently using natural service

"RMS has given us an extra pair of eyes on the farm and has taken some of the pressure off me. More cows are now being inseminated so hopefully we will get more in calf. I would be lost without RMS."

**David Smurthwaite,
Slains Park, Montrose**



"Our calving interval has fallen to 370 days, which I am very happy with. I attribute a lot of this to RMS by basically serving more cows, more frequently."

By using RMS we have been able to increase cow numbers with the same number of staff, by reducing the time spent on inseminating cows. Also when we are using relief staff fertility doesn't suffer because of the consistency of having a regular RMS Technician.

Having an RMS Technician on the farm every day is like having an extra 'set of eyes', helping to cope with general cow welfare. By involving our Technician in our two weekly routine vet visits we can discuss problem cows more easily. We also now have a good team approach to spotting cows needing veterinary attention."

Douglas Kerr, Crochmore Farms, Dumfries

"Since we started using RMS we have seen a huge improvement in our herd management. Our Technician has made us all more professional in our approach. We now use a foot trimmer regularly and also have regular vet visits. Everyone has become 'sharper' and the herd is easier to manage."

The data that our Technician provides us with has made management decisions much easier and we can now identify our problem cows much quicker and more thoroughly than before. If things keep on improving like this we are going to need a bigger bulk tank!

RMS is making a huge impact on our farm and we are very pleased with the exceptionally professional, conscientious and enthusiastic approach of our RMS Technician. We will continue to use the service for as long as it is available."

R Hughes, East Jordanston Farm, Tenby

"The whole management of the farm has changed since we started using RMS three years ago. The milking staff are now focused on milking and not heat detection, although they do still put forward cows that are distinctively in heat, it is really a team approach."

Our vet has been very receptive to the programme right from the start and finds that the records provided to him removes any guesswork associated with fertility performance and allows him to make much more informed decisions."

We find that the fertility part of the business is very much a matter of teamwork between dairy staff, the Technician and our vet. The success of the whole system revolves around the success of the Technician to detect cows in heat and we are very pleased with the results of RMS. The calving interval has been reduced from 420 days to 400 days."

David Kincaid, Slacks Farm, Lockerbie

"After visiting Reno and California for the seventh Western Dairy Management Conference in March 2005, I realised that we had to go down the RMS road. After looking at the available time and staff I had and the cost of the Genus/ABS RMS programme the decision was easy."

RMS has provided us with an extra trained set of eyes checking the milking cows every day and bringing to my attention anything that isn't normal and may not be noticed by staff milking. RMS has also helped to bring the calving interval down."

**Mike Thompson,
Fields Farm, Dorset**

"RMS has freed up time to do other tasks on farm, before using RMS a bull would run with the cows for six months, we found that calving dates were unreliable and we were either drying off cows too early or too late. We also had a problem getting heifers in calf, which the RMS Technician identified quickly and then we were able to get the underlying problem sorted. The RMS Technician is very professional and committed and provides us with useful reports and updates. Since we have been using RMS the calving interval has fallen by 30 days and milk yields have increased by at least 500 litres per cow."

**Mark Robinson,
Low Knockglass Farm, Stranraer**

The Benefits of RMS

- Consistent delivery of reproductive management
- Consistent data input and interpretation of reports
- RMS monitoring allows trends to be identified and necessary actions to be taken
- Provides resource for genetic and reproductive solutions
- Improved reproductive results
- Improved herd fertility leading to a decrease in Calving Interval worth £3/cow/day*

* MDC Data

For more information on RMS please contact our customer services team on 0870 162 2000 or your local Genus/ABS representative.

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