

# **NEWS RELEASE**

## **Genus Breeding**



### **SCOTTISH FARMER IS GENUS ABS RMS FARMER OF THE YEAR**

**Kenny Campbell, of W A Campbell Co who farm near Castle Douglas is this year's winner of the Genus ABS RMS Farmer of the Year, the only industry award to recognise improvements in fertility management.**

"Effective fertility management is a vital component of profitable dairy farming with a clear relationship between calving rate and margins," comments John Cook, UK Technical Director with Genus/ABS. "This award is designed to reward those farmers who have achieved significant improvements in performance through a proactive partnership with their breeding technician."

RMS (Reproductive Management Systems) is a comprehensive heat detection and fertility management service for large dairy herds where full responsibility for reproductive management is contracted out to Genus ABS. A Genus ABS RMS technician visits herds on a daily basis to observe heats, breed cows and monitor fertility in order to ensure pregnancy production is maximised.

"The combination of aggressive heat detection and attention to detail has allowed RMS customers to increase pregnancy rate which, by combing heat detection rate and conception rate is the most effective measure of reproductive performance, by 8% which we estimate is worth an additional £180 margin per cow."

Kenny Campbell runs a herd of 420 cows at Slagnaw Farm near Castle Douglas. Fresh calvers and high yielders are housed all year round while late lactation and pregnant cows graze during the summer. The herd averages 8500 litres.

Mr Campbell joined RMS in 2006 when his herdsman left and he wanted to ensure that the current levels of fertility management were maintained. In practice the RMS team of technician Andy Paton, dairyman Brian McCreath and vet Graham Bell have been able to improve fertility still further.

Since 2006 heat detection rate has improved from 50% to 62% while pregnancy rate now stands at 23%, a rise of 5% since 2006. Particular emphasis has placed on transition and fresh cow management to ensure cows start cycling early in the lactation.

“No dairy farmer can afford extended calving intervals and below par pregnancy rates,” Mr Cook observes. “These results clearly demonstrate the benefits of a structured approach to reproductive management on large scale dairy businesses. Kenny Campbell has shown that even on well-managed herds there is scope to improve reproductive performance still further.”

John Cook, UK Technical Director, BVSc DCHP MRCVS, presenting Mr Campbell with his award

