AMBIC ®

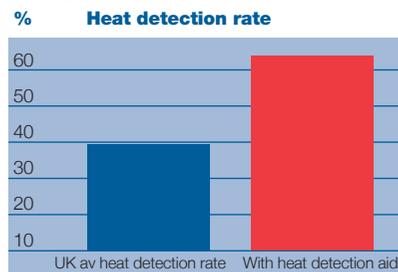# AMBIC ®

Levels of herd fertility have been in decline now for many years costing dairy farmers thousands in income each year in lost milk production. Now more than ever dairy farm profitability depends on getting cows back into calf as soon as possible after calving.

The importance of good heat detection rates on fertility cannot be underestimated. If cows are not seen bulling, they cannot be served or get pregnant! The more cows you serve at the right time, the more that will get pregnant. So if you increase your heat detection rate from 40% to 60% for example, you will increase the number of pregnant cows over a period of time by 50%.

One of the best signs that a cow is in heat is evidence of bulling behaviour. AiAlert detectors reduce the time required to observe cows and can significantly increase the number of cows observed bulling.

% Heat detection rate

60	
50	
40	
30	
20	
10	

UK av heat detection rate   With heat detection aid

Ai ALERT EXTRA ™

SELF ADHESIVE HEAT DETECTORS

- **Self adhesive - no messy glue required**
- **Easy to apply simple 'peel and stick' application**
- **Large surface area - improves adhesion**
- **Unique PVC design follows contours of the cow to improve retention**
- **Suitable for both dairy and beef AI programs**

- **Simple to use**

JUST PREPARE / PEEL / STICK!

YOUR LOCAL AMBIC DEALER:

AMBIC ®
leading best practice
in livestock health management

Ambic Equipment Limited
1 Parkside, Avenue Two,
Station Lane, Witney,
Oxfordshire, OX28 4YF. England

Tel: +44 (0)1993 701936/7
Fax: +44 (0)1993 779039
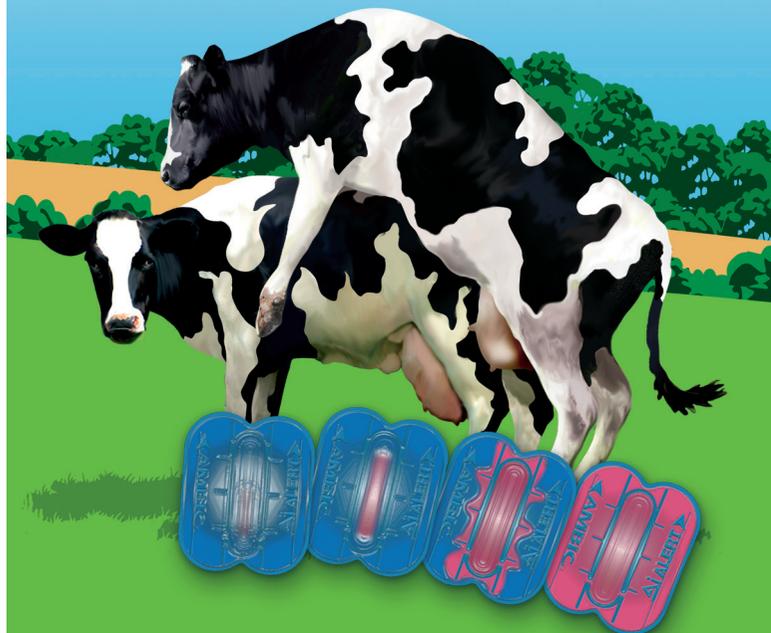Email: sales@ambic.co.uk

ISOQAR
REGISTERED

Cert No. 14472
ISO9001
ISO14001

Visit the Ambic website: www.ambic.co.uk

leading best practice in livestock health management

AMBIC®

How AiAlert™*Extra* works

AiAlert™*Extra* is a simple self adhesive device which is easily attached to the cow to provide effective visual evidence of bulling behaviour.

AiAlert™*Extra* detectors contain a pressure sensitive capsule which is activated by the pressure exerted on the cow by other cows in the herd.

The AiAlert™*Extra* detector has a built-in time delay which means it requires approximately 3 seconds of mounting activity before it is activated. 'Channel and Chamber' technology allows the dye to travel into the sides of the detector indicating progressive mounting. This time delay mechanism helps to distinguish between true standing heat and false mounting activity so that false positives are avoided.

Ordering information

Available in packs of 10 or 40
Part No.   No. of AiAlert™*Extra*

Part No.	No. of AiAlert™Extra
AA/010	10
AA/040	40
AR/001	Spare tack cloth

AMBIC®

How to use AiAlert™*Extra*

Prepare the area
Remove any obstacles such as rotary back scratchers against which the animal may rub and so activate or dislodge the AiAlert™*Extra* detector

Prepare the surface
Remove dirt, dust and loose hair with the AiAlert™*Extra* tack cloth supplied. For heavily soiled surfaces or moulting animals, use a curry comb before using an AiAlert™*Extra* tack cloth. Do not brush too hard or you will disturb the natural oils in the coat which will reduce adhesion. Do not apply in wet conditions. Only apply when the cow is dry.

Location is important
Ensure that the detector's temperature is above -5 deg C/23 F before applying. If required, warm the detector by placing it in a heated room or use body heat). Remove the backing paper and place the AiAlert™*Extra* detector across the backbone of the cow, well forward of the rump, just behind the hips and forward of the tail head as shown. This is where the brisket of the mounting animal will apply the most pressure to activate the AiAlert™*Extra* detector. Correct positioning is essential for optimal retention and activation.

Apply AiAlert™*Extra*
Press down firmly and rub the whole of the AiAlert™*Extra* detector into the hair of the animal with your fingers. Avoid applying any force to the pressure sensitive capsule itself so as not to trigger it!

When to apply?
Apply the AiAlert™*Extra* detector 25 days after calving. If it has not been activated after 14 days contact your veterinarian. AiAlert™*Extra* detectors can also be used after insemination to identify three week returns.