



STARTER PACK

The NEW **AiREADY** Fertility Management System is available in a handy starter pack, which has all the items you need to get started!



Included in the kit is a CD demonstrating the system in use. It also comes with a laminated poster and 12 record sheets so that you can keep a record of the cows served.

Starter pack

10 AiREADY Red detectors	4 Tack cloths
10 AiREADY Yellow detectors	1 CD
10 AiREADY Green detectors	1 Poster
	12 Record sheets

Ordering information

Part No.	Colour	No. of AiREADY
AR/010-R	Red	10
AR/025-R	Red	25
AR/050-R	Red	50
AR/100-R	Red	100
AR/010-Y	Yellow	10
AR/025-Y	Yellow	25
AR/050-Y	Yellow	50
AR/100-Y	Yellow	100
AR/010-G	Green	10
AR/025-G	Green	25
AR/050-G	Green	50
AR/100-G	Green	100
AR/040-MPACK	4 colour multi-pack	40
AR/040-S	AiReady Starter pack	
AR/001	Tack cloth	



...designed for today's Dairy Farmer

Ambic Equipment is a world leading specialist in the development and production of a comprehensive range of dairy hygiene and livestock health management products which are sold right around the world. In particular, Ambic is the world's leading supplier of mastitis prevention and mastitis detection equipment, its market leading position having been built up as a result of almost thirty years of dedication to research and development, innovative product design, quality manufacture and superb customer service.

Building on its foundations of developing and producing simple, cost effective and reliable devices that help the farmer improve his management of livestock health, the **AiREADY** product line extends Ambic's expertise into the area of fertility management products.

YOUR LOCAL AMBIC DEALER:



SHEET No. AR6402 01.06.08

Ambic Equipment Limited
Avenue Four, Station Lane,
Witney, Oxfordshire,
OX28 4XT. England
Tel: +44 (0) 1993 701936/7
Fax: +44 (0) 1993 779039
Email: sales@ambic.co.uk



© Ambic Equipment Limited 10.06.08



...designed for today's Dairy Farmer



SIMPLE, RELIABLE HEAT DETECTION



- **Easy to apply**
no messy glue required. Just peel and stick!
- **Indicates progressive mounting activity** avoids false positives associated with single mount devices
- **Can be used as part of a complete AI fertility management system**
- **Suitable for both dairy and beef AI programs**
- **Three highly visible detectors**

just **WARM** / **CLEAN** / **STICK**
it up / her off / it on!

STARTER PACK available
See inside this leaflet for full details



Instructions for application

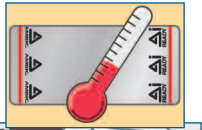
Remove any obstacles such as rotary back scratchers against which an animal may rub and so activate or dislodge the **AiREADY** detector.

Keep **AiREADY** detectors warm

Warm to at least body temperature to

maximise glue adhesion.

It is a good idea to place them on a warm surface to warm through prior to application - such as a metal container with warm water (40°-50°C).



Prepare the surface

Remove dirt, dust and loose hair using the

tack cloth provided to prepare the surface. For heavily soiled areas or moulting cows use a curry comb to prepare the surface. Do not brush too hard or you will disturb the natural oils in the coat which will reduce adhesion.



AiREADY sticks better to strong, clean hair.

Apply only when dry. **DO NOT APPLY IN WET CONDITIONS.**

Location is important

Position the **AiREADY** detector well

forward of the rump and just behind the

hips and tail head as shown.

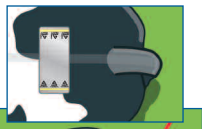
This is where the brisket of

the mounting animal will

apply the most pressure to

activate the **AiREADY**

detector.



Apply **AiREADY**

Press down firmly with the whole hand

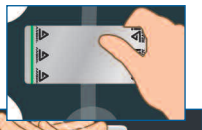
over the detector using slight backwards

and forward movement to

create a strong bond

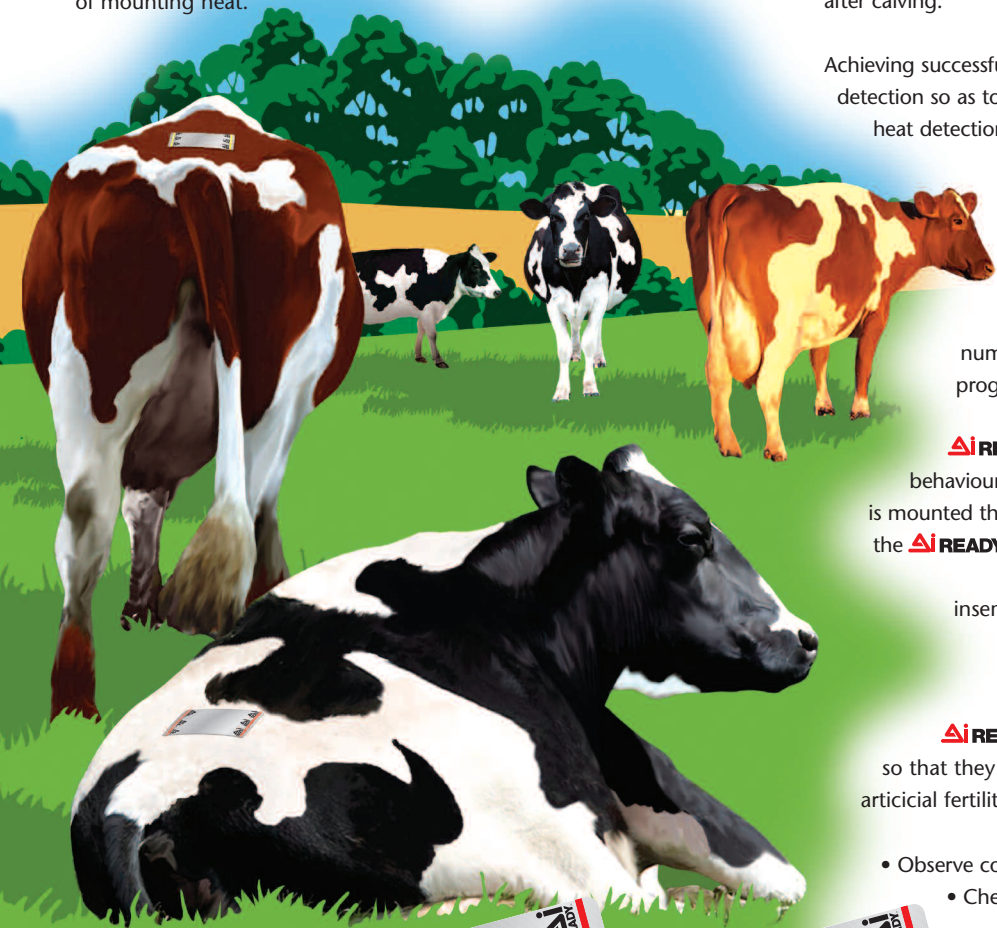
between the detector and

the animal.



As every farmer knows, missed heats cost you money.

AI READY is a simple self adhesive device which is easily attached to the cow to provide highly effective visual evidence of mounting heat.



Don't serve



Serve

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

Achieving successful pregnancies starts with accurate heat detection so as to pinpoint when best to inseminate. Accurate heat detection means more cows can be served at the right time which will result in a higher number of pregnancies.

One of the best signs that a cow is in heat is evidence of bulling behaviour.

AI READY can significantly increase the number of cows seen bulling as it highlights progressive mounting activity.

AI READY detectors are activated by the bulling behaviour of other cows in the herd. The more a cow is mounted the more of the silver coating is rubbed off the **AI READY** detector and the stronger the evidence that the cow is in heat and ready for artificial insemination. This evidence of progressive bulling helps to distinguish between true standing heat and false mounting activity so that false positives are avoided.

AI READY detectors come in three different colours so that they can be used as part of a complete artificial fertility management program.

- Observe cows three times a day if possible
- Check the **AI READY** detectors at every milking

AI READY product line extends Ambic's experience into the area of artificial fertility management products.

Using **AI READY** as part of a complete fertility management system

AI READY is available in four different high visibility colours so that you can use them as part of a comprehensive fertility management system. Examples of ways in which the different colours can be used include the following:

RED

Could be used to identify cows which have never been served. Remove the detector once they have been artificially inseminated.



YELLOW

Could be used to identify three week returns. Apply two weeks after service. If these repeat heats are missed you will have to wait another three weeks or until your vet confirms the cow is not pregnant. Keep a note of cows due in your diary.



GREEN

Could be used to identify problem cows. Apply to cows which are found not to be pregnant, where you have lost a lot of time and need to get them served and back into calf as soon as possible.

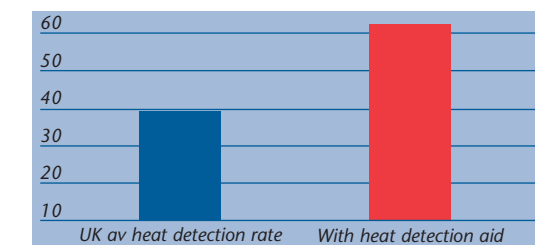


When to apply?

Apply the **AI READY** detector 25 days after calving. **AI READY** detectors can also be used after insemination to identify three week returns and for other fertility management uses – refer to the section on the **AI READY** system.

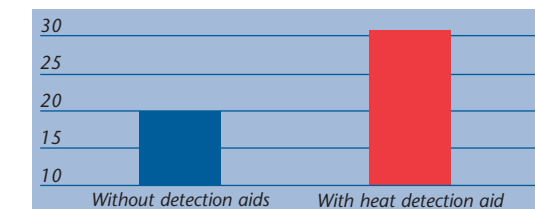
The average heat detection rate in the UK is currently about 40%. There are many herds with heat detection rates of between 30% and 40%. Independent research with a leading veterinary practice has demonstrated that heat detection aids can increase this to 60% or higher, as shown below.

% Heat detection rate



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, then you will increase the number of pregnant cows over a period of time by 50%.

No pregnant cows



Heat detection aids are a cost effective way of improving heat detection rates on dairy farms, and have a major impact on reproductive performance. The above chart shows improvements in heat detection achieved by one veterinary practice* using heat detection aids.

*Shepton Vet Group, Shepton Mallet, Somerset