



COGENT PRECISIONREPRO

The Best in Health and Fertility Solutions



www.cogentuk.com



Part of the **STgenetics** group.
www.stgen.com



Our dedicated team comes with
experience in optimising herd
performance through fertility
solutions and innovations.

COGENT PRECISIONREPRO

PrecisionREPRO is the complete reproductive solution delivering next generation, optimum herd performance.



The Best in Health and Fertility Solutions

Cogent's premier fertility and reproduction management service provides consistency, accuracy and cutting-edge technology to increase herd productivity and farm profits. Highly trained PrecisionREPRO specialists that are exceptionally skilled join your team to ensure that the herd fertility is effectively managed.

**A 1% INCREASE IN PREGNANCY RATE
VALUED AT £20 PER COW/PER YEAR
COULD EQUATE TO SIGNIFICANT
INCREASES IN RETURNS BY MANAGING
FERTILITY PROPERLY.**

RESPONSIBLE REPRODUCTION

PrecisionREPRO as a service can work in tandem with Cogent's complete range of Precision Genetic Services, all helping to fully understand individual animal data as well as the herd performance.

Our Techs provide a consultative approach and schedule in regular fertility reviews using Farm Wizard data recording to monitor performance and ensure its consistency through the year.

The wide-ranging Cogent Precision package can be tailored to each farm business to improve overall performance; PrecisionMAP audits the herd and can dictate the semen that is used and where, along with PrecisionMATCH, Cogent's premier breeding programme, and PrecisionDNA which offers highly reliable female genomic testing, all drive performance and ultimately profitability.

THE CUMULATIVE AFFECT OF USING THE COMPLETE RANGE OF SERVICES CAN HAVE A HUGE FINANCIAL IMPACT ON THE FARMS BOTTOM LINE.

“All of our technicians come out of training to a high standard, they qualify when they are ready and not before to ensure they build the confidence, skill and technique they will need. Consistency is so important with PrecisionREPRO, so it is paramount that whichever Tech comes to your farm in the morning, the results remain constant.”

Jeremy Dain, Precision Training Manager



SPECIALISTS

PrecisionREPRO's service has grown significantly since its beginnings.

This growth is due to the hard work and proven results driven by the Precision teams and their clients up and down the UK, working together to maximise the PrecisionREPRO service and drive reproductive performance. The key to this success is the well trained and motivated technicians and the Precision team around them. The Technicians have extensive training on walk and chalk, Farm Wizards PD+ programme data input, semen handling, heat detection systems and in-cow skills such as recognising primary and secondary signs of estrous, even very subtle signs.

“ To me PrecisionREPRO is more than a team, it's like a family, we all pull together. We are consistently making decisions to breed the right animals at the right time to maximise pregnancy production through a standardised approach, while ensuring that records are kept so progress can be recorded and reported. The time spent communicating with each other is paramount to performing to the highest standard.

Liz Guest

PrecisionREPRO Technician



PRECISIONREPRO GAVE US PIECE OF MIND...

The Ollier Family
Wood Lane Farm | Cheshire



"By using PrecisionREPRO we are able to access world-class genetics, whilst driving herd performance and creating more pregnancies. We have the peace of mind that our fertility is being managed to a high standard and have more time to focus on making improvements to other areas of business. We have been really impressed with the service and the expertise of the technicians, it is a teamwork approach and wouldn't hesitate to recommend the service."





FARM PROFILE

Wood Lane Farm

- **240 Holstein-Friesian cows**
- **Supplying milk to the Co-op**
- **All-year-round calving**
- **Averaging 10,700 litres/year**
- **Utilising a sexed and beef breeding strategy**

FERTILITY FACTS

- **393 calving index**
- **Rolling average of 29% pregnancy rate**
- **101 days – calving to conception**
- **Average days to first service - 72 days**

PRECISIONREPRO RESULTS YEAR ON YEAR

Heat Detection Rate & Pregnancy Rate at the point
Precision started - 31% (HDR) 16% (PR)
Precision Year 1 - 57% (HDR) 23% (PR) 7% lift in PR
Precision Year 2 - 63% (HDR) 29% (PR) 6% lift in PR

*Each 1% lift in pregnancy rate equates to
roughly £20 per cow/year increase in returns. 13% lift in
pregnancy rate = approximately £260 per cow/year



“OUR FERTILITY RESULTS ARE BETTER THAN EVER...”

Tom and Joe Bramall

Well House Farm | Cheshire



“We joined the Cogent Precision service just over three years ago, with a primary goal of improving fertility performance, genetic gain and developing a uniform herd to suit our system. Today we have a strategy that is paying off and following the switch from using conventional semen to 100% 4M™ and beef semen, our fertility results are better than they have ever been! It is a team approach, and we are setting targets and achieving them which is extremely rewarding. We are now confident we are in the Top 15% of UK herd's for fertility, and those results would not have been achieved without the support, attention to detail and direction from the Cogent team!”





FARM PROFILE

Well House Farm

- **240 Holstein-Friesian cows**
- **Supplying milk to the Co-op**
- **All-year-round calving**
- **Averaging 10,700 litres/year**
- **Utilising a sexed and beef breeding strategy**

FERTILITY FACTS

- **Pregnancy rate by 8% from 18% in March 18 to a 12 month rolling average of 26%**
- **Avg days calving to conception: 105 days**
- **Calving index – 393 days**
- **Average days to first service: 69 days**
- **Dairy sires used: Santos, Dexter, Twitch, Norton, and Apple-free Red, Agronaut**

PRECISIONREPRO RESULTS YEAR ON YEAR

Well House Farm have lifted their pregnancy rate by 8%* in the last 3 years on PrecisionREPRO.

*Each 1% lift in pregnancy rate equates to roughly £20 per cow/year increase in returns. 8% lift in pregnancy rate = approximately £160 per cow/year



PRECISION EXPERTISE FREES UP VALUABLE TIME.

It was in January 2017, part way through the main breeding period that Mr Down approached Cogent to talk about its Precision packages, following the loss of two members of staff, who did most of the artificial insemination.

Around this time Mr Down also received a recommendation of Cogent's Precision services from a member of a local discussion group who was using a similar service. He explained to Mr Down how impressed he was, and that it had freed up time for the other staff on his farm. Mr Down's point of contact, regional sales manager for the south Graham Higgott, says: "Precision can be flexible which allows us to customise it for the requirements of each farm." Cogent offers a variety of services under the Precision banner, PrecisionREPRO utilises several different heat detection methods that include technology and 'walk and chalk'. "As well as spending time reading chalk, using technology and breeding animals, our Techs use live fertility data for each animal in the herd via their phones. This enables the technician to combine the data with their trained skills to make better informed breeding decisions," says Mr Higgott. "I have been really impressed with the service and the expertise of the technicians; it is a teamwork approach. We decided to go again this year with the same technician, Kirsty Pickles,

she is brilliant and with the introduction of the new unit we have decided to use 100% sexed semen on the genetically best and most fertile cows within the herd and beef semen on the remainder," says Mr Down. The farm's submission rate is now running at 73%, driving a pregnancy rate of 32% and average days in milk to conception is 94 days. As well as PrecisionREPRO, Mr Down is also using PrecisionMAP, a genetic auditing tool personalised to the farm's specific requirements. The programme allows for the identification of genetic trends and therefore areas of potential genetic gain. This is carried out by looking at the requirements of the farm's milk contract, combined with each cow's performance and conformation data. "For me combining Precision and SexedULTRA 4M means that I can reduce the number of Holstein bull calves, drive heifer numbers for the second unit, tick all the boxes for the milk contract as well as produce a consistent animal, and the PrecisionREPRO service means none of the full-time staff have to AI."





A WINNING TEAM PERFORMANCE

Fertility is a significant driver for herd profitability for Tom Allan, who manages a herd of 260 Holstein Friesians at Upper Farm, Cherhill, Wiltshire.

Tom Allan, 26, began working for Rob and Jim Pickford back in 2014 as a relief milker before working his way up the ranks and taking on the position as herd manager just 18 months later. Since he took over as herd manager, Tom has instigated some significant changes to help drive performance and efficiencies. With fertility being a significant driver for herd profitability, Tom approached Cogent in May 2016 to oversee the reproductive management of the herd at Upper Farm. Pregnancy rates were averaging a respectable 24% for the high yielding, block calving herd, before Tom signed up to the PrecisionREPRO service. However, he quickly saw conception and submission rates lift as Cogent technician Dan Twose oversaw heat detection on daily visits.

This soon took pregnancy rates to 28% in 2018, but attention to detail has been the key to steadily lifting this further in the past

two years, with the pregnancy rate on the last block hitting 37%.

“The improvement was massive,” says Tom. “If we can maintain this performance it will make a huge difference to the business.”

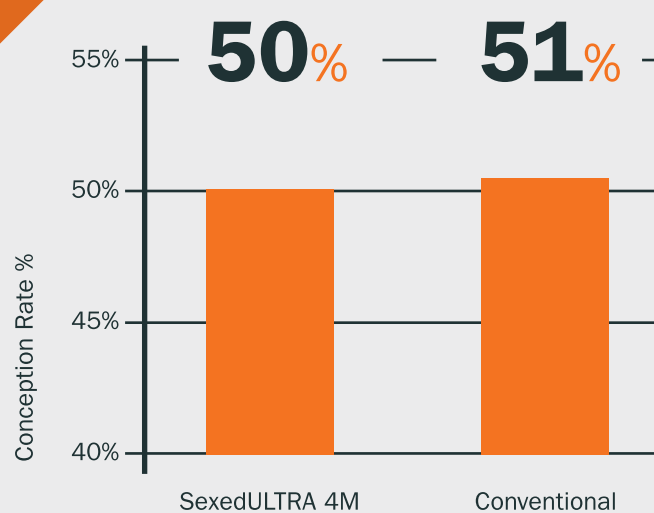
Cogent technician Dan reviews performance quarterly alongside the vet, nutritionist, and farm consultant. These reviews help to plan for each block in advance by comparing KPI's and the results from each block. This prevents making too many changes during the crucial breeding periods.

“Teamwork is a key part to the success at Upper Farm. Myself and Tom communicate on a daily basis, working together in this way enables us to discuss key areas which we see as potentially compromising reproductive success and implement a strategy to rectify these potential issues” explains Dan.





Sexed**ULTRA** 4M™




Data derived from
73,370 inseminations
in 164 UK herds

Following the switch to PrecisionREPRO we're able to maximise every pregnancy, whilst boosting milk output and increasing profits. Our pregnancy rate has increased by 7% and we're currently achieving 95% heifer calves with SexedULTRA 4M.

Keith Agnew

600 Holstein Friesians | Northern Ireland



**BE SURE THAT EVERY
COW IN YOUR HERD
IS MAXIMISING
IT'S POTENTIAL.**

Our entire Precision suite is designed to increase efficiencies on farm to create a streamline, profitable and fertile dairy herd. Working hand in hand with our quality genetics and advanced sexed semen product SexedULTRA 4M, the Precision package lends itself to the Ultimate Breeding Strategy. Using sexed semen on the best genetics and beef semen on the rest. Whether you are genomic testing for selection intensity or using our PrecisionMATCH mating programme, Cogent Precision services will have a package that suits you and your herd requirements.



FOR MORE INFORMATION ON PRECISIONREPRO** SERVICES**

FREEPHONE: 0800 135 7404
OR CONTACT YOUR LOCAL REPRESENTATIVE.





COGENT PRECISIONCOW

Cogent PrecisionCOW combines an unmatched range of monitoring features and management tools in a highly advanced, yet easy to use system. Put the power of precision farming on your side, improve your bottom line with the solutions to maximise dairy herd performance and save time, labour and costs with an all in one cow management, health monitoring and heat detection system.

For a trial run of the PrecisionCOW system before you buy, call one of our dedicated and friendly team on:

FREEPHONE: 0800 783 7258

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