

Animal Electronic Recording, Transmission and Synthesis (ALERTS)



a 365d calving index. A suckler cow not in calf results in an estimated cost in excess of £500/cow.

Sub-Acute Ruminant Acidosis (SARA) is estimated to cost between \$500M - \$1B annually in the USA alone. Monitoring of rumination and rumen function could therefore support interventions that benefit animal welfare and productivity.

Project start date: 01/12/2011, finish date: 28/2/2015.

Research team involved, SRUC Beef and Sheep Research Centre staff, SRUC Dairy Research Centre staff, Animal and Veterinary Sciences staff. External collaborators were Silent Herdsman Ltd (Overall lead), Wellcow Ltd, Harbro Ltd, Strathclyde University, NMR Ltd, Wm Morrisons Supermarkets Ltd. Project was co-funded by Innovate UK

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For more information on farm business management and livestock systems contact your local SAC Consulting office or your local beef and sheep specialist at beefandsheep@sac.co.uk