LIVESTOCK IDENTIFICATION TAGS

ANIMAL INTELLIGENCE, **FOR LIFE**
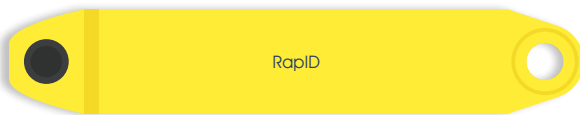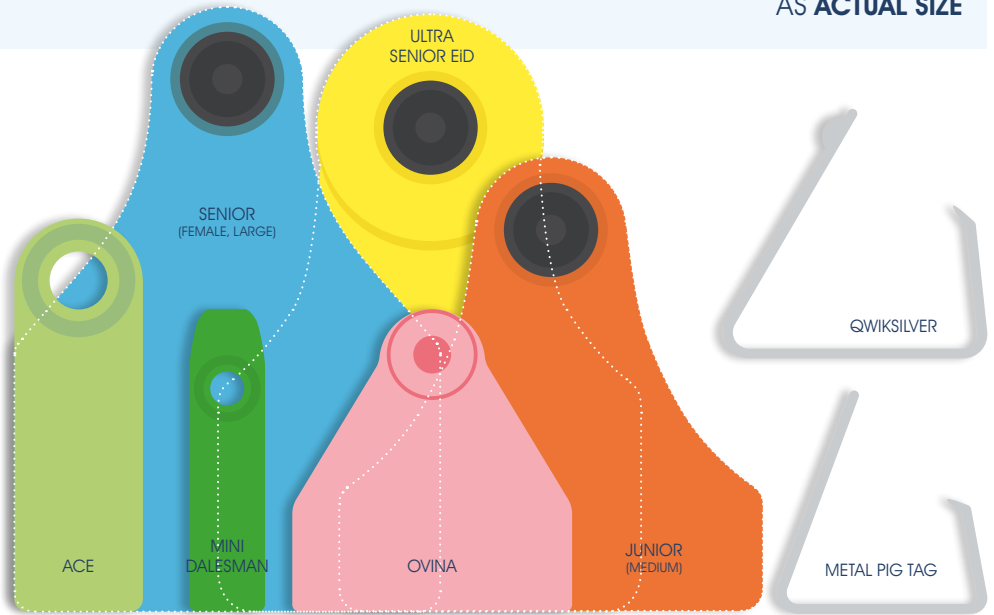
IDENTIFICATION • MONITORING • INTELLIGENCE

ALLFLEX TAG RANGE

PRODUCTS BELOW SHOWN
AS **ACTUAL SIZE**

ULTRA
SENIOR EiD

SENIOR
(FEMALE, LARGE)

QWIKSILVER

ACE

MINI
DALESMAN

OVINA

JUNIOR
(MEDIUM)

METAL PIG TAG

SNAPP

MINI
EiD BUTTON

RapID

BUBBLEGUM

ULTRA EiD
HDX BUTTON

KLIK

ULTRA
BUTTON

QWIK EiD

INTRODUCTION

CONTENTS

AN EXPANDING ROLE FOR THE HUMBLE EAR TAG

The collection, monitoring and archiving of animal data provides intelligence on key management parameters, such as performance, efficiency, welfare and genetic progress. Use of intelligence in this way is increasingly a key ingredient in efficient, profitable and sustainable production. At one time, just a simple method of animal identification, the humble ear tag has evolved to play an increasingly significant role in this new area of livestock farming intelligence.

In-ear tag technology can help to improve livestock performance and profitability, especially when allied with integrated handling and weighing systems. Dairy farmers routinely use information provided by milking parlour software, such as milk yield and somatic cell counts, to make informed management decisions for breeding or marketing. In the sheep and beef sectors the use of EiD (Electronic Identification) tags linked to farm management software can offer the same opportunity to focus on those factors most likely to influence profitability such as daily liveweight gain and finishing weights.

"The humble ear tag has evolved to play an increasingly significant role in this new area of livestock farming intelligence."

Of course, information or intelligence on individual animals can take many forms and cattle ear tags can also play their part in the management and eradication of disease - for example Bovine Viral Diarrhoea (BVD). Tissue Sampling Tags (TST's) take a small biopsy of the ear tissue at the point of application and when analysed can provide information about the disease status of the animal. This can facilitate informed culling and breeding decisions by allowing Persistently Infected (PI) animals – those that carry and spread the disease – to be identified.

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ULTRA CATTLE TAGS

Given the legal requirement to identify cattle, livestock producers can gain significant commercial benefit from utilising in-ear tag technology to make informed management decisions. Using Tissue Sampling Tags can help to manage disease whilst EiD tags can help to make breeding decisions or market stock at the right weight and specification. Used by livestock producers across the world, Allflex Ultra cattle tags are manufactured from high quality plastic and incorporate design features to ensure free rotation whilst in the ear; ensuring reliability and readability.

- Officially approved and available as Senior (Large) and Junior (Medium) Flag and Button
- Flag tags have reinforced shoulders providing robustness
- 360° tag pin rotation allows tags to freely rotate in the ear
- Female tag is larger than the male tag to allow for easier identification once applied
- Clear black laser printing for distance readability and longevity of the mark
- Available with management print and barcode options
- Available as HDX or FDX EiD or Tissue Sample Tags
- Apply with the B06 or B08 Applicator
- **Available colours:** Yellow, Blue, Green, Orange, Pink, Red, White and Purple

OFFICIAL PRIMARY TAGS

SENIOR
LARGE

UK
777777
600964

JUNIOR
MEDIUM

UK
777777
401004

REPLACEMENT CATTLE TAGS

ORDER BEFORE 3PM
FOR **SAME DAY DESPATCH***

Express delivery options are available - please contact Customer Services.

*Subject to BCMS approval.

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CATTLE TAGS

OFFICIAL SECONDARY TAGS

UK
7 7 7 7 7 7
600978

SENIOR
LARGE

UK
7 7 7 7 7 7
600999

JUNIOR
MEDIUM

UK
777777 502636

SENIOR MANAGEMENT
LARGE

UK
777777 702638

JUNIOR MANAGEMENT
MEDIUM

UK
7 7 7 7 7 7
701014

SENIOR BARCODED
LARGE

BUTTON
SMALL

QWIKSILVER

MINIMUM ORDER QUANTITY 75

Manufactured from quality stainless steel, QWIKSILVER tags won't rust or corrode; ensuring readability and improved comfort as a result of lower risk of infection. The high performance applicator has been specially engineered and manufactured with high quality bearings for smooth application. Find the QWIKSILVER applicator on page 19.

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PRODUCTS NOT TO SCALE

ULTRA EiD CATTLE TAGS

- HDX (Half Duplex Tag) parlour tags are designed to work with all HDX parlour systems
- The technology optimises signal transmission and provides the greatest possible read distance
- For total control/traceability in the milking, feeding and identification of individual animals
- Choose between discreet EiD Button tags, or EiD Flag tags for greater visibility
- Apply with either the B06 or B08 applicator; remember to remove the black insert prior to fitting female EiD tags
- **Available colours:** Yellow and White

PLEASE SUPPLY A VALID E-MAIL ADDRESS WHEN ORDERING YOUR EiD CATTLE TAGS TO RECEIVE YOUR TAG BUCKET FILE

EiD SENIOR MANAGEMENT
PRINT ON FLAG

EiD BUTTON

EiD SENIOR
STANDARD PRINT

EiD SENIOR MANAGEMENT
PRINT ON BUTTON

B06 TOTAL TAGGER

Applying EiD tags to calves at birth and using these in conjunction with an EiD reader and weigh indicator can significantly aid the monitoring and management of youngstock helping you to make informed management decisions - see pages 21 to 25 to find out more.

DID YOU KNOW?

RE-USEABLE EiD TAGS CAN BE USED AS NON-OFFICIAL MANAGEMENT TAGS

See page 7 to find out more.

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CATTLE TAGS

TAG AND TEST FOR BVD FROM BIRTH

Use Tissue Sampling Tags (TST's) to help eradicate Bovine Viral Diarrhoea (BVD) from your herd. Doing so will help to increase overall productivity and profitability and could give a potential price premium through selling BVD free stock.

- BVD is a highly contagious viral disease of cattle, most UK herds have already been exposed
- There can often be no obvious clinical signs of infection
- The disease can cause reduced growth rates and milk yield, abortion and secondary disease
- BVD is estimated to cost £46.50 per cow per year* and is one of the biggest issues facing the UK cattle industry

*Source: Yarnall and Thrusfield (2017) Vet Record doi: 10.1136/vr.104370

An important tool to help you towards a BVD free future...

- Officially approved cattle tags; use management TST's to test older cattle
- Apply with the B07MICRO TST Universal Applicator; applicators purchased prior to September 2017 and previously used with dry sample tubes will require an orange adapter to become compatible with liquid filled micro tubes (part code: 67001768)
- Take a sample of tissue as part of the normal tagging process
- The sample is tested in the laboratory to determine the BVD status of the individual animal
- Infected animals can be identified for culling
- BVD free animals can be recorded on your national database
- **Available colours:** Yellow and White

Tissue Sample Button Tag with Sample Tube

NEW STYLE LIQUID FILLED SAMPLE TUBE

LIQUID FILLED MICRO SAMPLE TUBE

TISSUE SAMPLING NEEDLE

The official Ministry number is intrinsically linked to the tag, sampling needle and sample tube.

MALE TISSUE SAMPLE TAG

MALE VISUAL TAG

FEMALE TISSUE SAMPLE TAG (WHITE CAP)

FEMALE VISUAL TAG (BLACK CAP)

UK 777777 613473 77 73 61 613473

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FARMER SHARES BAD EXPERIENCE SO OTHERS CAN AVOID BVD STING

Cattle farmers in England and Wales are at significant disadvantage to those in Scotland and Northern Ireland, where testing new born calves for Bovine Viral Diarrhoea (BVD) is mandatory.

That's the view of Wiltshire beef farmer Jeremy Cottle, who is willing to share his bad experience so that others can avoid the same thing happening to them.

He keeps a 330 cow Limousin suckler herd in partnership with his father and brother, selling weaned calves at Frome market's autumn calf sale. "Five years ago, we bought our annual replacements as in-calf heifers and sold their calves that autumn as usual," he explains. "The following April, a purchaser contacted me to say one of the calves had subsequently died, with a post mortem indicating it was a persistently infected BVD carrier, known as a PI.

"Of course, we reimbursed the farmer the full price they had paid for the PI calf plus six months keep. As a supplier of high quality home-bred calves from pedigree sires, we rely on our good name and simply can't afford bad publicity.

"The financial loss arising from the PI calf and concern that it could happen again prompted us to take a new, proactive approach to BVD control. In consultation with our vet, we began vaccinating the cows, buying in vaccinated heifers only and have since introduced testing of all new born calves for BVD."

Within a week of birth, calves have an **Allflex Tissue Sampling Tag (TST)** inserted in one ear, from which the resulting tissue notch is analysed for BVD status. Results are available online within a week. According to Mr Cottle, TST tags are no different to apply than the standard ones.

Helen Sheppard from Allflex explains that **BVD can be present undetected in sub-clinically infected herds**. "Considering the extensive cattle movements that take place, BVD-free herds are at significant risk of becoming infected without knowing until it's too late.

"Clearly, BVD testing of calves enables PIs to be identified and removed at birth and at relatively low cost, minimising the negative economic impact caused by disease associated losses. In England and Wales, we are seeing enlightened farmers like Jeremy Cottle deciding to test voluntarily rather than wait for testing to become compulsory UK wide."

According to director of the National Beef Association John Hoskins, elimination of BVD is an achievable target for all UK producers. "I do believe that ear tag tissue testing for BVD is making it easier for farmers to eradicate this disease," he adds. [ref 1].

1 The Cattle Site, 22 December 2015. Ear tag testing could eradicate BVD

CATTLE MANAGEMENT TAGS

AVAILABLE EITHER PRINTED OR BLANK

Management tags can be used for a number of reasons and can assist in the identification, monitoring and ongoing management of selected animals. Our Ultra tags are ideal for management purposes either printed or blank for you to then mark to suit your own system. All of the tags featured on this page can be applied using the B06 or B08 applicators*.

Ideal for:

✔ Breeding decisions
✔ Pedigree management
✔ Disease management
✔ Cull selection
✔ Health status
✔ Temperament/behaviour characteristics

SENIOR
LARGE

JUNIOR
MEDIUM

TST MANAGEMENT BUTTON
ALSO AVAILABLE AS SENIOR AND JUNIOR MANAGEMENT IN WHITE OR YELLOW

Use TST management button tags *applied with a B07MICRO applicator for testing older, pre-tagged cattle.

EiD BUTTON

REUSABLE OPEN HEAD EiD BUTTON
WITH LONG STEM MALE PIN TO ENABLE EASY REMOVAL

4MM LONGER THAN A STANDARD MALE PIN

TAG MARKER
An all weather, long lasting, fade resistant tag marker pen, supplied with a fine and narrow nib.

PRODUCT CODE: **ID04131**

PRODUCTS NOT TO SCALE

SenseTime™
The next generation in cow monitoring

A new solution from the world leaders in livestock monitoring and identification

- Unmatched heat detection accuracy
- Actionable insight for proactive, individualised health management
- Advanced group monitoring
- Choice of neck or ear tags
- Flexible application plans - Starter, Advanced and Premium
- Multiple user device options - mobile, tablet, PC and SenseTime Panel
- Subscription or upfront payments
- One-box installation
- Third-party management connectivity

SCR by Allflex

JOIN THE SUCCESS TODAY!
For more information: hub@allflex.co.uk Tel: 01207 523 150

EiD SLAUGHTER/BATCH TAGS

ONLY AVAILABLE FROM COX & RITCHEY STOCKISTS

QWIKEiD

MINIMUM ORDER **10**

A robust loop tag which incorporates a high quality transponder. Superior read range, high visibility laser marking and a precision-engineered applicator ensure this tag is reliable and easy to apply. Upon application the tag pin blunts.

SLAUGHTER/ BATCH TAG ONLY

RapID

MINIMUM ORDER **10**

Speed up identification of your market ready stock with the RapID Semi-Automatic Tagging System – tag up to 300 lambs per hour! Supplied in strips of 20, the RapID can also be applied with the RapID Single Shot Applicator.

Please note this is a special order item, please contact us for lead times.

SLAUGHTER/ BATCH TAG ONLY

KLIK TAG

MINIMUM ORDER **10**

Easy-tear strips and a sharp, narrow pin allow for fast loading and tagging. The curved pin securely locks the tag on application to ensure retention.

BUBBLEGUM

MINIMUM ORDER **10**

Concealing the transponder in the tag pin allows for excellent weight distribution. Manufactured from ultra-flexible plastic, the tip of the tag pin has a cross cut point which helps tag application by cutting through ear tissue as opposed to punching through.

SNAPP

MINIMUM ORDER **10**

Based on the original sheep loop tag, the SNAPP tag is lightweight yet durable and contains a waterproof and shock resistant transponder. This one piece tag locks together tightly without pinching the ear.

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9   PRODUCTS NOT TO SCALE

EiD BREEDING PAIRS

BUBBLEGUM

- A great 'tag for life' which is manufactured from an ultra-flexible plastic

- Concealing the transponder in the tag pin allows for excellent weight distribution

- The tip of the tag pin has a cross cut point which helps tag application by cutting through ear tissue as opposed to punching through

- Can be cut to create a two piece tag

- Lightweight yet robust applicator

- Management print options are available - see page 12

- **Applicator:** B49

- **Available colours (EiD)*:**
  Yellow, Blue, Green, Orange, Pink, Red and White

- **Available colours (visual):**
  Yellow, Blue, Green, Orange, Pink, Red, White, Brown, Grey, Purple and Spearmint

QWIKEID + QWIKVISUAL

- Manufactured from durable, high quality plastic

- Designed for maximum retention

- Reliable EiD with superior read range transponder

- Anti-tamper hub

- Easy to read, fade resistant laser marking

- Tag point blunts on application for added safety

- High-performance cast aluminium, easy-load applicator

- Management print options are available - see page 12

- **Applicator:** 362

- **Available colours (EiD)*:** Yellow, Dark Blue, Dark Green, Orange, Red, White and Purple

- **Available colours (Visual):** Yellow, Light Blue, Dark Blue, Light Green, Dark Green, Orange, Pink, Red, White, Purple and Pink

ONLY AVAILABLE FROM COX & RITCHEY STOCKISTS

* SUBJECT TO REGIONAL REGULATIONS

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EiD BREEDING PAIRS

NEW TAG

MINI EiD BUTTON

This new, lightweight EiD button tag enables flock managers to take full advantage of the management benefits of EiD; especially when tagging lambs at birth.

- Fits securely within the ear
- High quality laser marking
- Diameter: 24mm
- Choose from 3 visual match up options
- Management print options are available - see page 12
- **Applicator:** B08 (NB: please remove the black insert from the applicator before fitting the female EiD button)
- **Available colours*:** Yellow, Blue, Green, Red and Purple

REAP THE COMMERCIAL BENEFITS OF EID BY APPLYING EID TAGS AT BIRTH

USE THE SAME APPLICATOR TO PAIR WITH ONE OF THE FOLLOWING THREE VISUAL TAGS:

A. **ULTRA BUTTON**
   Available colours: Yellow, Blue, Green, Orange, Pink, Red, White and Purple

   ULTRA BUTTON

   MINI EiD BUTTON

B. **OVINA**
   Available colours: Yellow, Blue, Green, Orange, Pink, Red, White, Purple and Black

   OVINA

   MINI EiD BUTTON

   UK0 244220
   71387

C. **ACE**
   Available colours: Yellow, Blue, Green, Orange, Pink, White, Purple and Black

   ACE

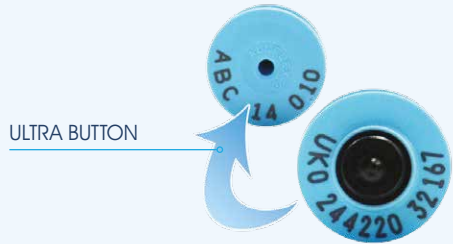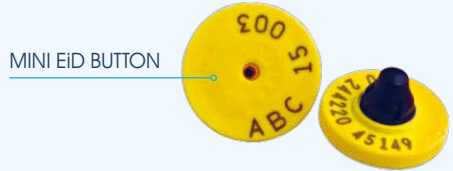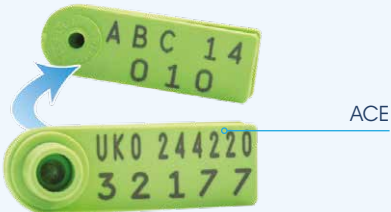   MINI EiD BUTTON

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PEDIGREE/MANAGEMENT PRINT OPTIONS

We can print text and numeric management information on all of our sheep tags, please contact Customer Services to discuss your specific requirements.

QWIKvisual

MINI EiD BUTTON

BUBBLEGUM

ULTRA BUTTON

OVINA

ACE

DID YOU KNOW?
We can print breed society specific information - please contact us to discuss your society's requirements.

REPLACEMENTS AND REPLICAS

The rules for replacing lost, damaged or illegible ear tags depend on the age of the animal and type and number of tags to replace. Our customer services team can provide advice if you have any queries regarding replacement or replica tags.

ONLY AVAILABLE FROM COX & RITCHEY STOCKISTS

QWIK

BUBBLEGUM

DID YOU KNOW?
Replacement tags must be red if they are going to be applied to an animal that is on any holding other than where it was born or last identified.

DON'T FORGET...
...to complete the replacement tag section of your holding register if you obtain replacement tags, remember to record both old and new numbers.

ULTRA BUTTON

RapID

SNAPP

Find out more at www.gov.uk

EiD - WHY TAG LAMBS FROM BIRTH?

Applying EiD tags to lambs at birth has enabled Jamie Wild to build a greater understanding of his flock's performance, with the extra precision that gathering real-time data has brought enabling him to make better management decisions.

Jamie Wild manages a flock of 2,200 breeding ewes on behalf of Dennis Tyler & Sons at Redhill Farm near Oakham in Rutland. The mixed arable and sheep farm covers a total of 4,000 acres, with the sheep flock consisting of a 2000 ewe commercial flock of North Country Mules and 200 pedigree Charollais ewes.

"My primary aim has always been to make the entire sheep enterprise more efficient," Jamie explains. "We lamb all 2,200 ewes within a 21-day window in late February and early March and aim to get 70% of the commercial lambs away before the end of June. A lot of our grazing land is marginal so we creep feed our lambs to make sure they reach their target weights. We started using electronic tags eight years ago to build up a greater understanding of the pedigree flock's performance to ensure we could meet these goals.

"Over time, we've built up a database of each ewe's EBV figures and her progeny's performance statistics, which has allowed us to select the best genetics to take the flock forwards."

Each Charollais lamb is weighed at birth, 8 weeks and 17 weeks of age, with eye muscle size and fat cover also assessed at 17 weeks.

"The data generated provides a clear picture of each lamb's performance," Jamie adds, "and gives us the information we need to determine which rams and ewes are working the hardest and which animals need to be culled out of the breeding flock."

Jamie's strategy of tagging lambs from birth has also extended to the commercial flock with each new-born lamb being tagged within 12 to 24 hours of being born.

"For the majority of the year I'm in sole charge of the entire flock," Jamie explains, "so it's vital that I've got efficient systems in place, especially when it comes to keeping accurate records. Using EiD tags from birth is a faster, more accurate and more reliable way of keeping individual animal records as it removes human errors and does away with illegible, hand-written documents.

"Knowledge is power," Jamie continues. "Using EiD tags means I can easily scrutinise each animal's records to determine if the current management regime is working effectively and to identify where improvements can be made. We've seen big improvements in the Charollais ewes as a result and are also seeing a knock-on effect on the commercial flock."

Each new-born lamb is fitted with an Allflex Mini EiD Button tag which, being 2 grammes lighter and 2mm smaller than standard EiD button tags, sits well within even the smallest of ears.

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QWIKEiD

## FLEXIBILITY, READABILITY AND RELIABILITY EVEN IN THE HARSHEST FIELD CONDITIONS

QWIKEiD tags are manufactured from durable, high quality plastic and are easy to apply. Pair with **QWIKvisual** tags for breeding stock and goats.

- Reliable EiD – designed for maximum retention
- Superior read range transponder
- Anti-tamper hub
- Easy to read, fade resistant laser marking
- Tag point blunts on application for added safety
- High-performance cast aluminium, easy-load applicator

MANAGEMENT TAGS

QWIKEiD and **QWIKvisual** tags can be printed with 17 characters of management information, select from number only, text only or number and text.

GREENACRES	528
GREENACRES	528
GREENACRES	528
GREENACRES	528
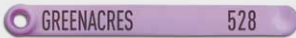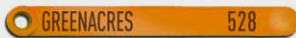
Suitable for sheep and goats.

QWIKEiD tags are available in combination with high performance **QWIKvisual** tags for breeding ewes and goats or as slaughter batch tags for lambs intended for slaughter within 12 months of birth.

UK 0 244220
UK 0 244220

ONLY AVAILABLE FROM COX & RITCHEY STOCKISTS

See **youtube.com/coxagri** for an application demonstration video

PRODUCTS NOT TO SCALE

MANAGEMENT TAGS

SHEEP AND GOATS

AVAILABLE EITHER PRINTED OR BLANK

BUBBLEGUM
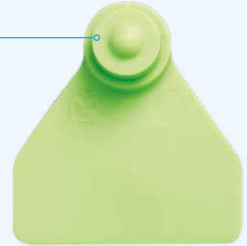
MINIMUM ORDER **10**

- **Applicator:** B49
- **Available colours:**
  Yellow, Blue, Green, Orange, Pink, Red, White, Brown, Grey, Purple and Spearmint

OVINA

NO MINIMUM ORDER

- **Applicator:** B08
- **Available colours:**
  Yellow, Blue, Green, Orange, Pink, Red, White, Purple and Black
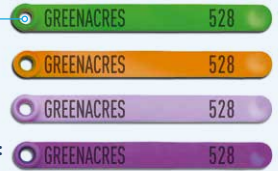
MINI DALESMAN

MINIMUM ORDER **10**

- **Applicator:** 09025
- **Available colours:**
  Yellow, Sky Blue, Lime Green, Orange, Pink, Red, White, Lilac and Grey

QWIKvisual

MINIMUM ORDER **10**

- **Applicator:** 362
- **Available colours:**
  Yellow, Light Blue, Dark Blue, Light Green, Dark Green, Orange, Red, White, Purple and Pink

ADAMATIC

MINIMUM ORDER **10**

- **Available Colours:**
  Yellow, Blue, Green, Orange, Pink, Red, White, Brown, Grey, Purple, Black, and Spearmint

ADAMATIC TAGGER

- **Product Code:**
  66000103
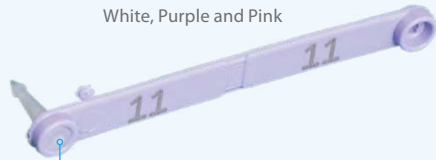
D TAG

MINIMUM ORDER **10**

- **Available Colours:**
  Blue, Green, Orange, Pink, Red, White, Purple and Black

D TAG TAGGER

- **Product Code:**
  B40

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PIGS

AVAILABLE EITHER PRINTED OR BLANK

JUNIOR MEDIUM

- Large flag makes for easier visibility
- Flexible plastic
- Supplied blank or with high quality laser marking
- **Applicator:** B08
- **Available colours:** Yellow, Blue, Green, Pink, Red, Purple and White

OVINA

- Large flag makes for easier visibility
- Flexible plastic
- Supplied blank or with high quality laser marking
- **Applicator:** B08
- **Available colours:** Yellow, Blue, Green, Orange, Pink, Red, White, Purple and Black

STEEL PIG TAG

MINIMUM ORDER **10**

- Made to withstand carcase heat treatment at slaughter
- Small steel tag, with curl lock
- Folded/crimped tag dimensions are 28mm x 6mm, with clearly etched ID
- **Applicator:** B45PIG
- Please note metal pig tags can take up to 10 working days to deliver

ULTRA BUTTON

- Diameter 28mm
- Good long term tag, management information can be printed on the back
- **Available Colours:** Yellow, Blue, Green Orange, Pink, Red and White

SLAP MARKER

INDIVIDUAL NUMBERS & LETTERS AVAILABLE

INK

INK PAD

SLAP MARKER HANDLE

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APPLICATORS

RapID MULTISHOT APPLICATOR

PART CODE: **RAPIDEIDMULTI**

RapID SINGLE SHOT APPLICATOR

PART CODE: **RAPIDEIDSINGLE**

BUBBLEGUM APPLICATOR

PART CODE: **B49**

KLIK TAG APPLICATOR

PART CODE: **ID02001**

SNAPP TAG APPLICATOR

PART CODE: **09028**

QWIKEiD/QWIKvisual TAG APPLICATOR

PART CODE: **362**

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APPLICATORS

FLIP PIN
APPLICATOR

PART CODE: **B08**

USE PIN TO
APPLY ULTRA
VISUAL TAGS

UNIVERSAL TISSUE
SAMPLE TAG APPLICATOR

PART CODE: **B07MICRO**

USE TO ADAPT YOUR
BLACK AND YELLOW TST
APPLICATOR FOR LIQUID
FILLED MICRO TUBES
PART CODE: **67001768**

UNIVERSAL
APPLICATOR (RED)

PART CODE: **B06**

QWIKSILVER
APPLICATOR

PART CODE: **364**

MINI DALESMAN
APPLICATOR

PART CODE: **09025**
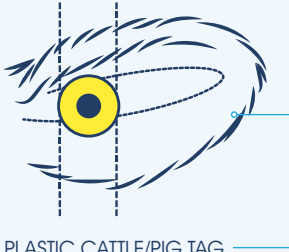
METAL PIG TAG
APPLICATOR

PART CODE: **B45PIG**

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PRODUCTS NOT TO SCALE

EAR TAGGING - BEST PRACTICE

**Improve ear tag retention rates by following a few simple guidelines.**

- Ensure the correct applicator is selected for the tag and that you have read the instructions.

- Record tag numbers before application.

- To minimise infection and fly strike, avoid applying tags during spells of hot weather (where possible) and ensure your hands and the applicator are clean.

- Restrain the animal's head to prevent jerking whilst tagging.

- Ensure the male and female parts of the tag are positioned correctly in the applicator.

- In the case of two-piece plastic tags, ensure that both parts of the tag have the same number. The female part of the tag should always be applied on the inside of the ear; this will reduce the chance of the tag snagging or catching on obstructions. The male part of the tag should always enter the back of the ear and be placed as centrally as possible between the veins of the ear.

- Check the ear 10 days after tagging for signs of damage or infection. Consult your Veterinary Surgeon as necessary. Store unused tags in a clean dry container away from extremes in temperature and humidity.

- When tagging youngstock allow room for ear growth.

TWO PIECE PLASTIC CATTLE/PIG TAG
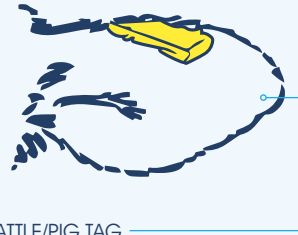
METAL CATTLE/PIG TAG
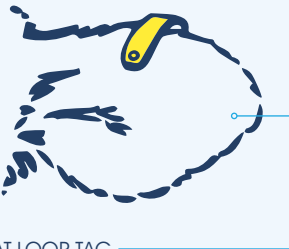
SHEEP/GOAT LOOP TAG

TWO PIECE PLASTIC SHEEP/GOAT TAG

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EiD TECHNOLOGY

When an EiD tag is printed a microchip encased within the tag is programmed with the same number that is printed on the tag. The tag is applied to the animal and when an electronic reader is switched on it transmits a signal which is received by the microchip. In return, the microchip transmits a signal back to the reader which contains the unique animal number. These numbers are then stored within the reader's memory until they are downloaded onto a computer or, in the case of a milking parlour, enable the cow to move through the parlour. There are two types of microchip used in EiD tags and boluses; Full Duplex (FDX-B) and Half Duplex (HDX).

WHAT TYPE OF INFORMATION CAN EiD TECHNOLOGY PROVIDE ME WITH?

If used in conjunction with a reader, EiD technology can provide you with a simple list of animal numbers or a vast amount of information to aid flock and herd performance including:

INDIVIDUAL ANIMAL PERFORMANCE:

- Breed
- Age
- Sex
- Body condition score
- Disease susceptibility
- Parentage
- Pregnancy data
- Milk yield
- Movements
- Drug treatments and withdrawal periods

SIRE AND DAM PERFORMANCE:

- Progeny weaning weights
- DLWG
- Carcass weight and grading

THE BENEFITS OF EiD:

✔ Save time and effort – improve productivity

✔ Traceability – manage stock across multiple holdings and identify parentage for breeding purposes

✔ Reliable and legible records – always be inspection ready

✔ Used in conjunction with weighing equipment, market stock at the correct specification and avoid carcass penalties

✔ Use to identify disease susceptible animals for an evidence-based culling strategy

✔ Improve pedigree animals by making informed breeding decisions based on sire and dam performance

WHAT DO I NEED TO MAKE THE MOST OF EiD?

Start off by using a herd or flock management app such as the iLivestock app on page 22 to record your tag numbers and basic information using a smartphone or tablet. Once you have got used to managing your data electronically, consider buying a stick reader, find out more about the new XRS2 stick reader from Tru-Test on page 25 which can record up to one million tags. Panel readers and EiD compatible weigh heads such as the Tru-Test EziWeigh7i on page 25 and load bars fitted to a weigh crate or mobile handling system will offer the ultimate in data capture and animal intelligence.

"We scanned 53 sheep this morning in less than one minute. Before we had the stick reader, I was calling out tag numbers which so often got lost in translation by the time they were written down, or sometimes were difficult to read." Tom Hutchinson.

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ALLFLEX RS420 STICK READER

- Easy to read display
- Bluetooth capability
- Long life rechargable battery
- Rugged
- Reliable

READS ALL EiD TAGS
(ISO standard)

TIME INDICATOR

BATTERY LIFE INDICATOR

TOTAL ANIMAL COUNTER

SESSIONS INDICATOR

THE BUNDLE

PART CODE: **STICKRS420-BUNDLE**

EVERYTHING YOU NEED TO GET YOU STARTED

- RS420 STICK READER
- iPAD MINI 4
- iLIVESTOCK MANAGEMENT APP

TOUGH CASE

RS420 STICK

LI-ION BATTERY

IPAD MINI 4

POWER PACK/CHARGER

USB ADAPTER CABLE

TAG IT - SCAN IT - MANAGE IT

EVERYTHING IN YOUR POCKET

- Full compliance
- Breeding records
- Group statistics
- Animal statistics

iLivestock from Allflex, lets you carry comprehensive herd and flock information in your pocket. It is incredibly easy to use and provides easy access to data including ear tags, lineage, medication records and much more. Plus, you can order ear tags direct from Allflex at the touch of a button on your iPhone or iPad, even replacement cattle tags.

iLivestock is:

Always Available

Your data is stored within the app and available at all times, meaning you do not require access to the internet to recall necessary information.

Fully Supported

Don't worry about the technology; use it to help make your life easier. The app is fully supported by the iLivestock Team using an email support service.

Movement Enabled

iLivestock will speed up production of livestock movement paperwork, particularly with electronically tagged sheep. Scan in the group and process the paperwork through iLivestock, to produce a print ready movement sheet.

Compliance Ready

iLivestock helps you keep compliant records. Print movement records and export to your flock/herd book and medicine book.

Secure and Backed Up

There is no need to worry about the security of your data when you sign up to the optional iLivestock annual Back Up and Restore package. Data back-up files are created every time you tap the back-up button. Allowing you to move backward and forward through time to recall the correct data set you need.

Excellent Value

Whether you choose to use the free trial version or to buy the app as part of the amazing value EiD Bundle, iLivestock will make herd and flock management easier. Find out more about the iLivestock bundle on the opposite page.

Find the iLivestock App in the Apple Store and other major App outlets.

iLivestock
www.ilivestock.co.uk

Search iLivestock

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ERS HANDHELD READER

PART CODE 09790

Compact and lightweight with an ergonomic rugged waterproof and dustproof casing the ERS is IP67 rated which makes it perfect for tough agricultural environments. The ERS is an ideal standalone EiD tag reader and with up to 8 hours of battery life can store up to 4000 records.

KEY FEATURES INCLUDE:

- Compact, simple and easy to use
- 4,000 tag memory
- Fully rechargeable
- 8 hours battery life
- Duplicate discard
- Bluetooth® enabled

FOR SUPER FLEXIBLE CONNECTIVITY

- Connects with Tru-Test® weigh scale indicator and a PC.

XRS2 STICK READER

PART CODE 829955

The Tru-Test XRS2 Stick Reader is the next generation of readers and offers truly outstanding data recording capacity allowing you to scan your animals rapidly. The XRS2 provides you with key information to be able to make informed and accurate management decisions on individual animal performance and back up critical health, breeding and culling decision in real time.

The XRS2 Stick Reader is suitable for cattle, sheep and deer and features a large highly readable screen and alphanumeric keypad for capturing important information from the pasture or pens.

Coupled with Bluetooth® wireless technology it allows you to connect your reader to your weigh scale indicator and means you can easily share information using your smartphone.

KEY FEATURES INCLUDE:

- Record up to 1 MILLION records
- Alerts for pre-selected animals
- Large sunlight viewable 2.7" colour LCD screen making it easy to read
- Alphanumeric keypad for flexible data entry
- Fast tag reads with feedback through vibrating handle
- Customisable alerts such as cull
- Add and edit session names to keep track of each session
- Capture animal information such as condition scores in up to 15 custom data fields
- Easily download recorded information using your Windows computer or Apple iOS/Android smartphone
- Up to 19 hours read operation and 9.5 hours of continuous read
- Long reach

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TRU-TEST®

EZIWEIGH7i

Replacing guesswork with facts, the EziWeigh7i displays liveweight gained since the previous session, showing animal performance right there in the yard. Using its built-in Bluetooth® technology, the EziWeigh7i wirelessly connects to Tru-Test EiD readers, automatically transferring scanned ID's straight into the weigh scale indicator, saving time and improving accuracy. Alternatively, enter the animal's VID using the large keypad.

KEY FEATURES INCLUDE:

- **SUPERDAMP™ III TECHNOLOGY:** Capture accurate live weights more quickly than any other weigh scale indicator on the market. The EziWeigh7i has improved weighing electronics to lock onto lively animals even faster

- **WIRELESS OR TETHERED EiD READER CONNECTIVITY:** Choose between wireless Bluetooth® communication with EiD readers up to 100 m away or connect via cable

- **ID CAPABLE:** Records information against EiD and visual tags. VID numbers can be automatically cross-referenced with their EiD match, saving you time and reducing data entry

- **LIVE WEIGHT GAIN:** Calculates and displays an animal's daily weight gain since the previous session

- **CAPTURE TRAITS OR TREATMENTS:** Record notes for each individual animal

- **MEMORY AND STORAGE CAPACITY:** Stores up to 100 weighing sessions and 20,000 records

- **EASILY TRANSFER RECORDED INFORMATION:** No matter where you are you can quickly transfer information using your mobile device (Android or Apple iOS) or computer (Microsoft Windows)

- **STATISTICS:** Summary statistics from the current and previous weigh sessions can be recalled right there in the yard

- **LONG BATTERY LIFE:** Over 15 hours of run time

MOBILE PRINTER WITH BLUETOOTH

KEY FEATURES INCLUDE:

- Fully portable and compatible with the XRS2 Stick Reader
- Bluetooth for wireless communication
- Magnetic base
- Rechargeable
- Easy to load paper roll

FOR SUPER FLEXIBLE CONNECTIVITY

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PRODUCTS NOT TO SCALE

HILL FARM BENEFITS FROM TECHNOLOGY INVESTMENT

"I can track back as far as great-grandparents and double check I am not putting a ewe in a field that's related to the tup."

Tom and Kay Hutchinson, tenant farmers on a hill farm in County Durham, invested in electronic identification and data gathering technology for the first time this year with the Allflex supplied RS420 stick reader, which links to the flock and herd management application, iLivestock.

"This is the way everything is going and we wanted to learn before it became a necessity," says Kay, who admits she had only really worked with basic word processing and email programmes before. "We tag and record all our stock anyway, and there's a lot of paperwork involved with the prefix of pedigree Limousin and Hereford cattle.

"We liked that this system has sheep and cattle records in one place," says Tom. "Everything is so instant and if you have an inspection, there's no panic or major preparation as it's all there on the iPad or mobile.

It's really great at tupping time too. It's easy to think you will remember individual animals from one year to the next, but so much happens in between. With the iLivestock app, I can track back as far as great-grandparents and double check I am not putting a ewe in a field that's related to the tup. It compensates for my bad memory! I just love the scope of what you can do with the app, and it's constantly moving forward. It's just a much more efficient and accurate way of working."

When considering a leap into the world of technology, it can be a daunting process both financially and practically, but the Allflex technology has been designed so you can build up in stages, and also to be straightforward to use. You can start simply with ear tags and the iLivestock app to log key information.

The stick reader may come next, and, ultimately you can invest in handling and weighing systems, that all link to iLivestock. Mark Lawrence, Allflex UK Group Ltd Marketing Manager, says:

"We are seeing livestock farmers engaging more and more with the technology, and, as a result, getting more out of it. The EiD stick reader and iLivestock software essentially allows farmers to make better use of the data that tags provide. This can be keeping within the law on recording stock movements or building up a picture of their stock performance all the way from tupping and scanning through to production. Farmers can look back to see which ewes had a good lambing, or those that didn't have milk, and use all this data to maximise flock performance and create efficiencies in their business."

"Using EiD tags from birth means I can easily scrutinise each animal's records and make more profitable decisions."

Jamie Wild, Redhill Farm, Oakham

Tagging early enables you to get a better understanding of your flock by gathering real-time data.

This data allows you to build a clear picture of each lamb's performance and can be used to make informed health management, breeding and marketing decisions leading to improved efficiency and profitability.

It has to be an Allflex tag all the way.

Contact your local agricultural merchant or call 0845 600 9070

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The Allflex UK Group Ltd

ORDER CHECKLIST

Make life easier when ordering your tags by keeping a note of important information here.

Your Allflex/Merchant Account No:	
CPH Number:	
Herd Mark:	
Flock Mark:	

DATE	TAG TYPE(S)	SIZE	COLOUR	SEQ. NUMBERS	MANAGEMENT PRINT

NOTES

COLOUR GUIDE

YELLOW   BLACK   RED   LIGHT GREEN   DARK GREEN   SPEARMINT   PINK   PURPLE   ORANGE   PALE BLUE   BLUE   DARK BLUE   WHITE

Colours may vary, please use as a guide only. Contact Customer Services to order free samples.

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