

Reference Project

Jon Cleave

Dairy farmer in the UK, 180 cows

"smaXtec dramatically reduced our antibiotic usage."



Farmer Jon Cleave has been using smaXtec on his farm in East Youlstone since 09/2018 and so has reasonable length of experience. Jon Cleave understands that **herd health** for any dairy farmer is key. smaXtec's **early detection** contributes significantly to this because it facilitates **early intervention** by the farmer. Regarding mastitis as a common concern of every dairy farm, he points out:

*"The ability of smaXtec to continually monitor the cow's temperature and give you an **early health alert** to that is key."*

Because of the early health warning the farmer can act ahead of time and solve a case of mastitis with just using an anti-inflammatory.

*"In terms of the amount of antibiotic we use in it, it's dramatically decreased, which is obviously a good thing. I would say **overall, my cows are healthier.**"*

At Youlstone Farm, the heat detection and calving alerts contribute significantly to increased reproduction numbers.

"Our ability to catch cows bulling has dramatically increased."

smaXtec points out the **best insemination window** for each cow and sends notifications to the farmer. This has increased conception rate on Youlstone Farm. Over a four-year-period using smaXtec, Jon Cleave has managed to **reduce the calving down age** by a couple of months and the **calving interval** by about 25 days.

*"The smaXtec system monitors when the temperature drops. Then the likelihood of the calving will increase. We'll get a **notification about 12, 18 hours ahead of calving.**"*

After his years of experience, Jon Cleave believes that when you consider everything smaXtec does, **farmers get good value for money.**

"I would be confident to recommend it and I've been very pleased with it on my farm."