Reproductive Management Systems (RMS®) has just entered its 12th year, as a company we continue to be proud of the service delivery and contribution to the UK agriculture industry.

As the UK’s first chalk based heat detection technician service, it has grown to provide the service for over 200,000 breeding cows in the United Kingdom. As the RMS® service goes from strength to strength we remain committed to a professional service delivery in an increasingly competitive market sector.

So why do customers choose to use RMS® from Genus ABS?
A team motivated to achieve high standards through professionalism and a team approach. Dairy reproductive performance is as important to the technician as it is to the customer, requiring dedication to service delivery, personal development and 100% concentration throughout the working day.

Customer Centric

Communication
This is a key aspect of the service we offer with RMS®. Sharing information and letting our customers know what is happening on their farm in terms of reproductive efficiency is paramount to a successful working partnership. We like customers to know how they are doing day to day allowing us to work in partnership.

Chalking
Following extensive training and standard operating procedures, interpretation of chalk disturbance along with cow behaviour, whilst referring to herd book records forms the basis of the service. All questionable cows are palpated in order to make accurate breeding decisions.

We walk and chalk every cow efficiently without rushing or compromising the delivering of the service that our customers value.

Results driven

Data Management
Recording accurate data allows us to monitor reproductive efficiency using 21 Day Pregnancy Rate as the gold standard measure. We can allowing monitor most recent performance as well as report historic reproductive efficiency. With a clear positive association between increasing Pregnancy Rate and profitability, we strive customers to maximise their herd potential.

Professional and Accurate Semen Handling
We check the temperature of thaw water frequently and replace it daily to maintain our standards. By carrying the thaw bath to the semen flask and using tweezers when transferring straws into the thaw bath and on removal for drying in a clean paper towel we reduce the risk of damage to the semen.

The straw is thawed for 30 seconds, in water at 35 – 37 °C. During this process we use safety glasses, which not only protect our eyes but let our customers know they are in the hands of a professional. The straw is then loaded into a clean pre-warmed AI gun, with a sheath secured using a polo. The loaded gun is protected from temperature fluctuations, by placing it inside your clothing.
Punctuality
We arrive on farm as close to the expected time as possible, fully concentrated on the task ahead. Our customers value our opinion, but communication can only take place if they know when to expect us. Where possible we are on farm at the same time each day so the customers come to know when to expect the technician allowing communication and team work.

People Focused

Health and Safety
At the starter course we dedicate the first morning to H&S. We stress the importance of working in a safe environment and how to report any issues that affect safe working practices. The safety of staff is paramount and all field staff reserve the right to refuse to walk a pen of cows if they deem it unsafe to do so. Incidents must be reported to managers, ensuring suitable attention is given to each case and issues arising can be addressed.

Professional development
From the starter course to the training programme and beyond, opportunities exist for personal development. Genus University, RMQ courses an Technical Services presentations all provide a source of learning opportunity.

The RMS trainers hold a meeting twice a year and attendance is compulsory. These meeting are held to ensure a consistent level of RMS training where ever that training may take place. At present we have trainers in Avon, Cheshire, Cornwall, Dyfed, Northern Ireland, Shropshire, Somerset and Yorkshire.

Responsible

Bio Security and Health & Safety
PPE - Water proof clothing (trousers and parlour top) must be worn whenever on farm. This is can then be disinfected on arrival and departure using FAM30 in a solution of 1: 90 and in TB areas 1 – 20, giving our customers confidence that we take precautions against the spread of disease.

All technicians are supplied with steel toe capped safety boots, Insulated leather gloves for handling LN where applicable and safety glasses for handling and thawing semen. Leading by example on matters of health and safety ensures we work in a safe environment.

Vehicles
We are a professional service, our vehicles must be clean and the contents kept in an orderly fashion. We recommend vans are washed at least weekly but more often in dirty conditions. Vehicle floor mats should be removed and cleaned regularly with disinfectant to keep them clean. No PPE must be worn in a company vehicle.

Pioneering

Training
We continually work to deliver improved training practices to increase the high standard we already deliver; this involves new theoretical presentations and assessment opportunities.

Using the latest scientific research we can make recommendations to our customers on aspects of reproductive management which will benefit overall efficiency.

Working with Technical Services new tools are delivered to aid delivery of RMS and show customers the value we bring to their farms through the service.