



# FIL HEAT DETECTION MARKERS



Tried, tested and proven, FIL animal markers are an effective and easy-to-use herd management tool for quick identification of cows.

# ACCURATE HEAT DETECTION

Still the most widely used heat detection aid in NZ, our animal markers are a cost-effective and easy-to-use herd management tool.

Locally made in Rotorua, FIL tail paint has been trusted by dairy farmers for over 30 years. With proven formulations and bright, long-lasting colours, our range of oil-based and water-based paints are a reliable and cost-effective heat detection tool.

Containing fluorescent pigments, our markers are specifically designed for quick identification and to mark cows for up to 21 days, subject to conditions and correct application.

Accurately determining when a cow is on heat ensures a more successful mating period, providing a higher insemination rate and ultimately, pregnancy rate.

With an effective painting plan in place, you can identify almost 90% of cows on heat. Applied properly, it will reliably provide a visual indication of when a cow has stood to be mounted, and consequently rubbed, to show that she's on heat. The duration of oestrus activity is between 6 and 24 hours, while the period when the cow stands to be mounted lasts, on average, less than 8 hours.



# OIL-BASED TAIL PAINT

Our most popular type of tail paint, Tell Tail is an oil-based paint that provides vivid colour and adhesion in all weather conditions.

## Tell Tail applicator 1L.

Oil-based tail paint recommended for use in heat detection on dairy cows.

### Why choose Tell Tail applicator?

- Easy application with specifically designed applicator bottle with brush
- Six fluorescent colours available to enable a systematic painting plan for each stage in the 'detection to pregnancy' cycle
- Lasts up to 21 days, subject to conditions and correct application.



## Tell Tail aerosols 500mL.

A general-purpose aerosol paint for heat detection, animal identification, or tail paint top up.

### Why choose Tell Tail aerosols?

- Quick and easy to apply with convenient aerosol application
- Six fluorescent colours available for animal management efficiency: use different colours to mark animals for different purposes
- Weather resistant
- Fluorescent colours ensure marking is clearly visible
- Lasts up to 21 days, subject to conditions and correct application.





# WATER-BASED TAIL PAINT

Our water-based range that is more environmentally friendly and gentle on cows and operator.

## Detail applicator 1L.

Water-based tail paint recommended for use in heat detection on dairy cows.

### Why choose Detail applicator?

- Low irritant and gentler on cows, especially those severely rubbed
- Easier application and clean up
- Environmentally friendly
- Five fluorescent colours available
- Lasts up to 21 days, subject to conditions and correct application.



## Detail pails.

Ideal for larger herds, the 4L and 10L pails help reduce plastic and product waste. The same water-based formula and benefits as the Detail applicators but in handy bulk packaging. Pair with a Tail-Mate roller for easy application.

### Why choose Detail pails?

- Low irritant and gentler on cows
- Easier application and clean up
- Environmentally friendly
- Six fluorescent colours available
- Lasts up to 21 days, subject to conditions and correct application.



Tail painting provides a visual indication of when cows are coming onto or are on heat. When mounted by other cows the paint is rubbed, allowing you to easily track your herd's reproductive activity.

## How to apply Tail Paint.



Ensure area is clean and dry and remove loose hair.



Apply tail paint forward along the spine from the tail head in a strip 15cm long by 5cm wide.

Healthy, non-pregnant cows free from infection will cycle every 18-24 days. Research shows the 'in heat' period typically lasts 6-24 hours. The average is 14 hours, shortest 2 hours, and longest 28 hours.

## Colour process of Heat Detection.



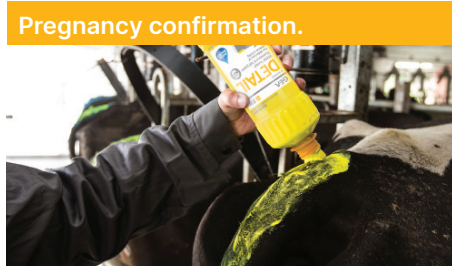
1. Paint all cows with red tail paint approximately 3 weeks after calving. Observe the painted area for signs of the paint being rubbed - when it has been rubbed, the cow has started her cycle. In cases where it is not rubbed (non-cycling cows), seek advice from your animal health professional.



2. Paint all cows with green tail paint immediately before commencing your artificial insemination programme. This identifies cows coming into heat on a daily basis.



3. After inseminating the cows immediately paint them blue. This will tell you if she has held to the service - if the paint rubs off, the cow is not pregnant.



4. Paint all cows with yellow tail paint when pregnancy is confirmed.



Tail paint is rubbed off, and hair has been removed from the flank.



### Heat detection timeline over 12 weeks.

Planned start of mating (psm)

