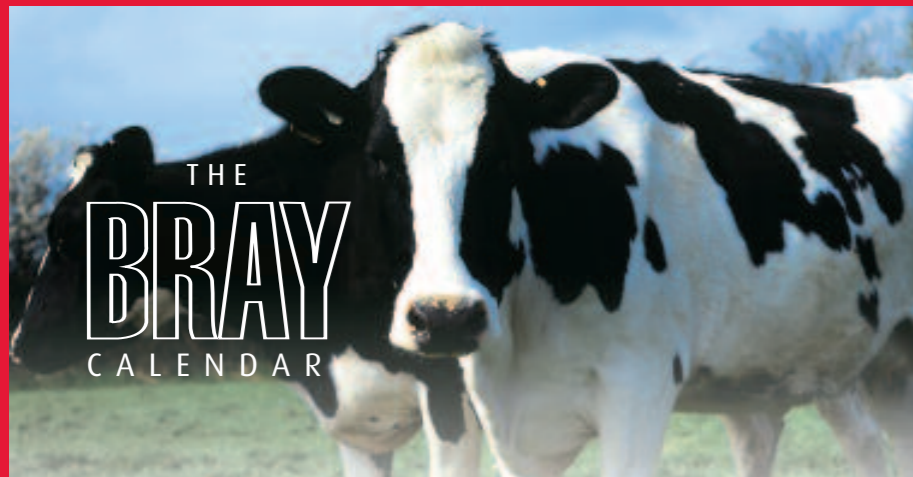


## Management Information . . . *at a glance!*



**Generations of dairy farmers have tried and trusted the Bray Calendar to track progress of both individual cows and of the herd as a whole. Your new Bray Calendar means that you too will have herd management information 'at a glance'.**

Follow this step-by-step guide and your Bray Calendar will show at a glance when to service, pregnancy test and change feeding regimes for individual animals. It will also highlight:

- Shy breeders which may need veterinary attention
- Where replacements are needed to improve overall herd performance
- Quieter periods, with fewer herd management tasks, leaving time for other operations.

The Bray Calendar plots the progress of individual cows, each with their own individual magnetic cube (a Bray Magnet).

Change the colour and position of the magnets as cows move through the five phases of the dairy cycle. Each phase is represented by a colour on your Bray Calendar.

Reading the Bray Calendar is very straightforward. Herd patterns become obvious, and under-performing or problem cows are flagged up.

There is one particularly important area on the calendar which will help improve herd profitability significantly. That area lies between the large white hand and the large orange hand, and covers a vital period in the breeding cycle. Careful management of your cows at this stage can enable you to reduce your calving index and cut servicing costs. Making sure that every animal is bulling in a regular 21 day cycle before she is serviced or inseminated means that first time conception is much more likely.



## Setting up . . . *at a glance!*



### To **set up** your new Bray Calendar

#### **Choose your site**

Choose a spot which is well-lit, secure and easy to access – the Bray Calendar is a very visual tool and needs to be in the dairy or in a building you use regularly.

#### **Fix it to the wall**

Fix the calendar to the wall so that the top is approximately 6'6" (2m) above floor height. Use the keyhole slots provided.

#### **Position the two arms on the central wheel according to your herd breeding practice**

The **red** arm should be set to suit the type of pregnancy test used – either at 28 days after service for milk sampling, or at 7-8 weeks post-service if pregnancy diagnosis is carried out by your vet. Position the **blue** 'steam up feeding' arm to suit your personal routine.

#### **You're ready to begin**

Turn to the User Guide overleaf for details on where to place the individual cow magnets, and when and how to move them.

Log on to [www.coxagri.com](http://www.coxagri.com) and click on **Bray Calendar** to find the simple tutorial. The step-by-step guide follows one cow through a complete lactation. If you don't have access to the internet, call the Customer Service number below and we can send you the tutorial by post.

*The Bray Calendar is manufactured and distributed by CoxAgri.*

*For technical support and for supplies of additional plain or numbered magnets and other related items ask your local merchant or contact CoxAgri Customer Service on 0845 600 8081.*



[www.coxagri.com](http://www.coxagri.com)

1 Greencroft Industrial Park, Stanley,  
Co. Durham DH9 7YA

Tel: 0845 600 8081

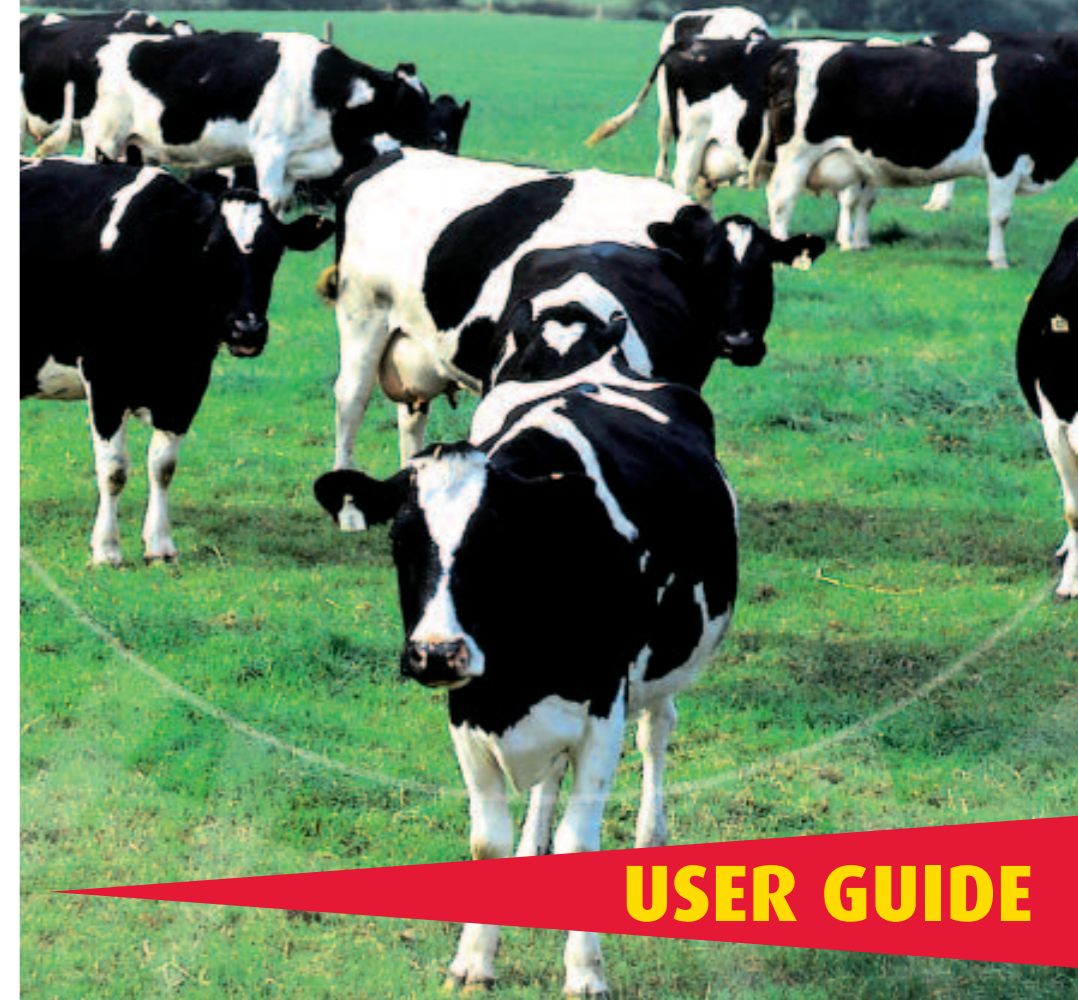
Fax: 0800 783 6655

e-mail: [enquiries@coxagri.com](mailto:enquiries@coxagri.com)



# THE BRAY CALENDAR

Improving Herd Profitability...  
*at a glance!*





**USER GUIDE**




## The basics


The Bray Calendar is a circular breeding board divided into 12 monthly and 365 daily segments. At its centre is a wheel with extending colour-coded arms to highlight key points in each cow's cycle:


 **Phase 1**  
calving down  
(white)

 **Phase 2**  
on heat  
(green)

 **Phase 3**  
servicing  
(orange)

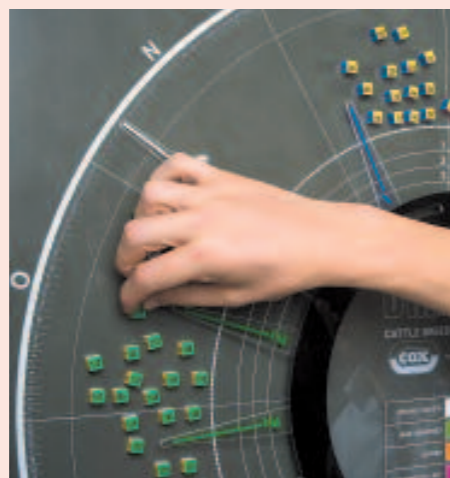
 **Phase 4**  
pregnancy  
diagnosis  
(red)

 **Phase 5**  
drying off  
(yellow)

 **Phase 6**  
steaming up  
(blue)

Each cow is represented by a magnetic cube (a Bray Magnet) showing its individual number. The six sides of each magnet are colour coded and the uppermost face, at any time, shows the cow's present state. Those states are: freshly calved but not seen in oestrus (white face uppermost); seen in oestrus and not served (green face uppermost); served but not PD positive (orange face uppermost); confirmed pregnant (red face uppermost); dried off (yellow face uppermost); or steaming up (blue face uppermost).

To site and set up your Bray Calendar follow the instructions on the back page of this leaflet.




## Instructions

**Every day, move the wheel one segment to the right so that the 'Today's date' arm is pointing to the correct date.**

Now check, change and move the individual magnet as follows:

 **Phase 1**  
calving down  
(white)

When a cow calves, place her magnet, white face uppermost, under the 'today's date' arm.

 **Phase 2**  
on heat  
(green)

Within the first week or two after calving, the cow should show signs of heat. As soon as this occurs, turn her magnet so that its green face is uppermost. At the same time move her magnet anti-clockwise and place it exactly opposite the nearest '21 day' green hand.

*Moving her magnet to a new position exactly opposite a '21 day' arm means the calendar will indicate future heats. And by moving it to the closest '21*

*day' arm in an anti-clockwise direction, you can shorten the calving index. This cow should come bulling again when the next green hand points at her magnet. If that's what you observe, she is displaying normal healthy activity. If, however, she's bulling at say 16 days or 26 days, she's demonstrating signs of an irregular cycle. In which case, move her magnet to the inner 'returns' area on the board and have her checked and treated as necessary ready for service.*

Any cow with a magnet that is still white after six weeks should be examined.

 **Phase 3**  
servicing  
(orange)

On the day a cow is serviced or inseminated, turn her magnet so that the orange face is uppermost and place it directly under the orange 'service' arm.

*The 'service' arm is 283 days from the 'today's date' arm, and indicates the expected calving date.*

21 days after service, the small orange hand acts as a reminder to check that the cow has

settled. If she returns to bull, her magnet should be moved back under the 'service' arm, but this time in the inner 'first return' ring of the calendar.


*The return areas act as an early warning sign – if you find an increasing number of cows, and up to 30% or more of the herd's magnets in this area, you should consult your vet as there may be an underlying herd-wide breeding problem.*

 **Phase 4**  
pregnancy  
diagnosis  
(red)

The red arm reminds you that pregnancy diagnosis is due. As soon as the cow is confirmed to be in-calf, turn her magnet so that the red face is uppermost, but leave it in the same position on the calendar.

 **Phase 5**  
drying off  
(yellow)

The yellow 'drying off' arm indicates that milking should be stopped. As soon as the cow is dry, turn her magnet so that the yellow face is uppermost, leaving it in the same position on the calendar.

 **Phase 6**  
steaming up  
(blue)

Finally, the blue arm acts as a reminder to prepare for calving or to begin steam-up feeding. As soon as the cow starts to receive additional rations, turn her magnet so that the blue side is uppermost. Leave the magnet in its existing position until calving, when the cycle starts again.

*see overleaf for set-up instructions . . .*

