

"The importance of weighing in beef cattle is fundamental, because it is the only parameter that can give us a clear indication of how the farm is performing."

Tru-Test
DATAMARS

Smart weighing supports herd growth and management at Biancardi Farm

Biancardi Farm is a Limousine **beef cattle** operation based on a **cow-calf production system**, located in Maccastorna, in the province of Lodi. The farm is managed by Matteo Biancardi together with his brother and has been operating in the sector for several decades.

Founded in the 1980s as a suckler cow operation with crossbred cattle, the farm made a major strategic decision **in 2004 by introducing the Limousine breed and registering the herd in the official herd book**. From that moment on, the production model shifted toward **genetic selection and the production of breeding animals**, both male and female.

Today, the farm manages a herd of approximately 1,200 animals and adopts a management approach based on **monitoring production performance and bloodlines**.

In a beef cattle operation, **weight is the key parameter** for evaluating animal growth, production efficiency, and the performance of different genetic lines. For farms registered in the herd book, **regular weighing** is a mandatory requirement, but it is also an **essential tool for making informed decisions**.

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AT A GLANCE

-  **Farm:** Biancardi Farm
-  **Location:** Maccastorna (LO) – Italy
-  **Herd size:** 1,200 beef cattle
-  **Farming system:** Cow-calf operation

CHALLENGES

- Obtaining accurate and reliable weight data from a large herd
- Reducing the time spent on manual weighing and data transcription
- Limiting the risk of errors and animal stress during weighing operations

DATAMARS LIVESTOCK SYSTEMS

Tru-Test HD5T load bars

Tru-Test XR5000 weigh indicator

XRS2i stick reader

BENEFITS

- Automatic weight data available immediately
- Elimination of manual data transcription errors
- Timely decisions based on reliable information
- Continuous monitoring of herd growth
- Improved control of animal welfare

Before the introduction of Datamars Livestock systems, weighing was carried out manually, through long and repetitive processes, making it difficult to obtain accurate and timely data on a large herd.

“You would read the weight, write down the animal ID, and then note the weight next to it. Everything was manual and it took a very long time.”

This method resulted in a significant loss of time and required the data to be re-entered later into herd management software, further increasing the risk of inaccuracies.

“Sometimes you would make a mistake with a line, an ID number or a weight. At the end of the day, everything had to be entered again into the system, with a high risk of error.”

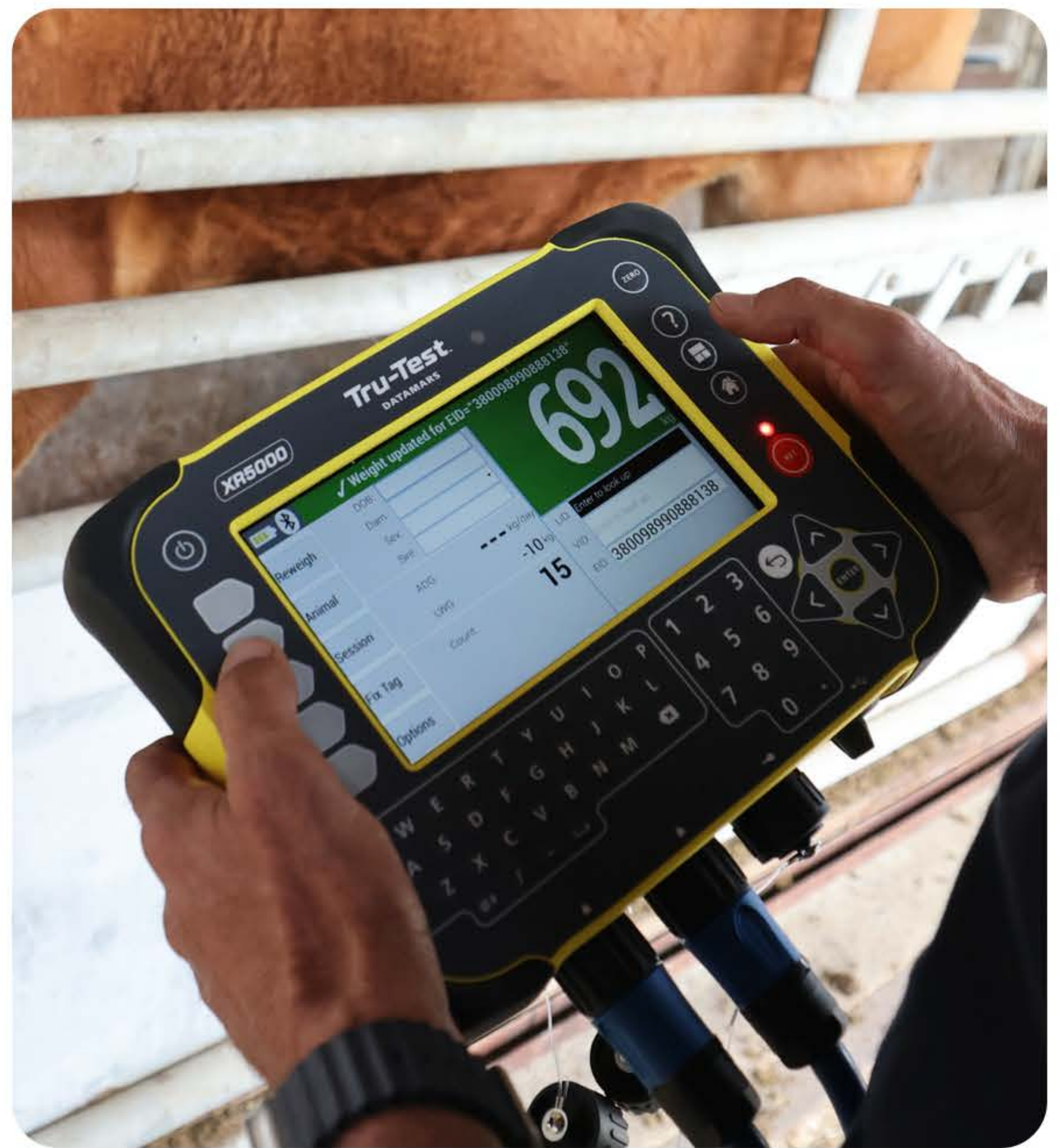
The animals were also affected by this approach: weighing operations were long and stressful.

The turning point came with the introduction of Tru-Test HD5T load bars and the Tru-Test XR5000 weigh indicator. **Datamars Livestock systems transformed weighing into a fast, accurate process fully integrated** with farm management software.

“Datamars systems are simple and intuitive. One thing I really appreciate is that they interface directly with farm management software.”

Weighing is carried out several times a year: four official weighings for the herd book, along with additional intermediate checks on calves, typically at around 60–70 days of age and again at seven months.

“By the end of the year, we have three or four weighings between the official and unofficial ones, so we always know how the animals are growing.”



The collected data are exported and shared with the local breeders' association for herd book updates, completely eliminating manual steps.

The introduction of Datamars Livestock systems has delivered **immediate and tangible benefits** in daily farm management.

“Today we have real-time data and even group averages: everything is much more immediate.”

The speed of operations allows significant time savings and reduces stress on the animals, improving their overall welfare.

“Because the process is faster, you save time and also stress the animals less. It's a benefit for them as well.”

From a management perspective, the reliability of the data eliminates transcription errors and enables decisions to be made based on accurate and up-to-date information.

Looking ahead, Biancardi Farm aims to make herd management even more efficient through the introduction of **electronic identification** across all animals. The goal is to further speed up daily operations, increase data accuracy, and minimize manual activities, benefiting both **operational efficiency and animal welfare**.



For more information:

intl.livestock.datamars.com