



# SenseHub<sup>®</sup>

**Cow Calf** Monitoring Technology

Farm with **more freedom**



# What is SenseHub Cow Calf Monitoring Technology?

SenseHub Cow Calf monitoring technology can assist farmers; helping them to gain real-time insights into the health and reproductive status of their herd 24 hours a day, 7 days a week.

This technology enables remote monitoring of key behaviours, such as activity and rumination levels, allowing farmers to detect heats, identify cows not cycling and make informed breeding decisions.



## Reproduction

Eliminate guesswork and inconsistency during breeding. Evaluate the reproductive status of your heifers and cows to improve insemination accuracy and save costs.



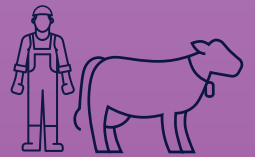
## Health

Detect illness early to improve cow recovery and performance.



## Nutrition

Understand how your cows react to feed changes. Early warning and intervention helps avoid long-term.



## Labour

Reduce labour on your farm



Controller: placed facing the main grazing block.



Adjustable strap

Waterproof (IP68) and unique plastic composition create a strong, airtight casing

5 year warranty

Heat & Health Monitoring

7 year battery life

Safety feature: Break weight of 400kg



### Peace of Mind

Peace of mind knowing your herd is being monitored 24/7. Improve labour efficiency.



### Calving

Receive distress alerts for cows in distress during calving.

Critical Battery Alert, LED light alert

Lightweight, 25g

5 year battery life

4 year warranty



Weight



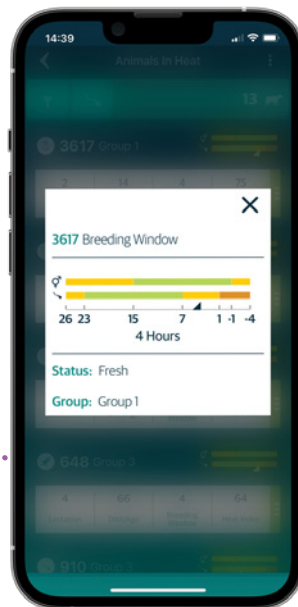


# How it works

SenseHub uses algorithms to analyse the activity, rumination, eating and key behaviours to provide actionable information on the reproduction, health, and wellbeing status of individual cows and groups, in real time. All this information is displayed on the user-friendly SenseHub App.



Animals in heat



Breeding Window

## Optimise conception rates with the SenseHub Cow Calf Breeding Window

- The SenseHub Cow Calf breeding window guides the user to the optimal time for conventional semen and sexed semen
- Precise insemination timing
- Improve fertility performance

## Animals in Heat List

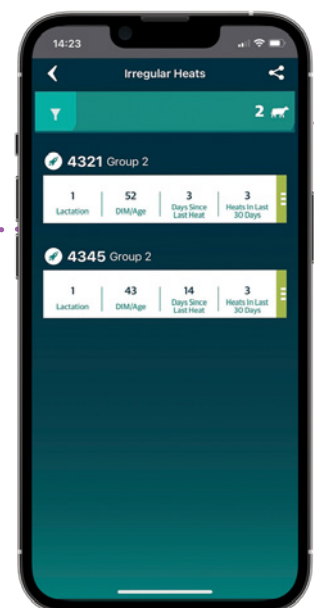
- The farmer receives an alert to the SenseHub App when an animal is in heat
- These animals are then presented in the animals in heat list

## Anestrus Report and Irregular Heat Report

- Promptly detect animals that are not cycling or having irregular heats
- Identify animals in user-friendly reports
- Present these animals to your veterinary practitioner for analysis to help diagnose issues and for prompt treatment



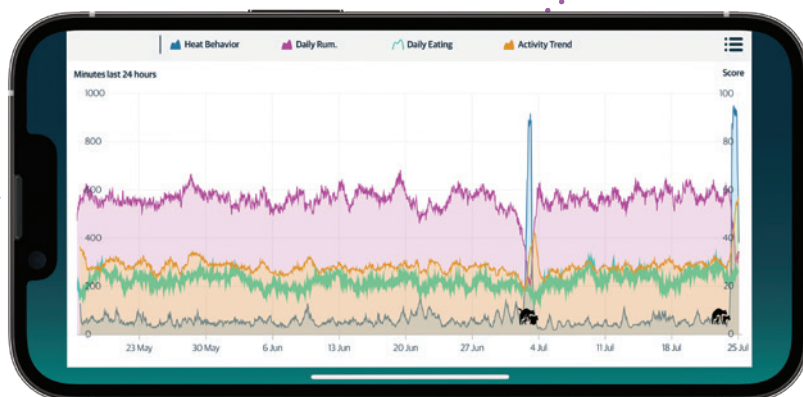
Anestrus Report



Irregular Heats



Sick Cow Graph



Cow in Heat Graph

### Optimise health treatments, interventions, and overall animal wellbeing

- Early detection of health issues to allow you to make informed decisions, in consultation with your veterinarian, to avoid physical deterioration and reduce treatment costs
- Fast insight into the effectiveness of veterinary treatment
- Online alerts of urgent health issues, such as milk fever and *E.coli* mastitis.

### Advance your reproduction strategies with accurate heat and pregnancy insights

- Unmatched heat detection accuracy, including silent heats, enables precise insemination timing to maximise conception rates
- Save time on heat detection
- Shorten the calving interval and produce more milk each year
- Detection of cows that aborted

# The three pillars of productivity

## Monitor

### Monitor animals and track their status

SenseHub® Cow Calf enables you to identify and observe your animals round the clock.

The SenseHub Collar or Ear Tags, constantly monitors behaviors to detect changes in status that may indicate a key event, such as a cow entering heat, an emerging health issue or a nutrition disorder.

## Understand

### Turn status data into actionable insights

SenseHub® Cow Calf software analyses the information collected by your monitoring hardware to deliver actionable insights directly to you via mobile or desktop applications.

As well as status reports and alerts for specific animals requiring your attention, custom insights can be created according to your specific goals.

## Act

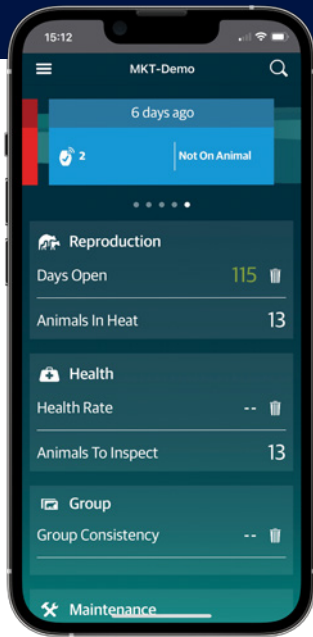
### Leverage insights for improved productivity

The SenseHub® Cow Calf connected ecosystem helps you to leverage individual or group insights to improve animal health, wellbeing and productivity.

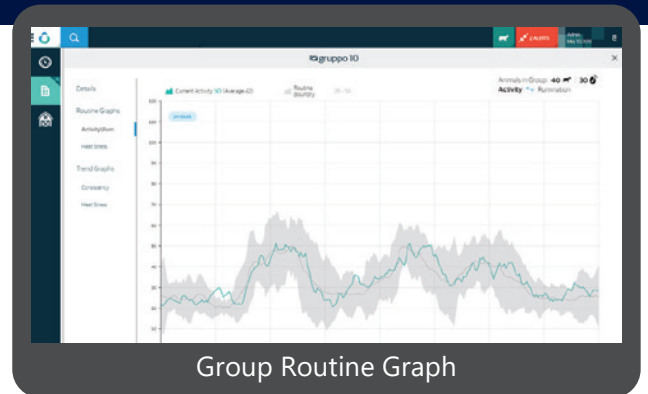
Easy integration with electronic identification and herd management systems, enhances ability to act with efficiency.



# Find freedom and flexibility through a deeper connection to your animals, even while off the farm



**SenseHub App-** simple, user friendly app which can be used on multiple devices. Accessible anywhere anytime.



Group Routine Graph

The group applications enable you to make better informed decisions about your herd and farm management to further improve efficiency, reduce costs and gain more control, for more sustainable farming.

Stay connected to your farm remotely with real-time alerts

Improve your calving interval worth €79/cow<sup>1\*</sup>

Improve your quality of life by saving time and labour

Increase the use of AI on your farm

1.Crosson, P., and M. McGee. 2012a. Bioeconomic modelling of alternative replacement heifer policies for beef cow-calf to finishing production systems. Page 46 in Proc. Agric. Res. Forum, Tullamore, Ireland. Teagasc, Oak Park, Carlow, Ireland.

\*Based on improving calving interval from 401 days (national average) to 365 days.

***"SenseHub has allowed us to farm with more freedom and the level of labour-saving has proven one of its key selling points. I now rely on SenseHub 100% for heat detection, I know that I can access the SenseHub App anywhere at any time and that in turn has provided me with great peace of mind"***

Daire Markham, Roscommon Beef Farmer.



**Freedom** is knowing help is always on hand when you need it



## Local Dedicated On-Farm Sales Representatives and Technical Support

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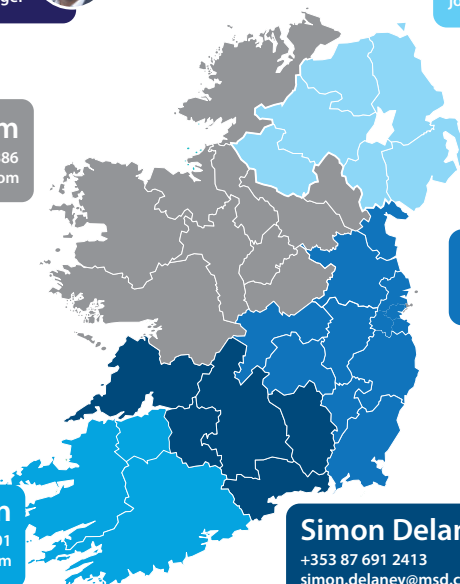
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**CONTACT THE TEAM FOR MORE INFORMATION**



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