SenseHub®
Cow Calf

Farm with more freedom

SenseHub®
COW CALF

MSD
Animal Health

SenseHub®
COW CALF

What is SenseHub?

The SenseHub livestock monitoring system puts you in control of your beef herd. With live heat detection and early warning health alerts, SenseHub enables you to quickly and reliably make better decisions to increase your herd's fertility performance, maximise productivity and avoid impending health problems.

By using live data, SenseHub takes the guesswork out of beef herd management by accurately and reliably assessing the current health and fertility status of individual cows and heifers and groups of animals to save you time, money and hassle.

Please note: Tag numbers have been obscured throughout this brochure for regulatory reasons.

Animals in heat or needing attention are identified, often before visual detection is possible, enabling you to plan your working day more effectively.

The system saves you time by 'watching the cows 24 hours a day' and acts as an early warning system with animal health and heat alerts sent direct to your phone.

SenseHub is simple to operate with easy to understand graphs and tables which can be viewed on PC, tablet and smartphone.

How SenseHub works

SenseHub offers an intelligent monitoring ear tag which uses advanced electronics to constantly measure subtle activity and behavioural patterns associated with fertility status and rumen function to determine when cows and heifers are in heat, when they are showing irregular heat patterns, or to provide an early warning of behaviours related to ill health or distress.

Monitoring Ear Tag

The monitoring ear tag is also fully weatherproof (IP68 rated) and extremely durable.

A bright flashing LED makes it easier and quicker for herd managers and their staff to spot which animal(s) the SenseHub system has highlighted as needing attention either for heat, health, or routine examination purposes.

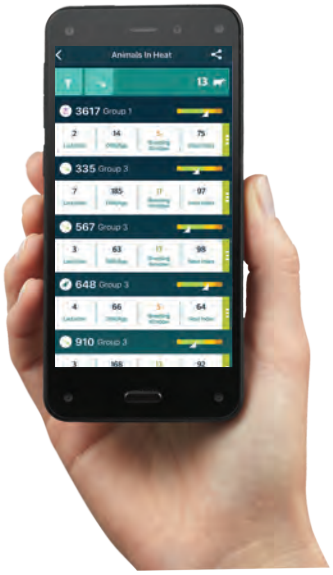
The monitoring ear tag is covered by a four-year warranty and has an expected battery life of five years*.

Unique battery alerts optimize tag life.
Battery alerts on the monitoring ear tag help you to preserve tag battery life and warn of battery failure. With the battery alerts you never miss an animal that needs attention.

* Overuse of the LED may reduce battery life. Recommendations for LED use are provided in the User Guide and eLearning tutorials.

SenseHub Controller

The SenseHub controller is the beating heart of the SenseHub system: continuously collecting data from your herd's monitoring tags, it processes this information before transmitting it via the internet and to the local network where it is presented in an easy-to-understand format for you to use. Additional antennas can be installed to extend the effective range and coverage of your system, with a solar-powered version also available for remote grazing locations.



SenseHub App

Simple to use and with easy-to-understand graphs and tables, the SenseHub app lets you use your smartphone, tablet or PC to stay in touch with your herd 24/7 and will automatically alert you to any heat events or potential health issues. The app is compatible with many third-party farm management software packages and can be accessed by multiple users on multiple farm units to log events such as inseminations and other events.

Healthy herd

As well as monitoring your herd's fertility status, SenseHub also checks for any signs of behaviours related to ill health or stress. As soon as SenseHub detects something out of the ordinary (often before any physical symptoms have been exhibited) it sends a health alert to your phone so that you can take early preventative action.

- ✓ Reduce emergency veterinary intervention and lower treatment costs (enables a more proactive working relationship with your vet)
- ✓ Maximise daily live weight gains
- ✓ Track the recovery of animals to assess the effectiveness of treatments
- ✓ Proactively manage cows through the fresh period for better post-calving performance

SenseHub®
COW CALF

Tailored to your farm business objectives

With three application plans to choose from, there's a SenseHub® system for every size and type of beef farming system. Choose from reproduction, health or group monitoring – or a combination of all three – to build a system which meets your specific requirements.

Starter

Reproduction monitoring

Animals in heat
•
Anoestrous cows
•
Irregular heats
•
Suspected abortion
•
Expected calving and drying off report
•
Fertility summary

Advanced

Reproduction and health monitoring

All Starter applications plus:

Animals to inspect
•
Health reports
•
Early fresh cow reports
•
Animal distress reports and alerts

Premium

Reproduction, health and group monitoring

All Starter and Advanced applications plus:

Group heat stress
•
Group consistency
•
Group Routine
•
Report Generator

Actionable information

SenseHub makes things simple by presenting your herd's data in a clear and easy to understand format that allows you to monitor the key aspects of your herd's performance. Data is collated based on subtle animal movements and behavioural patterns and then analysed through a set of sophisticated algorithms in order to provide you with actionable information.

Heat

Real-time, actionable insights eliminate guesswork and inconsistency, reduce skilled labor requirements and save valuable time. With heat detection accuracy and data that can be used to make precise insemination decisions, you can reduce calving intervals, improve animal productivity, and advance herd genetics.

Health

SenseHub Cow Calf's monitoring application can alert you to calves, heifers and cows that may need further attention due to the risk of developing potential health issues, often before clinical signs become visible or productivity drops. Including during high risk times such as post-calving, you can make informed decisions in consultation with your veterinarian to help avoid physical deterioration and reduce treatment costs.

Transition

SenseHub acts as your eyes and ears in the run up to and following calving to ensure you remain fully aware of any potential health or stress problems during this critical phase in the reproductive cycle.

Nutrition

SenseHub collates eating pattern and rumination information from each group of animals to help you see how they react to dietary changes and to identify potential problems associated with housing and nutritional irregularities.

Heat Stress

SenseHub can even tell when your cows are feeling the heat: by monitoring how frequently and heavily they are breathing, SenseHub can show you if your groups are suffering from heat stress so that you can take action to minimise any negative effects.

Group

SenseHub Cow Calf's group monitoring applications help you understand health, comfort, nutrition, heat stress and other essential information. Group data informs the response to immediate issues and guides longer-term planning to improve herd-wide nutrition, well-being, and productivity.

Heat detection and fertility management

SenseHub enables herd managers to make informed breeding decisions by accurately identifying the various stages of heat events and filtering out any false heats. It also highlights the optimum time for insemination to take place, thereby improving first service conception and subsequent pregnancy rates.

- ✓ Accurately detects 90-95% of real heats including silent and weak heats
- ✓ Highlights the optimal timing for AI using conventional and/or sexed semen
- ✓ Reduces AI and semen costs
- ✓ Reduces the needs for visual observations
- ✓ Shorter calving interval and reduce the number of open days
- ✓ Early detection of anoestrus cows, suspected abortions and irregular heats
- ✓ Improved cow longevity
- ✓ Fast-track genetic progression by increasing conception rates from sexed semen
- ✓ Monitor cows during the critical transitional period
- ✓ Reassurance that your bull is working in a natural service scenario
- ✓ In a bull bred herd, automatically assign a service date to recorded heat events, influencing your expected calving report

Expected calving

This report puts you in control, allowing you to prepare in advance of calving time. Bar charts show your pregnancies produced over the breeding season allowing better herd management during this calving time.

Fertility summary report

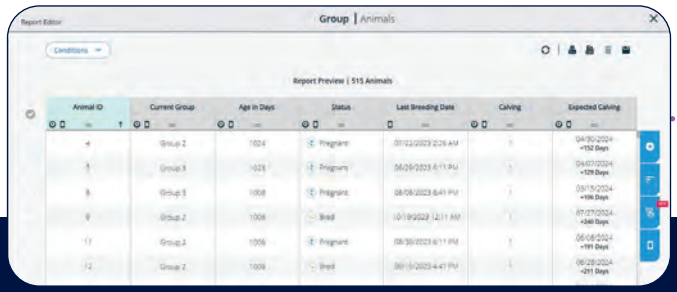
Provides insight into your herd reproduction performance to support decisions.

Report Generator

Report Generator is a customisation tool for SenseHub that gives you the focus and control you need to manage livestock with more freedom. Intuitive new functionality lets you create your own custom SenseHub reports according to your specific production goals, and display actionable insights in real-time.

The cloud based feature allows users to customize their monitoring reports to meet specific needs.

- ✓ Creation of new reports, such as dry-off reports, pre-calving reports, or customisable reports
- ✓ Editing existing system reports to fine-tune to your farm needs
- ✓ Intuitive and user-friendly
- ✓ Access to new data, not available before in SenseHub
- ✓ Web and Mobile



Report Generator gives you the insights you need to farm with more freedom

- Understand animals and farm operations with more precision
- Target resources with more speed and certainty
- Fine tune daily tasks to achieve specific production goals
- Get relevant insights when and where they are needed
- Custom reports give you insights to improve farm management

Routine management

With SenseHub watching your cattle 24/7 you'll be able to use solid data to make better herd management decisions. This takes the guesswork out of your day-to-day routines and makes it easier, quicker and less stressful to ensure your whole herd or groups of cows remain on track.

- ✓ Advanced group monitoring to assess the impact of changes to diet, housing or weather conditions
- ✓ Safeguard daily live weight gains, health indices and fertility performance from poor management decisions
- ✓ Easy record keeping enables you to log key events and share data with third party systems

Simple to install, easy to use

We will carry out a full site survey to ensure our system is suitable for your farm. We'll consider where your cows are housed, where they're fed and where they graze and recommend a setup accordingly.

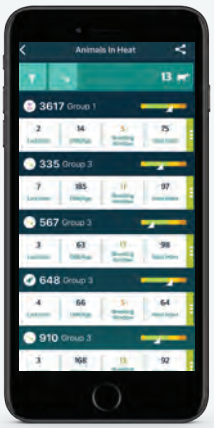
We manage the installation of your new system and provide a comprehensive on-boarding programme to ensure you get the most out of the system from day one.

We also provide a structured programme of ongoing training and support via our online SenseHub Academy which contains a wealth of useful training tools and user manuals, and we'll constantly be working in the background to keep your system fully up-to-date and future-proofed via regular software updates.

The key benefits

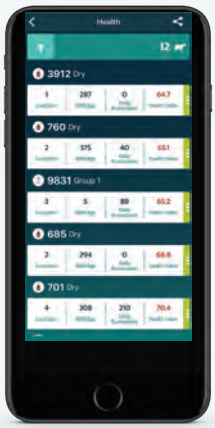
SenseHub monitors five key areas to help you increase your Cow Calf herd's productivity, improve livestock health and well-being and enhance your farm's profitability:

Heat detection



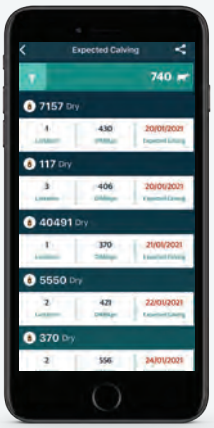
Accurate identification of the peak time for insemination optimises conception rates, tightens the calving period and accelerates the genetic progression of your herd.

Health monitoring



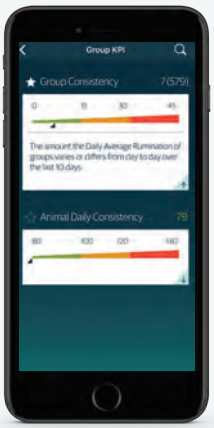
Early detection of health problems for quicker intervention, reduced drug use, faster recovery, treatment follow up and reduced involuntary culling.

Pre/Post Calving distress alerts



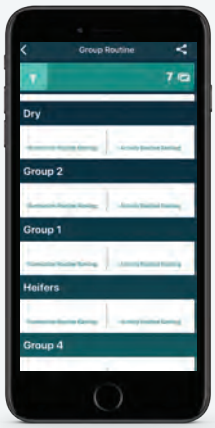
Reporting of potential difficult calvings and possible post-partum health problems to safeguard the animal's future performance.

Group KPIs



Provides an accurate overview of the effectiveness of the ration or feed changes for each group of animals.

Routine management



Reduces the impact of planned or unforeseen changes on productivity by monitoring for any sudden changes in activity or behaviour.

Monitor across all five areas to fine-tune daily farm operations

*Report generator is only available in the Premium and Lifetime application plans.

SenseHub® GO

One easy-to-understand, monthly bill for all your monitoring needs.

SenseHub GO is a simple and affordable subscription plan for the SenseHub and Dataflow II cattle monitoring solutions.

As a subscriber you'll have access to these application plans with zero upfront cost and full flexibility to change or add to your solution as your needs evolve.

Equipment, installation and applications are all included in the monthly fee.

Access all the benefits when you subscribe

- ✓ Supports multiple populations on the farm
- ✓ Supports all available application plans – Starter, Advanced, Premium
- ✓ Allows mixed application plans on the same farm
- ✓ Includes prioritised service and support
- ✓ Continuous warranty on all hardware and tags for the duration of the subscription
- ✓ Subscriptions are available as multi-year contracts, with exit points according to the agreement, and automatic silent renewal every subsequent year.

Continuous software updates with enhanced features

You'll get access to advanced on-site and remote training resources

Affordable

Get access to the full capabilities of the monitoring solution with no upfront costs, just a convenient, affordable monthly payment.

Simple

The **GO** subscription is calculated as a monthly fee per tag according to the application plan level. It is easy to order, and the billing statement is simple and easy to understand.

Flexible

Provides support for mixed populations, tags and application plans on the farm, and can be upgraded as needs change.

Peace of mind

A no-risk option, giving you access to new features, continuous service and no unexpected costs.

Next steps

To find out more about how SenseHub could improve the productivity and profitability of your herd,
Visit: uk.sensehub.com/sensehub-cow-calf
Scan: the QR code
Call: 01207 265840
Email: SenseHubGB@msd.com

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