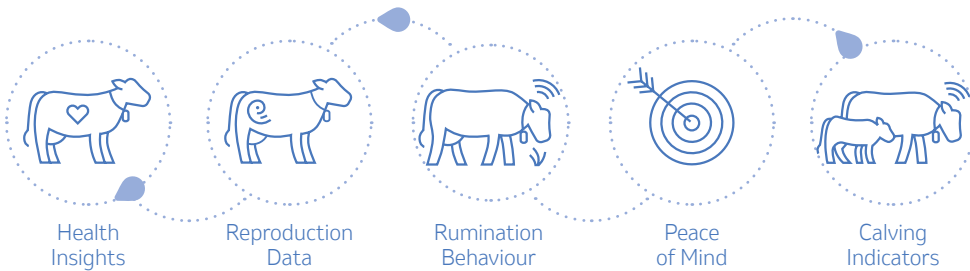


# SenseHub® Dairy Collars

## FAQs



## How does the collar work?

An accelerometer sits in the blue tag on the left side of the cow's collar. It detects three-dimensional movement of the head and neck, as well as motion of the muscles near the oesophagus—together, these patterns of movement indicate that the cow is performing one of several behaviors, such as grazing, ruminating, etc.

This information is stored in the tag for up to 24 hours, but every 20 minutes the tag tries to send the latest information up to the hardware readers (on the dairy shed roof, pump shed, or on mobile, solar-powered reading stations around the farm). Most farms start out with two or three on the shed roof, pointing down the exit races, and then can add additional farm coverage as required.

The readers then send the information to the SenseHub® Dairy server software, which you can use to draft cows, make/modify reports, record events, etc.

Patterns of each cow's behaviour are continuously compared to her own 10-day baseline of behaviour and compared to some generic expectations of cows at different stages of lactation. If significant changes are detected, the system will flag the cow as potentially being on heat, sick, or in distress. The information is stored for the life of the cow plus three years and is accessible via reports and dashboards on the desktop or mobile version of the SenseHub® Dairy software.

### What's required from you?

1. Participate in the onboarding/training program (in-person, live virtual, and online modules available)
2. Bring cows within sight of the readers at least once every 24 hours
3. Look at the software every day—daily system checks and timely review of sick/distress/heat cow reports
4. Keep up with data entry: Calvings, matings, pregnancy test results, and dry off events need to be entered into the SenseHub® Dairy software database as they occur—animal entry and exit from the herd also needs to be kept up to date
5. Keep EID records up to date if NOT using SenseHub® Intelligate drafting gate (i.e. a gate that will use EIDs for drafting)
6. Ensure the internet connection at the dairy shed is adequate for technical support
7. Check and service hardware and equipment (including the drafting gate)—maintenance reports are available to help with this



## What does it cost?

Considerably less than you might think. Full Subscription available.

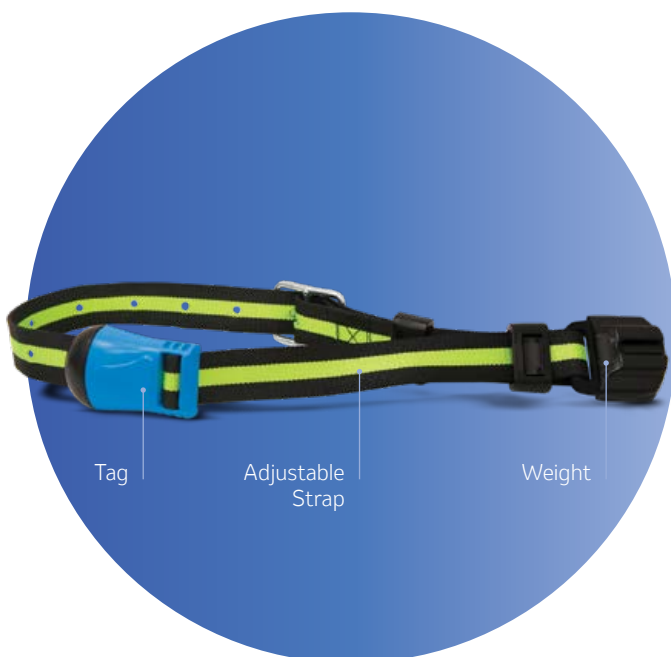
**We have two application plans available on full subscription:**

**Starter  
Heat Detection**

**\$2.55\***  
per cow  
per month

**Premium  
Heat and  
Health Monitoring**

**\$4.41\***  
per cow  
per month



## Do the cows dislike the collars, and do they cause extra noise in the shed?

The collar weighs about 1 kg (approximately 1/500th of the weight of the cow), and is designed for both safety and comfort. The yellow strip in the middle of the strap is designed for the buckle to tear through under high tension, meaning if a cow gets the collar stuck on something, she should be able to escape unharmed. The weight at the bottom is covered in a plastic coating, so if / when it hits a feed bin, the sound is dampened. Typically, cows get used to wearing the collars very quickly, and then they seem to no longer notice.

### Full subscription available:

- No up-front costs = No deposit
- Simple - calculated as a monthly cost per monitored cow
- Flexible - Collars can be added to farm and application plans can be upgraded
- Warranty on all SenseHub hardware\*\*. Exclusions apply
- Access to an experienced, knowledgeable, and extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout NZ\*\*
- Save another 2% by purchasing via your Farm Source account

\* Based on 500 - 999 herd size. Correct as at 25 January 2024. For more information on [allflex.co.nz/plans](http://allflex.co.nz/plans)

\*\*Warranty only refers to SenseHub® hardware and equipment. Exclusions apply. Visit [www.allflex.co.nz/t&C](http://www.allflex.co.nz/t&C) for details and exclusions on our warranty, training, install and Authorised Dealer Network.



## Why SenseHub® Dairy (previously Allflex Collars) over competitors?

- Tried, tested and trusted in NZ pastoral-based farming operations
- Large locally based sales, training, tech and service desk support team
- NZ-specific based training resources and materials.
- We are actively engaging with vets and know our solution is respected by NZ vets
- Local R&D department based in NZ
- Global leader in Dairy Monitoring – Number 1 connected ecosystem worldwide
- We are not a startup – our sensors and algorithms have been around for over 20 years
- Sold in over 69 countries, monitoring over 8.6m animals by SenseHub® devices, across 52,000 dairy farms globally, over 750 Farms in NZ alone
- Powered by a global pharmaceutical company, MSD Animal Health, whose mission is based on the 'Science of Healthier Animals™'
- MSD Animal Health ethics, compliance and regulatory integrity is well known within the biopharma sector meaning corners will not be cut and we stand by our solution's accuracy
- MSD Animal Health have an Authorised Dealer Network operating in NZ to ensure install and servicing needs are met as our farmer demand increases
- We are already delivering the next generation of monitoring through our SCC and MilkPlus-connected solutions in SenseHub® 7
- A healthy roadmap focused on delivering a connected ecosystem of data points to improve animal health, farmer wellbeing and farmers' bottom line
- Excellent value for money with choice re: application plan and re-payment options

## Payment Options Available

Our team knows what it is like to run a farm business, and all the costs and cashflow challenges that go with it. So, alongside our easy to understand per cow per month subscription plan options, farmers can also access our no deposit, 24 months interest free terms on additional hardware or automation products.



### 24 Months Interest Free

- ◆ Warranty on all Hardware\*\*. Exclusions apply
- ◆ Access to our extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout NZ\*
- ◆ Access to digital training and support resources
- ◆ Automatic software updates and backups
- ◆ 0% interest, 0% deposit

# Your Local SenseHub® Sales Specialist

With a dedicated team of training and tech support specialists located across New Zealand, and with over 65 years' experience, we are the market leaders in behaviour monitoring.

Backed by MSD Animal Health and supported by MSD Animal Health's global Research & Development, we are committed to delivering the best in monitoring and automation solutions for New Zealand Farmers. So, if you'd like more information on SenseHub® monitoring and automation solutions, give your local specialists a call today.

## North Island



North Waikato / Northland

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North Island Sales Lead

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Wairarapa / Manawatu / Hawke's Bay

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South Island Sales Lead

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Southland / Otago

**Annalize Du Plessis**

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E annalize.plessis@merck.com



South Canterbury / Otago

**Gordon Keown**

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E gordon.keown@merck.com

## Service Desk

Our friendly team are here to help, so call our service desk:

▶ **0800 255 353**

▶ Monitoring & Automation Sales  
**Option 4**

For more information visit  
[www.sensehub.co.nz](http://www.sensehub.co.nz)



**Hamilton**  
MSD Animal Health Technology Labs

**Palmerston North**  
Allflex Identification Factory

**Upper Hutt**  
MSD Animal Health Global Vaccine Manufacture



**Trainer location**



**Authorized Dealer Network locations**



**Office locations**



This product is not intended to diagnose, treat, cure, or prevent any disease in animals. For the diagnosis, treatment, cure, or prevention of disease in animals, you should consult your veterinarian. The accuracy of the data collected and presented through this product is not intended to match that of medical devices or scientific measurement devices.

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