

# SenseHub® Dairy Behaviour and Milk Monitoring Solutions



## Features and Benefits

SenseHub® Dairy Collars collect and analyse critical data for each individual cow's reproduction cycle, rumination patterns and health. Gaining these insights can help you proactively manage your herd's performance and welfare.

Our monitoring solutions are scalable to any operation. You receive timely behavioural insights that allow you to take action to improve reproduction, nutrition and quality of life for both you and your herd.



FEATURE	BENEFIT
<p><b>Heat detection</b></p> <ul style="list-style-type: none"> <li>• Drop in rumination, increase in activity and heat behaviour, and interval since last heat are monitored to help you identify cows on heat</li> <li>• The Heat Index is a score out of 100, which helps you identify based on the animals' heat associated parameters, how likely it is she is to be on heat. Higher indexes indicate a better heat, and utilising this information can allow you to improve conception rates - particularly useful if you are looking to allocate expensive genetics</li> <li>• Breeding window (26 hour countdown to ovulation) helps you optimise insemination timing and/or allocate expensive genetics</li> <li>• Quiet heats more likely to be detected than with visual heat detection aids</li> <li>• Pre-mating heats are automatically recorded</li> </ul>	<p>Labour-saving Efficiency</p>
<p><b>Health monitoring</b></p> <ul style="list-style-type: none"> <li>• Health index score (0-100) compares each cow to her own behavioural baseline (calculated by taking the animals average activity and rumination routine over the last (10- 14 days) and some general expectations about cow behaviour - lower health index indicates the higher likelihood of an issue with the cow - each cow is monitored on an individual level</li> <li>• Cows may be flagged 1-3 days prior to clinical signs of potential health issues becoming visible to a farmer</li> <li>• May be used to evaluate springer/colostrum cow feeding, feeding transition, and recovery from stressful events</li> </ul>	<p>Efficiency Peace of mind</p>
<p><b>Distress monitoring</b></p> <ul style="list-style-type: none"> <li>• Identifies cows with little or no rumination/eating behaviour in the last 8-12 hours</li> <li>• Acts as an extra set of eyes on 'at risk' cows</li> <li>• May be used to help monitor dietary changes and in consultation with your veterinarian to identify metabolic imbalance to avoid physical deterioration and reduce treatment costs.</li> </ul>	<p>Efficiency Peace of mind</p>



FEATURE	BENEFIT
<p><b>Heat stress, group routine monitoring</b></p> <ul style="list-style-type: none"> <li>• Available with the Premium application plan</li> <li>• Percentage of the herd heavy breathing indicates potential heat stress - can be used in consultation with your veterinarian to assess impact on performance and welfare</li> <li>• Group rumination consistency graphs can be used to identify opportunities to improve feeding efficiency and management decisions</li> </ul>	<p>Peace of mind Maximise feed efficiency Cow health insights</p>
<p><b>Custom reporting and data export</b></p> <ul style="list-style-type: none"> <li>• Build your own reports, to find cows that meet your specific criteria for management efficiencies</li> <li>• Perform retrospective or real-time analysis of feeding, management, mating systems</li> <li>• Allow your vet, farm consultant, or nutritionist access to reports/information so they can advise based on your data</li> </ul>	<p>Performance Flexibility</p>
<p><b>Aftersales support</b></p> <ul style="list-style-type: none"> <li>• Printed user manuals and online resources which are easy to access and use, specifically written for NZ pastoral farming systems</li> <li>• Dedicated service desk operating during business hours and an after hours emergency on call schedule for weekends and public holidays</li> <li>• In person customised training with your local training specialist post-installation</li> <li>• Additional support with initial herd data load, annual updates to herd data</li> <li>• Access to MSD Animal Health's trained and supported Authorised Dealer Network* for installation and servicing</li> <li>• Invitations to Monitoring Summit and seasonal regional discussion group training sessions</li> </ul>	<p>Ongoing support Convenience</p>
<p><b>Integration with other tech</b></p> <ul style="list-style-type: none"> <li>• Easily set drafts for individual cows, or set drafts from reports</li> <li>• Local training and tech support teams available nationwide and one of our biggest points of differences in the market</li> <li>• Network of dealers and installers nationwide for call-outs and on-farm maintenance/repairs of readers, gates etc</li> <li>• Direct MINDA integration for Protrack 3G gates available now at no additional cost to farmers</li> <li>• SenseHub® MilkPlus sensors available for rotary and herringbone shed configurations</li> </ul>	<p>Performance Reliability</p>
<p><b>Trusted Brand</b></p> <ul style="list-style-type: none"> <li>• Local team, backed by MSD Animal Health – a global leader in animal health</li> <li>• World class R&amp;D team who are heavily investing in this technology – robust technology pipeline</li> <li>• Our monitoring technology is not new – it has been around for 20+ years and is consistently being updated</li> <li>• We monitor over 750 farms in NZ alone, millions globally - NZ market leader</li> <li>• NZ monitoring portfolio is one of the fastest growing markets within MSD Animal Health globally. We have a seat at the R&amp;D table - feedback loop is well established, meaning we can tailor our solutions to NZ pastoral and seasonal farming needs</li> <li>• Access to an experienced, knowledgeable, and extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout NZ</li> </ul>	<p>Reliability Confidence</p>

FEATURE	BENEFIT
<p><b>Payment Options</b></p> <p><b>Subscription</b></p> <ul style="list-style-type: none"> <li>• No up-front cost</li> <li>• Simple – calculated as a monthly cost per monitored cow</li> <li>• Flexible – Collars can be added to farm and application plans can be upgraded</li> <li>• What's included: <ul style="list-style-type: none"> <li>Warranty on all Hardware*. Exclusions apply</li> </ul> </li> <li>- Monthly price locked in the lifetime of contract</li> <li>- Access to an experienced, knowledgeable, and extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout NZ*</li> <li>- Access to digital training and support resources</li> <li>- Automatic software updates and backups</li> </ul> <hr/> <p><b>24 Months Interest Free Payment Terms</b></p> <ul style="list-style-type: none"> <li>• Warranty on all Hardware*. Exclusions apply</li> <li>• Access to an extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout NZ*</li> <li>• Access to digital training and support resources</li> <li>• Automatic software updates and backups</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Additional 2% discount when your purchase through your Farm Source Account</li> <li>• Many of our customers tell us they achieve a positive return on investment in 1-2 years</li> </ul>	<p>Great value</p> <p>Account for Collars in operational expenditure</p>

\*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.

## SenseHub® Dairy is now **connected to Milk Sensors**

The latest SenseHub® Dairy software release connects MilkPlus and SCC sensors

NEW FEATURE RELEASE	BENEFITS
<p><b>SenseHub® SCC standalone (unconnected to ID and software)</b></p> <p>Measures SCC, uses traffic light OWL (Optical Warning Light) at bail to alert you of high SCCs. Ideal for herringbone sheds</p> <p><b>SenseHub® SCC</b></p> <p>Measuring SCC levels at each milking and recording it against that cow. Previously just for rotary, now also available for herringbone sheds!</p> <ul style="list-style-type: none"> <li>• Retro fit into any shed</li> <li>• Easy to understand</li> <li>• Skilled labour unit NOT required to test and detect high SCC</li> <li>• Fast insights and action possible</li> <li>• Potential to extend milking season, selective DCT</li> <li>• Hassle free equipment</li> <li>• No sample-to-sample contamination</li> </ul>	<p>Capture fast, frequent and reliable SCC against each cow. Allowing you to schedule automated drafting, receive SCC alerts, analyse SCC trends and make more informed selective dry-off decisions</p>
<p><b>SenseHub® MilkPlus Sensors</b></p> <p>Actionable insights into milk solids and yield. Critical milk data such as yield, fat, protein, lactose and blood</p>	<p>SenseHub® Dairy milk reports and graphs, give you shift, daily and lactation milk production insights. Allows you to rank your best to worst performers enabling you to make more informed, feeding, breeding and udder-health decisions, optimising production and animal wellbeing.</p>

# Your Local SenseHub<sup>®</sup> 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<sup>®</sup> monitoring and automation solutions, give your local specialists a call today.

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## 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  
Identifications 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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