



Farm with **more freedom**

SenseHub™ Cow Calf

Breed more confidently and gain more control
through a closer connection to your herd





Improve reproductive outcomes with 24/7 monitoring

SenseHub™ Cow Calf helps you to make fast, informed decisions about breeding, health and nutrition

Your success depends on a deep connection to your herd and a precise understanding of their needs. But how do you achieve these things without maintaining a constant physical presence?

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I know exactly the onset of estrus and can pinpoint my breeding window. This has saved 4 to 6 hours per AI group, which frees me to manage breeding and calf health.

Reiss Bruning

Bruning Farms, Nebraska

SenseHub Cow Calf is a unique monitoring solution designed to help cow calf farmers achieve a close connection to your animals combined with greater flexibility in how you work.

Through round-the-clock monitoring of animal status, you can gain practical insights that help you to identify optimal breeding windows and detect potential issues promptly and confidently.

SenseHub Cow Calf puts actionable information related to estrus, health, nutrition and animal well-being in your hands in real-time. So whether you're on the farm or on the move, you can make informed decisions that can help to advance the health and performance of your herd. It's farming with more freedom.



Reproduction Insights

Determine estrus and inseminate with confidence

Real-time, actionable insights into the reproductive status of every cow; reduce the uncertainty and inconsistency of breeding to help you optimise conception rates, reduce skilled labour requirements and save valuable time. With automated heat detection and insemination guidance you can minimise calving intervals, improve animal productivity, and advance herd genetics.



Health Insights

Detect potential issues early to protect their health

SenseHub™ Cow Calf's health insights can alert you to potential health issues earlier than visual observation alone. With vital insight into cows' behaviour, including during high-risk times such as post-calving, you can work with your veterinarian to help avoid physical deterioration and protect physical well-being.



Group Insights

Manage productivity across the herd with group monitoring

SenseHub Cow Calf's group monitoring insights can help you to understand key behaviours at a macro level to support decisions that are in the best interests of the whole herd. Group insights include; health, comfort, nutrition and other essential information that can inform the response to immediate issues and guide longer-term planning to improve herd-wide well-being and reproductive outcomes.



Report Generator

Target resources for maximum impact with custom reporting

SenseHub Cow Calf's Report Generator capability transforms operational control through more precise and relevant herd intelligence. Fast, intuitive functionality lets you easily customise your monitoring reports in real-time to target the animals and tasks that matter most to your efficiency and productivity.

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 without the need to be in the pen or pasture.

Using neck or ear tags, it constantly monitors behaviours 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 and your team, 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 operational gains

The SenseHub Cow Calf connected ecosystem helps you to leverage individual or group insights to improve animal health, well-being and productivity and enhance workflow productivity.

Easy integration with complementary solutions, such as electronic identification and herd management systems, further enhances your ability to act with precision and efficiency.





SenseHub™
COW CALF

**A connected solution
that adapts to your farm**

UP TO 5,000 TAGS

**End-to-End
Customer
Support**



**SenseHub
Discover**



Customisable Reports



Identification + Behaviour Monitoring



EID
Tags



Monitoring
Ear Tags



Monitoring
Neck Tags





“The technical support is outstanding. They always come quickly to help if there is an issue and they’re always all very knowledgeable.”

Kirkhouse Farm

UK

Get more from SenseHub™ Cow Calf with dedicated teams and tools

SenseHub Cow Calf gives you multiple points of support, from self-guided tools to dedicated technical assistance, to resolve issues fast and ensure you get the maximum value from your investment. We know there’s no substitute for a friendly face who’s invested in your success. Our global network of local teams work with you to ensure the success of your monitoring system, from seamless installation to ongoing technical support.

SenseHub Discover

For everyday queries on how to use your monitoring software, SenseHub Discover provides timely, practical in-platform information. Integrated tool tips and guides explain key features and help you uncover the insights that matter most to you.

Farm with more freedom

Contact your MSD Animal Health representative to learn more.

Visit sensehub.global

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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