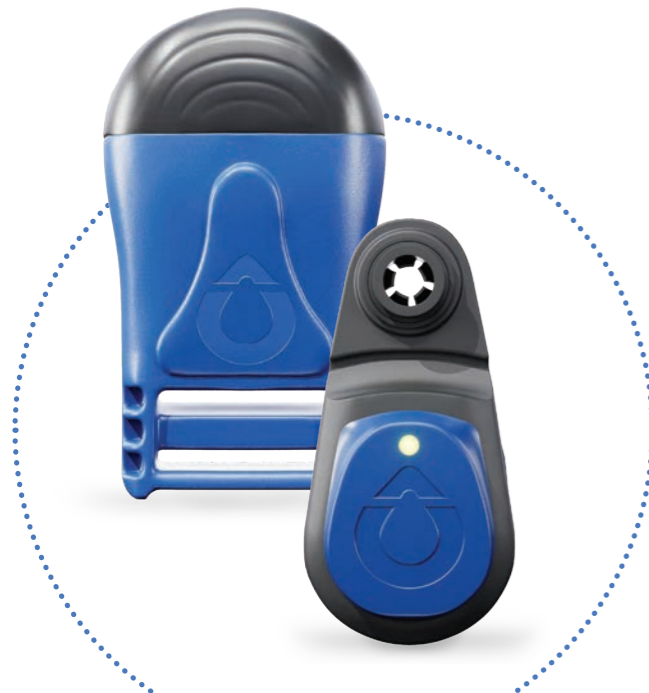




While producers have historically relied on visual observation to keep herds healthy and productive, the scale and complexity of modern dairy farms makes that a challenging task. SenseHub Dairy gives you a new way to maintain a 24/7 connection to your animals from anywhere, offering you real-time insights - from calf to cow - that are easily accessible by you and your team.

SenseHub Dairy combines behaviour monitoring, milk monitoring and automation technologies in a single flexible solution that can help you to focus your resources on the right animals at the right times, maximise efficiencies and optimise productivity.



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

Impacting every stage of the dairy lifecycle

 <p>Youngstock</p> <p>Dedicated youngstock monitoring application helps protect the health of calves from birth to 12 months of age to give them an improved start to a healthy and productive life.</p>	 <p>Heifers</p> <p>Ahead of entering the milking herd, SenseHub Dairy reproduction and behaviour monitoring solutions help ensure successful first breeding and improve health management before and during pregnancy.</p>	 <p>Cows</p> <p>Manage cows through all stages of reproduction, lactation and transition, ensuring better health management and productivity through a range of health and milk insights.</p>
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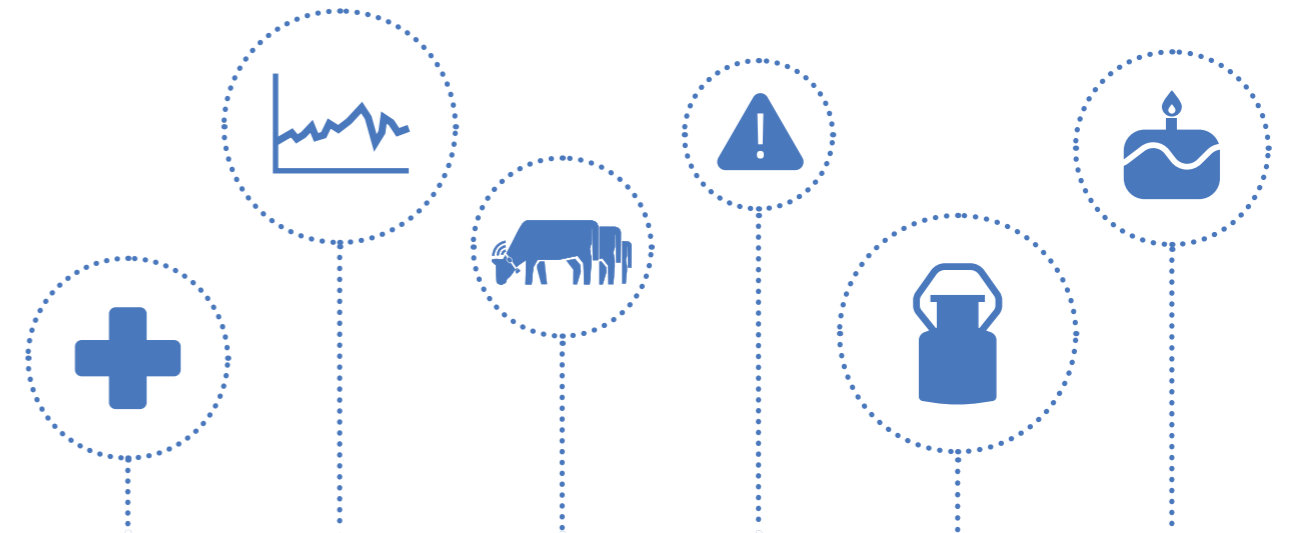
Health | Wellbeing | Reproduction | Nutrition | Milk

What is SenseHub?

The SenseHub Dairy livestock monitoring system tracks animal health and productivity from day one through every stage of life. By using real-time data, SenseHub enables you to quickly and reliably make better decisions to increase your herd's fertility performance, maximise productivity and avoid impending health problems.

Our state of the art tags monitor key behaviours, such as activity and rumination, allowing farmers to assess current health and fertility of individuals and groups of animals, creating a comprehensive picture of animal status across the production cycle.

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.



How SenseHub works

SenseHub offers the choice of intelligent monitoring ear tag or monitoring neck tag, both of which use 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 Neck Tag

The monitoring neck tag is mounted on an easy to adjust and totally secure collar, making it ideal for growing animals.

Monitoring Ear Tag

The monitoring ear tag features a bright LED making 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.

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.

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



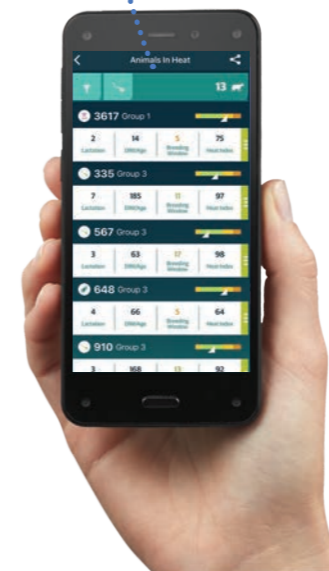
SenseHub Controller

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.



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

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 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 labour 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 Dairy'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. 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.



Lifetime

The first integrated behaviour monitoring solution for whole-life monitoring, SenseHub Dairy enables you to anticipate health issues with your calves, heifers, and cows - so you can establish optimal health and performance from the start of every cow's life. Giving you greater control throughout the complete animal lifecycle.



SenseHub Services

SenseHub Services is an online resource that serves as a central hub for you to access and manage your SenseHub solutions, giving you freedom to explore the SenseHub Ecosystem via the SenseHub Store and enhance your support experience with SenseHub Support.



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 Dairy'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.

Tailored to your farm business

SenseHub behaviour monitoring solutions monitor various behaviours of your animals, tracking real-time performance data and long-term trends to uncover actionable insights, including seasonal patterns, to help you make more informed herd management decisions. SenseHub offers a range of insights and reports, so you can monitor what matters to you.

Starter

Reproduction monitoring

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

Advanced

Reproduction monitoring & health monitoring

All Starter application plus:

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

Premium

Reproduction monitoring, health & group monitoring

All Starter and Advanced applications plus:

- Group heat stress
-
- Group consistency
-
- Group Routine
-
- Report Generator

Lifetime

Reproduction monitoring, health & group monitoring, plus youngstock monitoring

All Starter, Advanced and Premium applications plus:

- Youngstock health report

"It's a more efficient, modern, and effective way of managing a spring calving herd. We didn't set out with the intention of using technology to detect heats, sort cows or monitor the herd's health, but now that we're using the technology and it's helped to improve our submission and conception rates, and made our lives easier, we wouldn't be without it."

Matthew Jones - Denbeigh, North Wales



A connected solution that adapts to your farm



SenseHub Dairy is a flexible, connected ecosystem with the tools you need to stay connected to your herd 24/7.

It is the first whole-life monitoring solution that is evolving to deliver even greater automation and insights with the addition of new hardware and extended system capabilities. Incorporating behavior monitoring, with milk monitoring and smart automation technologies into a modular ecosystem with the flexibility you need to effectively monitor your dairy animals across the production cycle.

A flexible application plan for every farm

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

	Youngstock	Starter	Advanced	Premium	Lifetime
Youngstock Monitoring	●	●	●	●	●
Reproduction Monitoring		●	●	●	●
Health Monitoring	●		●	●	●
Milk Monitoring				●	●
SenseHub In-Line Somatic Cell Count Sensor				●	●
SenseHub In-line MilkPlus Sensor				●	●
Sorting Gate Automation		●	●	●	●
SenseHub Insights				●	●

- Integrated in the application plan
- Additional Hardware or Application Plan is required

Behaviour Monitoring

SenseHub Dairy Behaviour Monitoring is the only integrated behaviour monitoring solution for whole-life monitoring.

It offers actionable insights that can alert you to animals that need attention, often before clinical signs become visible or productivity drops, so you can improve reproduction, health and nutrition, and optimise productivity - from day-old calf to mature cow.

- ✓ Reduce emergency veterinary intervention and lower treatment costs (enables a more proactive working relationship with your vet)
- ✓ Minimise milk loss
- ✓ Reduce mortality and non-voluntary culling rates
- ✓ Track the recovery of animals to assess the effectiveness of treatments
- ✓ Pro-actively manage cows through the fresh period for better post-calving performance



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 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 need for visual observations
- ✓ Shorter calving interval by reducing 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

Expected calving and dry off report

The calving report/graph includes a dry-off estimation date for each cow to support you in controlling dry off routines and show your pregnancies produced over the breeding season allowing better herd management leading into transition.

Fertility summary report

Provides insight into your herd reproduction performance to support decisions.



Youngstock

Establish optimal health and performance from day 1 with SenseHub Dairy Youngstock

SenseHub Dairy Youngstock monitors calves and heifers from birth to 12 months of age, alerting you to any health issues so you can devote the right resources to the right animals at the right time - and set up for future success.

Controlling health disorders in the first year of life is critical to establishing longevity and productivity in dairy cows. SenseHub Dairy Youngstock monitors your calves and heifers 24/7 and provides timely, actionable insights enabling early intervention.

SenseHub Dairy Youngstock



* Weaning event age depends on farm management routine.

With 24/7 monitoring letting you know which calves need attention, as well as a blinking LED on the calf's monitoring ear tag for quick location, SenseHub Dairy Youngstock makes it easy for you to prioritize the care of your youngstock and adjust your workflow to improve operations on your farm - in three steps:

- 1 Tag** Attach monitoring ear tag at birth or at weaning
- 2 Monitor** Monitor behaviour in the SenseHub Dairy App
- 3 Identity** Easily pinpoint animals requiring your attention

- ✓ Monitors your calves and heifers 24/7
- ✓ Establish long-term performance through earlier intervention
- ✓ Helps to develop more efficient workflows



The SenseHub Dairy Youngstock Health Report offers you the list of animals that need your attention. Relevant animal information such as days in life, daily rumination, or Health index enables you to make more informed decisions.

Please scan for further information on MSD Animal Health's youngstock portfolio



Milk Monitoring

Gain control over milk yield and quality without disrupting the milking routine

With the In-Line MilkPlus Sensor and In-Line SCC Sensor, SenseHub Dairy Milk Monitoring provides accurate milk yield and quality insights that give you instant visibility into trends for individual cows and your entire herd.

Milk reports and graphs offer shift, daily, and lactation milk production insights to help you make more informed breeding and udder health decisions that optimise productivity and animal well-being. And when you combine milk monitoring with SenseHub Dairy Behavior Monitoring and Sorting Gates, you can measure where it matters and improve work flow.

Shift Milk Information 197 out of 197													
Animal ID	Group	Sex	Lactation	Stage	Yield (kg)	Fat (%)	Protein (%)	Lactose (%)	Blood	Conductivity	SCC	Temp (°C)	Time
1001	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:00
1002	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:05
1003	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:10
1004	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:15
1005	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:20
1006	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:25
1007	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:30
1008	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:35
1009	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:40
1010	Milking	♀	120	12.30	2.55%	3.85%	4.85%	1.1	0	5.2	15	37.5	10:45

In-Line MilkPlus Sensor

Get actionable insights into your cow's milk yield and quality. Fully integrated with SenseHub Dairy, the In-Line MilkPlus Sensor enables you to accurately monitor critical milk data such as:

- ✓ Yield
- ✓ Fat
- ✓ Protein
- ✓ Lactose
- ✓ Blood
- ✓ Conductivity



In-Line SCC Sensor

Provides automated SCC count readings at individual cow level at every milking.

- ✓ Results in less than 2 minutes for fast SCC insights at every milking
- ✓ Identify high SCC cases during milking
- ✓ Make more informed decisions for better control over milk quality
- ✓ Act quickly to protect milk quality and profitability



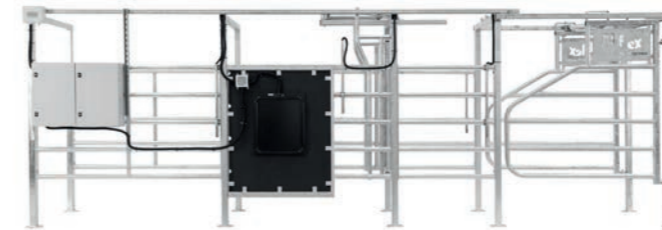
SenseHub Sorting Gates

Experience the power of automation

The SenseHub Dairy Sorting Gates are automatically connected to the SenseHub Dairy system to provide you access to automated sorting of animals using the SenseHub Dairy App.

Cows can be automatically sorted based on heat and health alerts. You also have the flexibility to create your own list of cows to sort using the Report Generator.

Freedom is eliminating the need to manually find and sort cows that need your attention.

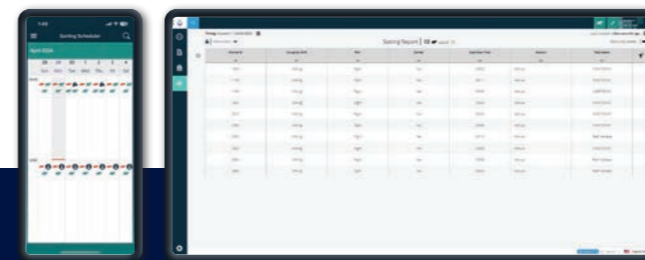


You can have peace of mind knowing that the SenseHub Dairy Sorting Gates come with built-in safety features to improve cow welfare and reduce stress, enabling a calm and secure environment for your cows and your team.

SenseHub Dairy Sorting Gates can help you:

- ✓ Improve work efficiency by simplifying routine tasks to save time.
- ✓ Reduce labour costs with automated actions.
- ✓ Improve animal welfare and milk yield with stress-free sorting and reduced lock-up time.
- ✓ Regulate access to pens or pasture by facilitating animal traffic.

Fully compatible with SenseHub Dairy Monitoring Neck Tags or EID ear tags.



Fully connected to the SenseHub Dairy Ecosystem

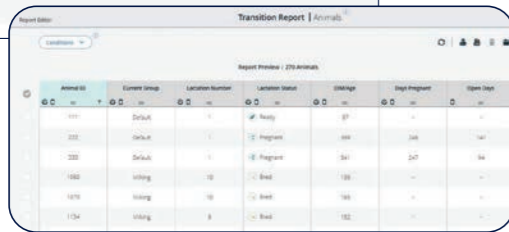
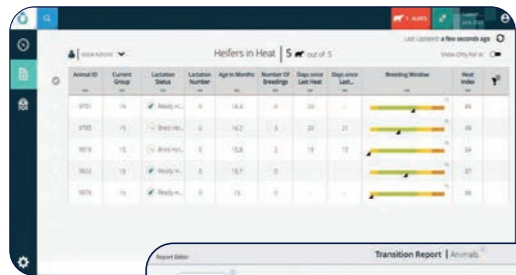


Report Generator

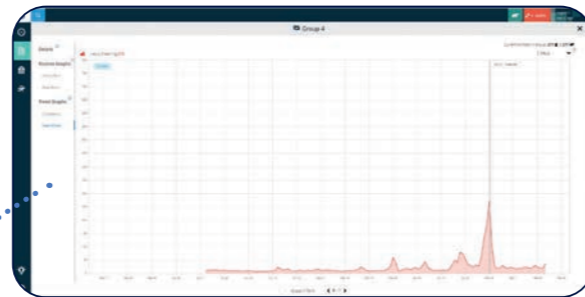
The cloud based feature allows users to customize their monitoring reports to meet specific needs

Report Generator is a powerful customisation tool within SenseHub, designed to give you the focus and flexibility you need to manage your livestock with confidence and freedom. You can easily create custom reports tailored to your specific production goals.

Track real-time performance data and long-term trends to uncover actionable insights, including seasonal patterns, helping you make more informed decisions and optimise your farming all year round.



- ✓ 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

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

SenseHub Insights

Assess trends and compare previous periods to evaluate decisions made

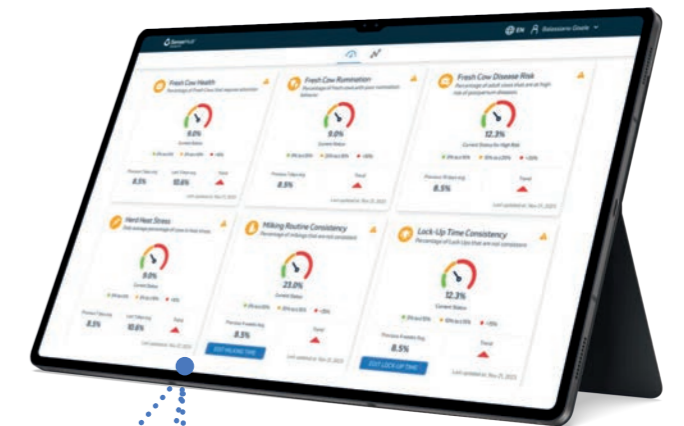
SenseHub Insights is a powerful solution that uses SenseHub Dairy Behaviour Monitoring technology to deliver herd-level insights and trend analysis. By revealing how management decisions influence overall herd performance, it gives you a clearer understanding of what's happening across your operation.

With deeper visibility into critical farm processes, SenseHub Insights enables you to act early before small issues become major challenges. This timely decision-making support helps you maintain greater control, improve animal wellbeing, and enhance overall farm efficiency.

Herd Performance Indicators

SenseHub Insights not only measures farm processes, but it also helps you to control herd performance and make timely decisions, thereby avoiding potential issues that may arise later.

- ✓ Fresh Cow Health
- ✓ Fresh Cow Rumination
- ✓ Fresh Cow Disease Risk
- ✓ Herd Heat Stress
- ✓ Milking Routine Consistency
- ✓ Lock-Up Time Consistency



Only available in certain applications. Optimised calculations for herd size >500 animals.



Routine Management

With SenseHub watching your cows and heifers 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.

- ✓ Understand the impact of changes to diet, housing or weather conditions on your herds milk yield, health and fertility performance
- ✓ 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.

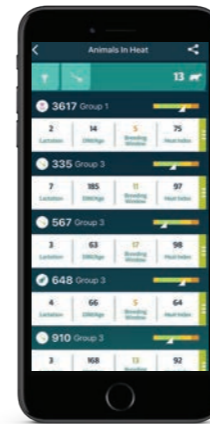


Health Index
87

The Key Benefits

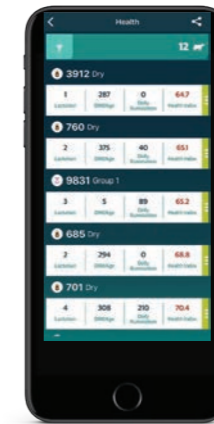
SenseHub monitors six key areas to help you increase your dairy herd's productivity, improve livestock health and well-being and enhance your farm's profitability:

Heat detection



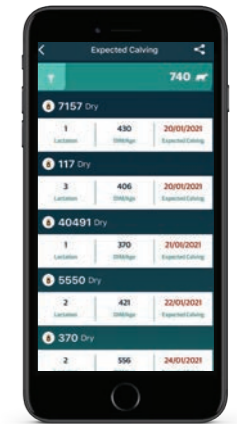
Accurate identification of the peak time for insemination optimises conception rates, tightens the calving period and accelerates the genetic progression of your herd.

Health monitoring



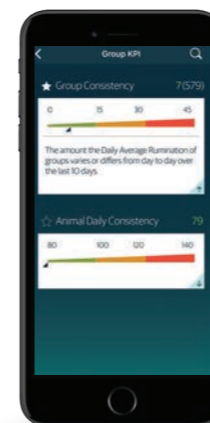
Early detection of health problems for quicker intervention, reduced drug use, faster recovery, treatment follow up and reduced involuntary culling.

Pre/Post Calving distress alerts



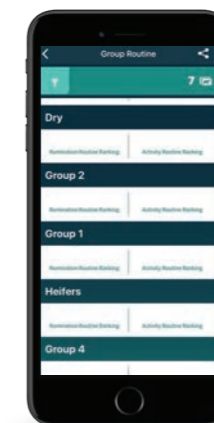
Reporting of potential difficult calvings and possible post-partum health problems to safeguard the animal's future performance.

Group KPIs



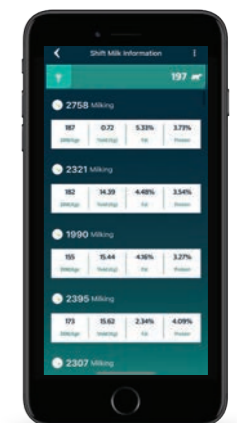
Provides an accurate overview of the effectiveness of the ration or feed changes for each group of animals.

Routine management



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

Milk monitoring



Real-time insights of milk yield and quality helps identify health issues sooner, reducing milk losses and support better cow care.

Comprehensive After-Sales Support

When you choose SenseHub, you gain more than just cutting-edge technology, you gain a team committed to helping you every step of the way:

Expert Training & Guidance

Our Customer Success Specialists provide hands-on training to ensure you can set up your system with ease, make the most of its features, and generate accurate, insightful reports.

Reliable Technical Assistance

From installation to hardware repairs, our Technical Support Team is ready to keep your system running smoothly and efficiently.



"Thanks to the system's ability to spot silent and quiet heat we're now inseminating cows much more efficiently"

Sam Chinn
Dorset, UK

Support Levels

Tier 0
SenseHub Discover

Online



Tier 1
In-country
First Line Support

Remote



Tier 2
In-country Tech (T2)
& Functionality Support (CSS)

Remote/
In person



Flexible Finance Options

SenseHub GO

- Simple monthly subscription payment
- No additional or hidden costs
- Peace of mind as warranty is included in the contract

SenseHub UP

- Single one off upfront payment
- No additional charges thereafter
- Suitable option for those claiming on grant funding



Get the balance right for your farm

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 herd 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.



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.

Access all the benefits when you subscribe

- Supports multiple populations on the farm - cows, heifers and youngstock
- Supports all available application plans
- Allows mixed application plans on the same farm
- Allows mixed tags on the same farm - monitoring ear tags and monitoring neck tags
- Includes prioritised service and support
- Continuous warranty on all hardware and tags for the duration of the subscription
- Continuous software updates with enhanced features
- You'll get access to advanced on-site and remote training resources

Farming today is tougher than ever

Herds are getting bigger, good labour is harder to find and the pressure on farmers to ensure their animals remain healthy and productive has never been higher.



Calf rearing shapes future fertility

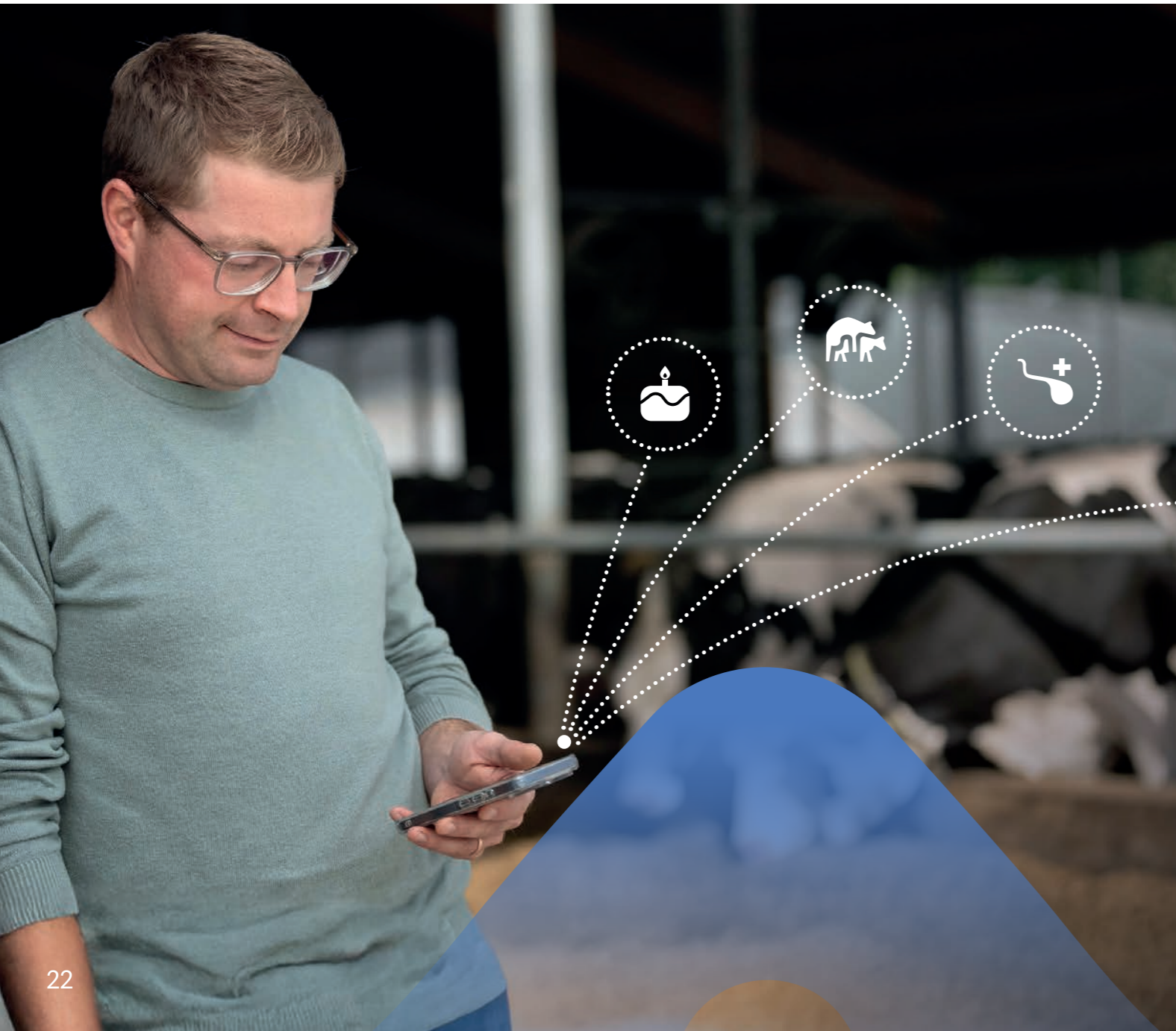


Management of cows in transition impacts next lactation



Monitoring nutrition impacts performance

With SenseHub Dairy, you can feel reassured that there is another set of eyes and ears on every animal in your herd 24/7 from day one, through every stage of their life.



Calf & Heifer growth

The first 8 weeks of a calf's life are critical, and getting them off to a strong start can be challenging

Calves often hide early illness, so spotting changes in movement, feeding or a raised temperature, even when they seem healthy, allows earlier treatment and better outcomes for farmers.¹

50%



of global calf mortality

is due to diseases such as calf scours and pneumonia, with newborn calves being the most vulnerable.²

Why monitoring matters?

Monitoring your calves, from day one, with SenseHub Dairy will provide alerts to calves who are showing early signs of disease. These alerts will help you:



Identify calves requiring examination



Monitor calves being treated



Alert you to calves with rumination changes

By improving the survival rates of your calves, you can also help to improve the long-term performance of your herd.



“Even if a calf looks fine and isn't displaying any obvious signs of distress or illness, if a tag is flashing or a calf has appeared on the youngstock health report, there will almost certainly be something brewing. I can then keep an eye open for what's wrong and treat it before a minor upset becomes a major problem.”

Lynn Pridham
Norton Farm, Cornwall

Breeding Heifers

From 12 months onwards, heifers must maintain a steady growth to meet target breeding weights and puberty timings. Poor rumination development, heat detection and suboptimal illness detection can:

- Delay breeding readiness
- Reduce milk potential
- Increase lifetime costs

The target weight for a mating age heifer (14 - 15 months) is

55% of mature body weight³

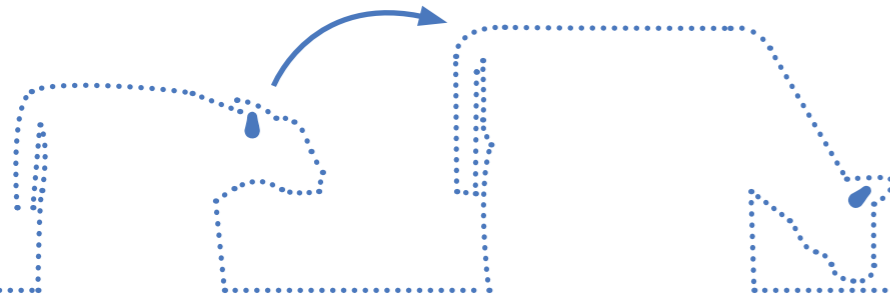
Why monitoring matters?

Monitor your animals to ensure they grow well and get alerted to their optimum breeding time. With SenseHub Dairy you can monitor:

1-2 years



Reducing the animal's age at first calving can help improve your cow's lifetime productivity.

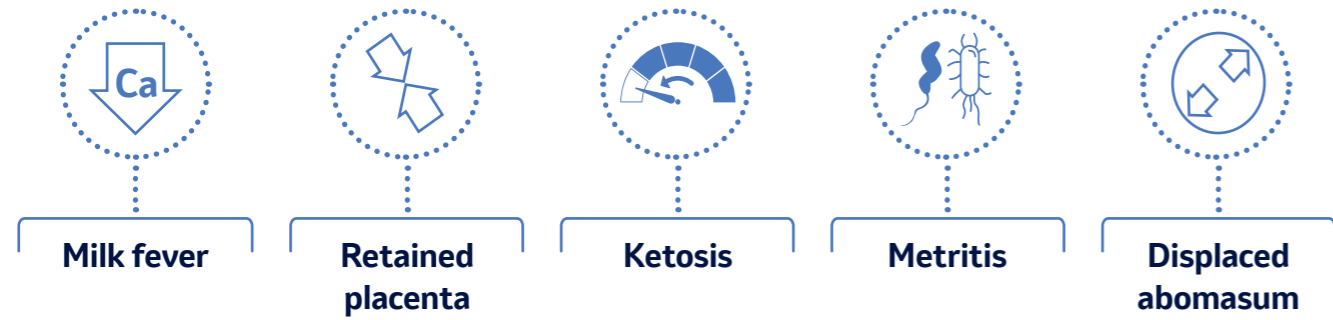


"We can subsequently tell the AI tech when each maiden heifer came into heat for the first time and how many times she has cycled so that an informed decision can be made about when she is or isn't ready to be inseminated."

Michael Dewhurst
Lodge Farm, Preston

Transition Period

During the transition period, cows are at highest risk of illness and disease including:



Poor management can lead to metabolic and reproductive problems that impact their future performance and lead to significant economic losses.⁵

Why monitoring matters?

SenseHub Dairy tracks behaviour, rumination and milk indicators around calving, alerting you to potential issues so you can act early which helps to:



By reducing pregnancy losses, improving fertility and having shorter calving intervals, this can protect the future fertility of your cows.⁵

"We're managing to treat cows, get them back into milk well, feeding, and eating quicker. We're experiencing less losses, down to the fact that we have instant alerts of cows & calves, as soon as they go ill."

Stefan Richards
Cwrt Malle, South Wales

The transition period is the most critical stage in a cow's lifecycle, accounting for

80% of health issues⁴



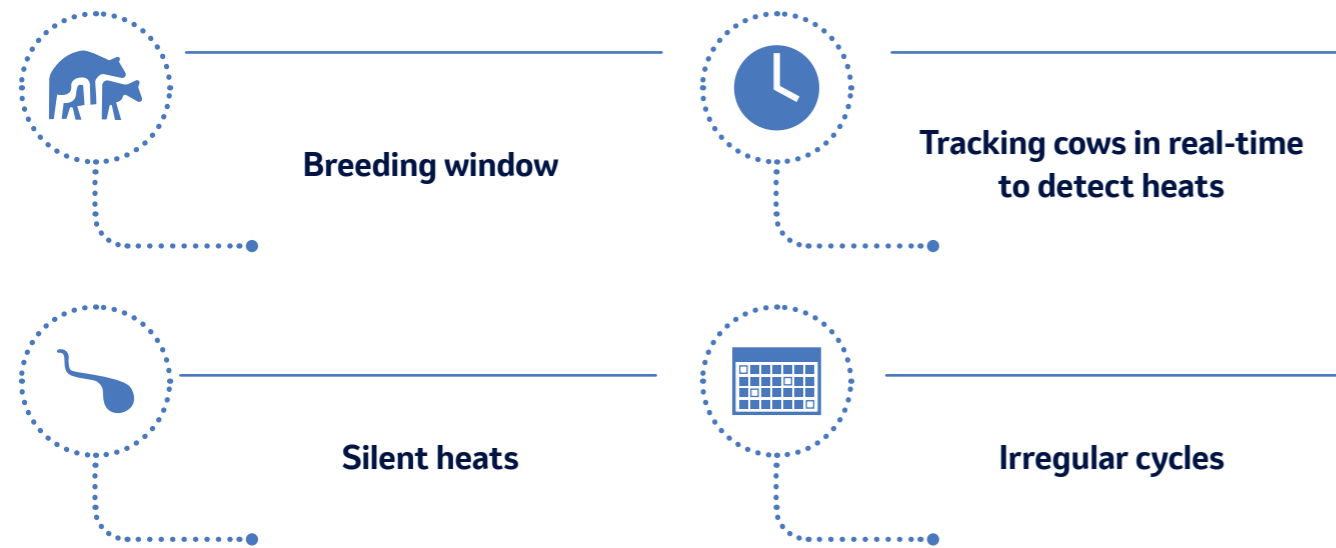
Reproduction & Fertility Management

Fertility, breeding time and reproduction can be challenging. Missed heats, poor nutrition or health issues can reduce conception rates.⁶

Accurate detection, balanced diets and close monitoring are key to keeping cows and heifers breeding on time and enhancing their profitability.

Why monitoring matters?

SenseHub Dairy removes the guesswork from:



This helps you time insemination accurately to improve conception rates and reduce reproductive losses.



“SenseHub has revolutionised the way we manage the herd’s breeding season, the SenseHub collars have been in a different league. They detect 99% of heats and give a very clear guide of when each animal should be inseminated.”

Alan Webber
Hensley Farm, Devon

Heat Alert
Heat Index
99

Successful visual heat detection is often⁷

< 50%



Days Since Last Heat
75



Lactation & Milk Monitoring

Milk production is affected by a complex interaction of nutrition, health and welfare

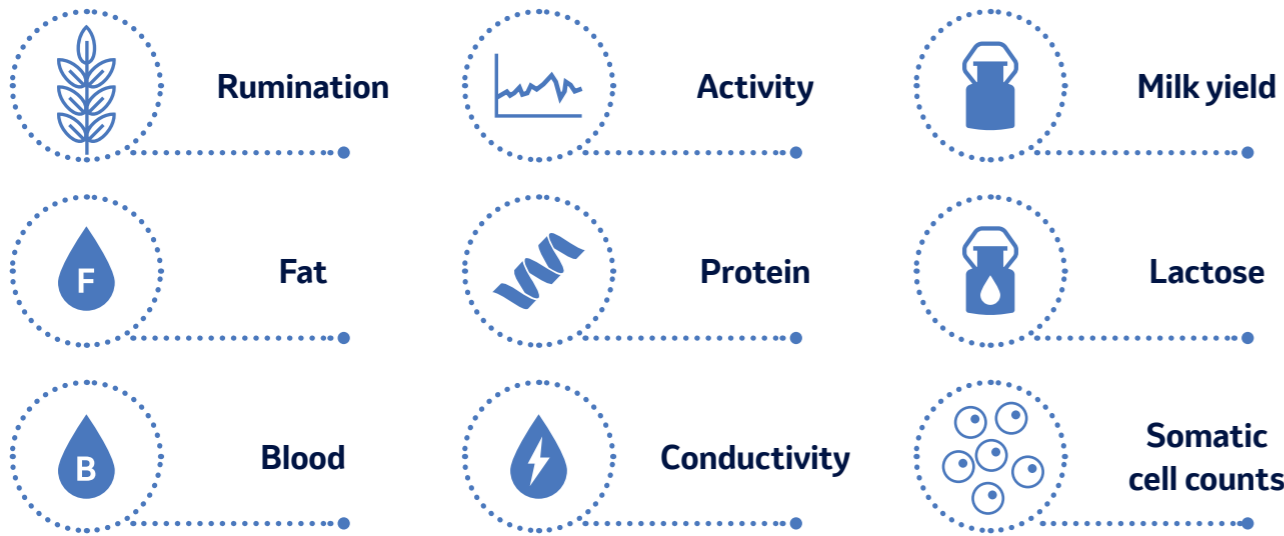


During early lactation, cows face intense metabolic demands, making them vulnerable to production-related diseases such as mastitis and ketosis which impact their performance, profitability and well-being.

Why monitoring matters?

Disruptions in rumination, activity, feed intake, milk yield, or milk components often signal problems long before clinical signs appear.

SenseHub Dairy highlights these early signs by combining behavioural insights with real-time milk monitoring. For every cow, every milking, farmers can track:



Timely alerts and instant parlour data enables you to act sooner, protecting udder health, maintaining milk quality and supporting better milk production throughout lactation.

SCC
150,000



Dry-Off & Culling Management Systems



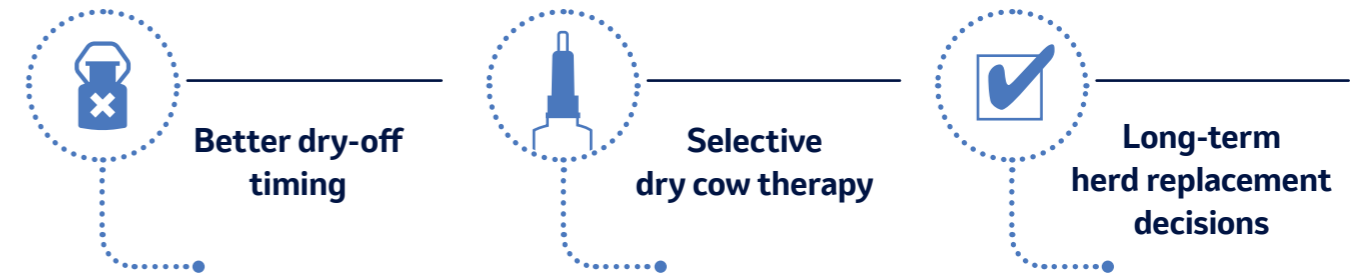
Undetected problems and subtle declines in performance contribute to reduced milk income and increased culling rates

These problems often appear in late lactation, where improper dry-off management can increase the risk of mastitis.

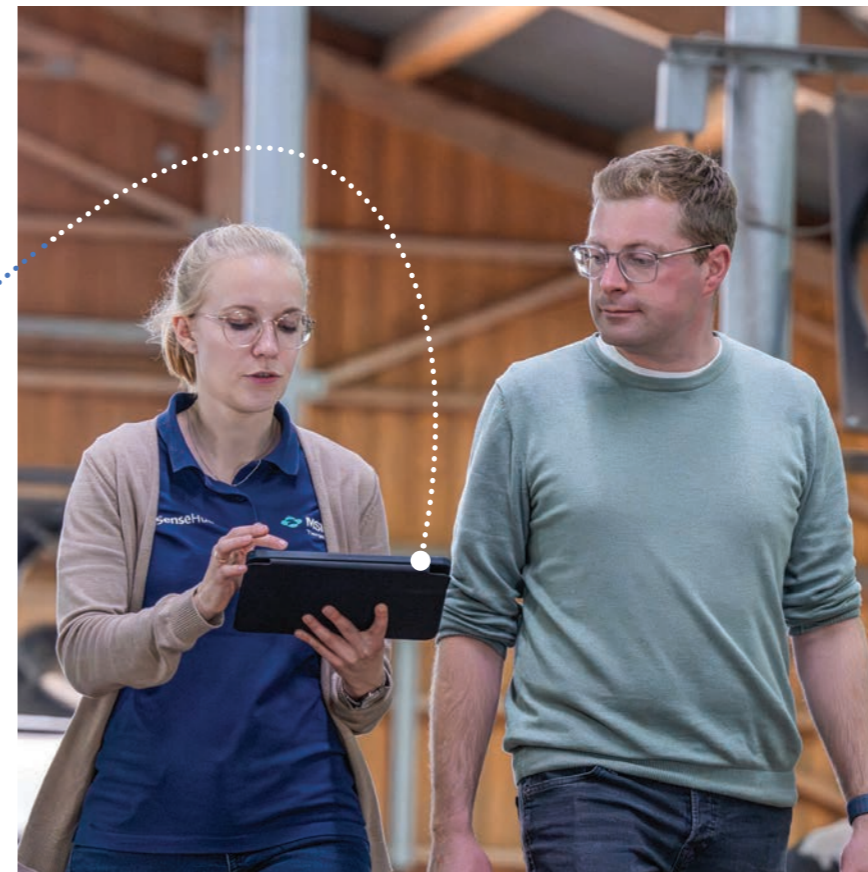
Why monitoring matters?

Effective management is crucial to ensure animals are properly rested and healthy for the next lactation.

Stay ahead of problems with SenseHub Dairy's lifetime data. Spot gradual changes in performance or behaviour to guide:



Monitor your animals 24/7 to ensure optimal outcomes from the next lactation.



“What I really like about the new system is we now have control over our culling policy, we have total control over our herd. We know the good cows and the bad cows and what are the best products to use to match that animal.”

John Hanrahan
Kilmallock, Co. Limerick