



SenseHub® Dairy

# Behaviour Monitoring

**Improve reproduction, health  
and nutrition from calf to cow**

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

It enables you to recognise potential health issues with your calves, heifers and cows so you can establish optimal health and performance from the start of every cow's life.

This gives you greater control throughout the complete animal lifecycle.

Farm with **more freedom**

A connected solution that adapts to your farm



Freedom is knowing when and how to improve reproduction, health and nutrition – from calf to cow

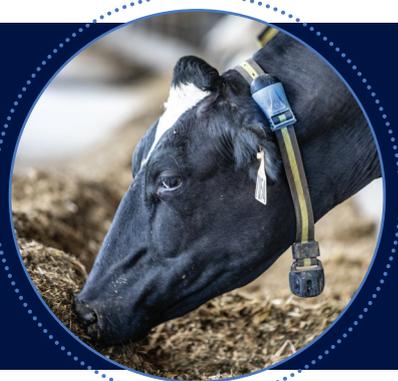
## SenseHub® Behaviour Monitoring 24/7 Behaviour Monitoring Insights

The SenseHub Dairy Behaviour Monitoring solutions monitor various behaviours of your animals to deliver actionable insights directly to the SenseHub Dairy App.

- Increase productivity through automated heat detection.
- Actionable insights to help improve health and well-being.
- Advance herd-wide nutrition and productivity with group-level insights.
- Create custom insights to fine-tune daily operations.



SenseHub Dairy Behaviour Monitoring transforms operational control through automated animal insights so that dairy farmers can farm with more freedom.



Farm with **more freedom**  
through a deeper connection  
to your animals  
**Contact your MSD Animal Health  
representative to learn more**

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.

Copyright © 2024 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. UK-NON-24080002