



# Farm with **more** **freedom**

## SenseHub™ Dairy

Find **freedom and flexibility** through a deeper connection to your animals



“Now with the SenseHub Dairy system installed, I have reproduction, health, nutrition, and milk insights all in one system.”

**Bawnlusk Dairy, Co.  
Kilkenny, Ireland**



## Presenting **SenseHub™ Dairy**

Find freedom in a flexible monitoring solution that will reveal new insights, and new opportunities to advance the efficiency and productivity of your farm – from calf to cow.

SenseHub™ Dairy tracks a range of critical markers to deliver a single, accessible source of unparalleled insight into your herd.

State-of-the-art capabilities can be customized to create a comprehensive picture of animal status across the production cycle:

- **Whole-life behavior monitoring** enables more targeted and timely interventions to improve reproduction, health, nutrition and well-being – for the lifetime of the animal.
- **Integrated milk monitoring** gives you more control over milk yield and quality.

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

The SenseHub™ Dairy ecosystem 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.

▶ **MONITOR**  
Monitor animal status and track data

SenseHub™ Dairy enables you to identify and observe animals round the clock, in order to track behaviors and detect changes that may indicate a key event or possible health issue – from calf to cow.

▶ **UNDERSTAND**  
Turn information into actionable insights

SenseHub™ Dairy system analyzes the collected data to deliver actionable insights and status reports that are sent directly to you and your team – including alerts for animals requiring your attention.

▶ **ACT**  
Leverage insights for operational gains

SenseHub™ Dairy's integrated ecosystem leverages individual or group insights to improve animal well-being and enhance workflow efficiency – while easily integrating with other solutions, such as herd management systems.

## SenseHub™ Dairy Behavior Monitoring

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

The only integrated behavior 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.

### Increase productivity through accurate heat detection

Real-time, actionable insights eliminate guesswork and inconsistency, reduce skilled labor requirements and save valuable time. With unmatched 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.

### Actionable insights to improve health and productivity

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. Including 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.

### Advance herd-wide nutrition and well-being with group-level insights

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.

### Create custom insights to fine-tune daily operations

From the connected ecosystem, straight into your preferred device, the **SenseHub™ Dairy Report Generator** feature transforms operational control through more precise herd intelligence. Fast, intuitive functionality lets you easily customize your monitoring reports in real-time to target the animals and tasks that matter most.



# SenseHub™ Dairy Milk Monitoring

## Measure where it matters.

With the new fully integrated **SenseHub™ Dairy In-Line MilkPlus Sensor** and the **SenseHub™ Dairy In-Line Somatic Cell Count Sensor**, the SenseHub™ Dairy milk monitoring solution provides milk yield and quality insights for farmers.

When combined with SenseHub™ Dairy behavior monitoring and automation, you can improve workflow so you can Farm with **more freedom.**

### Actionable insights into milk quality and yield

No matter which milking parlor type or brand, with the SenseHub™ Dairy In-Line MilkPlus Sensor, you can easily monitor critical milk data such as yield, fat, protein, lactose, blood, and conductivity – providing you with instant visibility into milk trends for individual cows and your entire herd.

### Individual SCC results in under two minutes

With the SenseHub™ Dairy In-Line Somatic Cell Count (SCC) Sensor, you get fast visibility of SCC within two minutes of cupping your cows – without disrupting the milking routine, and with all results stored and displayed in the SenseHub™ Dairy system.

### Create custom insights to fine-tune daily operations

With **SenseHub™ Dairy milk reports and graphs**, you have shift, daily and lactation milk production insights to make more informed, breeding and udder-health decisions to optimize productivity and animal well-being.



| Animal ID | Group   | Status | Lactation | DIM/Age | Yield (KG) | Fat   | Protein | Lactose | SCC | Blood | Max Conductivity |
|-----------|---------|--------|-----------|---------|------------|-------|---------|---------|-----|-------|------------------|
| 1941      | Milking | Ready  | 6         | 110     | 19.39      | 1.95% | 4.25%   | 4.47%   | 21  | 0     | 5.9              |
| 1945      | Milking | Ready  | 6         | 120     | 12.39      | 2.88% | 3.64%   | 4.66%   | 7   | 0     | 5.4              |
| 1949      | Milking | Bred   | 6         | 126     | 15.95      | 4.53% | 3.49%   | 4.77%   | 17  | 0     | 5.4              |
| 1952      | Milking | Bred   | 6         | 131     | 15.75      | 2.49% | 4.34%   | 4.56%   | 27  | 0     | 8.1              |
| 1961      | Milking | Bred   | 6         | 125     | 15.21      | 4.98% | 3.11%   | 4.89%   | 786 | 0     | 5.4              |
| 1962      | Milking | Bred   | 6         | 130     | 17.33      | 3.88% | 3.54%   | 4.66%   | 33  | 0     | 5.6              |
| 1963      | Milking | Bred   | 6         | 117     | 18.51      | 3.76% | 3.55%   | 4.83%   | 26  | 0     | 5.3              |
| 1968      | Milking | Bred   | 6         | 134     | 18.36      | 4.5%  | 3.62%   | 4.73%   | 6   | 0     | 5.3              |
| 1969      | Milking | Bred   | 6         | 67      | 21.36      | 3.39% | 3.63%   | 4.39%   | 30  | 0     | 6                |

### Also available as an EID-based solution

In addition to SenseHub™ Dairy monitoring ear and neck tags, **SenseHub™ Dairy Essential**, delivers an EID-based farmers who want milk monitoring insights and the automation of SenseHub™ sorting gates.



## SenseHub™ Dairy Automation

Freedom is **the power of automation** to help improve operations and workflow

When you automatically connect **SenseHub™ sorting gates** to the SenseHub™ Dairy system – whether with monitoring tags or EID tags – you'll quickly experience the power of automation for:

- ✓ Improving work efficiency by simplifying routine tasks to save time
- ✓ Reducing labor costs with automated actions driven by your SenseHub™ Dairy insights
- ✓ Stress-free sorting of animals to improve their welfare and milk yield
- ✓ Regulating access to pens or pasture by facilitating animal traffic

Freedom is a **single source of unparalleled insight** into the whole-life of your animals – *in the palm of your hand.*

- ✓ Whole-life monitoring to optimize each animal's lifetime productivity
- ✓ A customizable solution that you can easily adapt to your farm's evolving needs
- ✓ Improve reproduction, health, nutrition and milk production
- ✓ Smarter workflow automation based on each individual cow's status
- ✓ Expert teams and tools always on hand to help you get more value from your solution



## A flexible application plan for every farm

|   | ESSENTIAL | YOUNGSTOCK | STARTER | ADVANCED | PREMIUM | LIFETIME |
|---|-----------|------------|---------|----------|---------|----------|
| Youngstock Monitoring                       |           | ●          | ●       | ●        | ●       | ●        |
| Reproduction Monitoring                     |           |            | ●       | ●        | ●       | ●        |
| Health Monitoring                           |           | ●          |         | ●        | ●       | ●        |
| Group Monitoring                            |           |            |         |          | ●       | ●        |
| SenseHub™ In-line Somatic Cell Count Sensor | ●         |            |         |          | ●       | ●        |
| SenseHub™ In-line MilkPlus Sensor           | ●         |            |         |          | ●       | ●        |
| Sorting Gate Automation                     | ●         |            | ●       | ●        | ●       | ●        |

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



## Freedom is **knowing expert help is always at hand** when you need it

“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**

SenseHub™ Dairy 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.

For everyday queries on how to use your monitoring software, SenseHub™ Dairy Discover provides timely, practical in-platform information. Integrated tooltips 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**

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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