



# Farm with more freedom

## SenseHub<sup>®</sup> Dairy

Find more **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 more freedom in a flexible monitoring solution that will reveal insights and opportunities to help advance the efficiency and productivity of your farm—from calf to cow.

SenseHub® Dairy tracks a range of critical markers to deliver a centralized source of accessible insights into your herd.

State-of-the-art capabilities can be included in the SenseHub® Dairy application plan to create a comprehensive picture of animal status across the production cycle:

- **Whole-life behaviour monitoring** enables more targeted and timely interventions to help improve reproduction, health, nutrition and well-being—at all stages of the lifetime of the animal
- **Integrated milk monitoring** gives you insights on milk yield and quality

\*Results may vary.

# 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 behaviour and milk monitoring with smart automation technologies into a modular ecosystem gives the flexibility to effectively monitor your dairy animals across the production cycle.



## **MONITOR**

### **Monitor animal status and track data**

SenseHub® Dairy enables you to identify and monitor animals around the clock, by tracking behaviours and detecting changes that could indicate a key event or possible health issue—from calf to cow.



## **UNDERSTAND**

### **Turn information into actionable insights**

SenseHub® Dairy system delivers actionable insights and status reports that are sent directly to you and your team—including alerts for animals that may require your attention.



## **ACT**

### **Leverage insights for operational gains**

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

# SenseHub® Dairy Behaviour Monitoring

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

The only integrated behaviour monitoring solution for whole-life monitoring, SenseHub® Dairy can alert you to calves, heifers and cows that may need attention due to the risk of developing potential health issues so you can help improve health and performance from the start of a cow's life.

## Help increase productivity through accurate heat detection

Real-time, actionable insights help eliminate guesswork and inconsistency, reduce skilled labour requirements and save valuable time. Substantiated heat detection accuracy and precise insemination guidance can help you reduce calving intervals and improve animal productivity

## Help improve health and productivity with actionable insights

SenseHub® Dairy's monitoring system 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.

With vital insight, 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.

## Help 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 helps with addressing immediate issues and guides longer-term planning to help improve herd-wide nutrition, well-being and productivity.

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

From the connected ecosystem straight into your preferred device, the **SenseHub® Dairy Report Generator** helps transform operational control through more precise herd intelligence. Fast, intuitive functionality lets you easily customize your monitoring reports in real-time to help 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 (SCC) Sensor\*\***, the SenseHub® Dairy milk monitoring solutions provide you with milk yield and quality insights.

Combined with SenseHub® Dairy behaviour monitoring and automation, it can help improve workflow so you can **farm with more freedom.**

### Actionable insights into milk quality and yield

No matter which milking parlour 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 for 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 help fine-tune daily operations

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

### Also available as an EID-based solution

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

\*\*Additional hardware required





## 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 to help:

- ✓ Improve work efficiency by simplifying routine tasks to save time
- ✓ Reduce labour costs with automated actions driven by your SenseHub® Dairy insights
- ✓ Reduce stress associated with sorting of animals and help improve animal welfare and milk yield
- ✓ Regulate access to pens by facilitating animal traffic

Freedom is a **centralized source of insight** into the whole life of your animals—in the *palm of your hand*

- ✓ Whole-life monitoring to help improve each animal's productivity at each stage of its life
- ✓ A customizable solution you can easily adapt to your farm's evolving needs
- ✓ Reproduction, health, nutrition and milk production insights to help you make more informed decisions
- ✓ Smarter workflow automation based on each 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	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 SenseHub® Dairy 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 works 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 Merck 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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