Healthier cows pregnant earlier in the grazing season!

The latest in health and fertility monitoring

MooMonitor +

www.dairymaster.com

DAIRYMASTER

Experience the difference

i

Notifications direct to your phone.

Detect heats with ease...

THE MOOMONITOR+ HAS MORE ADVANCED DATA ANALYSIS THAN ANYTHING ELSE ON THE MARKET.

The MooMonitor+ improves farm profitability by decreasing labour requirements for farm personnel, improving reproductive performance and minimising losses due to missed heats, undiagnosed illnesses and general animal wellbeing. The MooMonitor+ monitors the cow's neck movements for heat related activity, resting, rumination, feeding, head position and restlessness.

- Higher submission rates.
- Less missed heats.
- Less straws used per conception.
- Allows for the use of more expensive semen from bulls of higher genetic merit.
- Higher conception rates through better timing of insemination.
- More pregnancies = more calves.

- Identify problem cows earlier (anoestrus and cystic).
- Reduce calving interval.
- More compact calving season.
- Reduced labour/time watching cows.
- Reduces costs e.g. hormone therapy.
- Easy to use.
- High return on investment.
- Fertility is production (more calves therefore more milk).

Health and wellness monitoring...

Fertility

- Vital for farm profitability.
- Shorter calving interval increases output.
- Higher submission rates.
- Less labour.
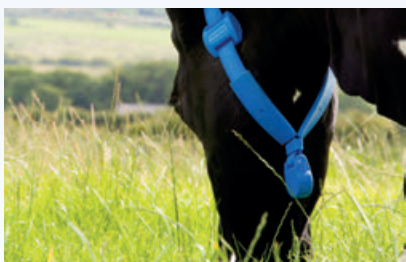- Selectively breeding the best cows and eliminating the underperforming cows.

Rumination

- Rumination tells us how the cow is feeling.
- Indicator of health and wellness.
- Early detection of illness and better response to therapy.
- Reduced use of antibiotics with supportive therapy.
- Reduced cow sales, culls and deaths.

Resting

- For cows that are housed comfort is important.
- Adequate resting times indicate contentment and health, however excessive resting time can indicate illness.
- Resting times tell us how the cow is feeling.
- Greater resting reduces lameness and increases milk production.

Feeding

- Production is directly linked to feeding.
- Monitor feeding behaviour.
- Indication of DMI (Dry Matter Intake) for dry and freshly calved cows.
- Time spent eating per day.

Restlessness

- Enhances heat detection.
- Detect changes in behaviour.
- Round the clock monitoring means shorter or more subtle changes may be detected.

Performance

- Better management of dry and fresh cows.
- Earlier detection of pain, disease and distress.
- Return sick cows to production faster.
- Fast return on investment.

Your herd in your pocket...

APP - WITH 2 WAY COMMUNICATION REMOVING THE NEED TO GO BACK TO THE COMPUTER.

The mobile app allows two way interaction with the system e.g. cow and insemination events can be entered immediately. When the system detects sick cows it will send you an immediate notification direct to your phone allowing you to intervene sooner. It is even possible to monitor several farms on your phone e.g. for veterinarians or AI technicians.

Insem
Cows ready to be inseminated and much more

Active
Cows detected as being in heat

Health Alerts
Cows showing abnormal behaviour

Suspect
Cows with higher than normal activity that may be in heat

Watch
Add cows to the watch list for quick access to their data

Draft
Cows scheduled to be drafted

Summary
MooMonitor +

Cow ID

Insem 12   Active 4   Suspect 15

Health Alerts 2   Watch 24

Active Cows:4
2056,6093,
9270,10051
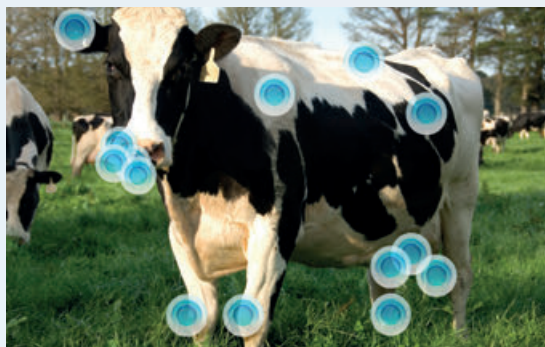Health
Alerts:2
1226,10247

More free time with your family

Stay in control...

REAL-TIME INFORMATION

4x more granular data intervals. Meaning more real-time information and actions can be taken immediately. With our system you can precisely monitor changes in behaviour and identify illness much faster.
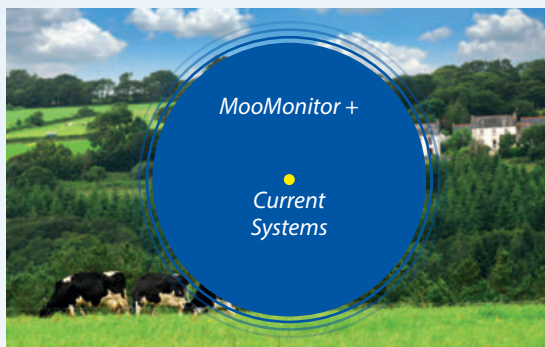
MORE DATA

High precision activity and behavioural analysis. 6x more measurement metrics. 24x more data on each animal. Meaning 210,000 data points on each cow every year.

REDUCED POWER CONSUMPTION

20x reduction in power meaning that the battery life is up to an amazing 10 years!

EXTRA LONG RANGE

Major improvement in range. This covers an area 1000 times greater than current systems on the market.

MooMonitor +

Current Systems

More milk at the right time!

SHORTER CALVING INTERVAL FOR EASE OF CALVING MANAGEMENT

The MooMonitor+ can help you decrease your herds calving interval by:

- Allowing for easier calving/fresh cow management the following season.
- Dealing with cows that calve late.
- Picking up heats early in late calved cows.
- AI these cows at first return to service.
- Getting these cows in calf sooner.
- Increasing your herd's production output (milk yield, number of calves born).
- Reducing culling rates.
- Reducing veterinary costs.
- Less empty cows.

IMPROVE GRASS UTILISATION TO LOWER YOUR COSTS.

- Late calvers produce milk when grass growth levels are decreasing.
- This means their costs of feeding per litre of milk increases.
- This leads to reduced efficiency.
- Early spring grass is of high quality = perfect for cows in peak lactation.
- Little additional feeding needed when the cow's production matches seasonal grass growth.

Access your data on the go...

INFORMATION ON EACH COW AT YOUR FINGERTIPS

Imagine you could look at your herd and be able to get all the above information. This is now possible with the MooMonitor+.

The MooMonitor+ is known to be one of the most precise activity monitoring systems in the world. It can monitor a cow's daily behaviour and accurately identify specific types of behaviour such as heat detection, feeding, rumination and wellness, resting, head position and restlessness.

The better the heat detection, the more animals will be presented for artificial insemination (AI) and the quicker animals will be pregnant. The results of this are shorter calving intervals, which saves money in the areas of reduced culling rates, labour and the number of animals you need to re-inseminate.

The MooMonitor+ is your electronic stockman helping you to focus on each individual cow no matter the size of your farm to improve profitability, heat detection, cow wellness and your quality of life.

Be sure that every cow in your herd is being looked after... Call Dairymaster today!

We use Science and Technology to make dairy farming more profitable, enjoyable and sustainable.

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DAIRYMASTER

Experience the difference

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