



Pre Breeding Webinar

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14th March 2024



Smarter Solutions. Smarter Prevention. Smarter Connections.

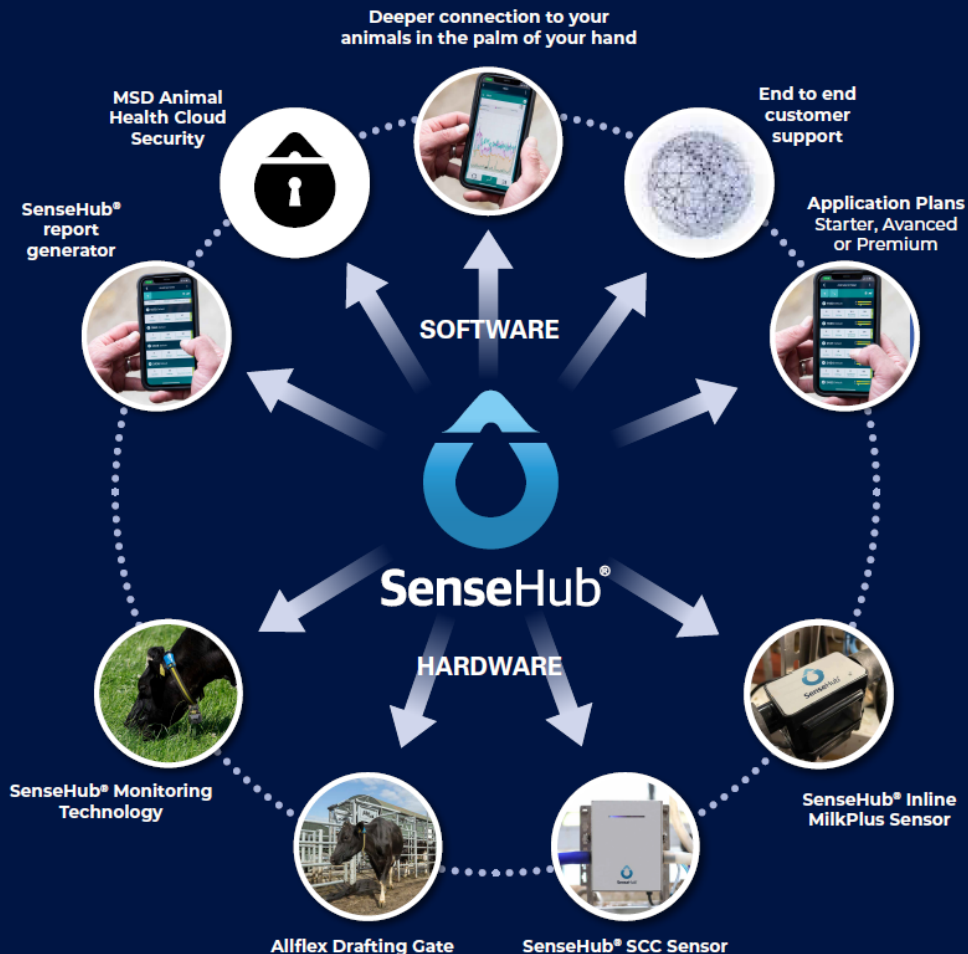
#ScienceOfHealthierAnimals



MSD
Animal Health

SenseHub®

an eco-system
that adapts to
your farm
business



SenseHub™ Behaviours

1. Side lying
2. Low Activity
3. Medium Activity
4. High Activity
5. Eating/Grazing
6. Rumination
7. Walking
8. Heavy Breathing (Panting)
9. Abnormal Behaviour
10. Side lying

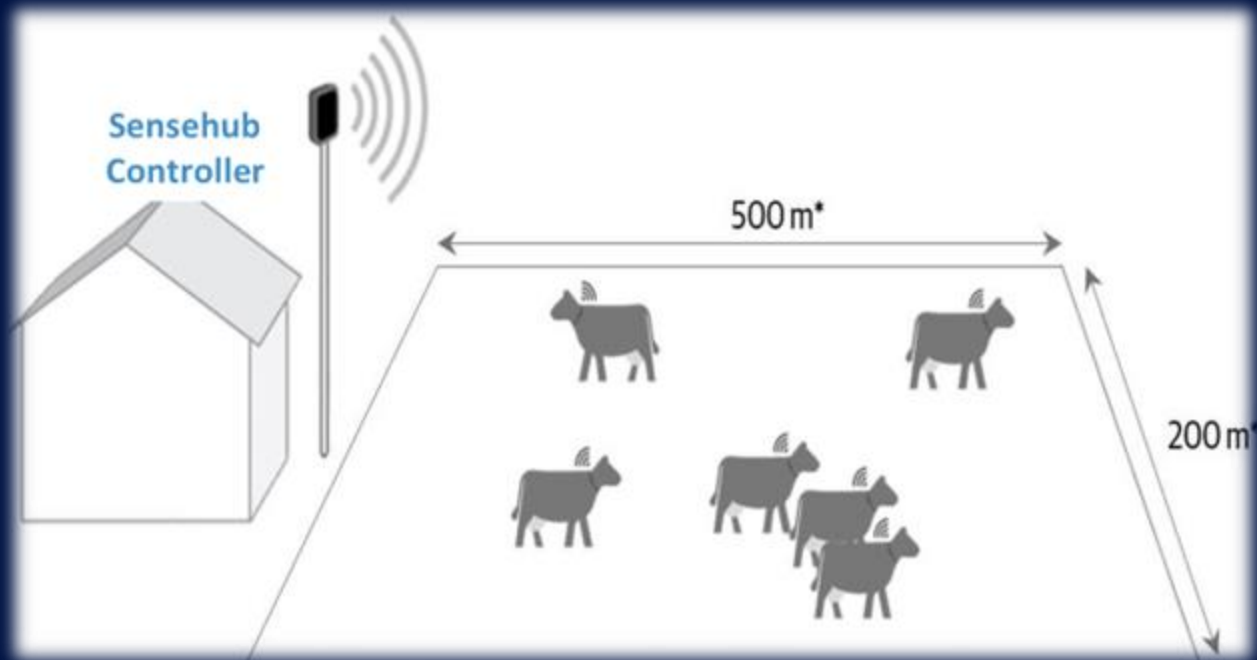


The 'Collar Tag' incorporates an accelerometer to measure movements 24/7

Ear Tag measures slightly different – micro movements

Machine learning modules translate behavioral trends to cow and group insights

SenseHub™



SenseHub™



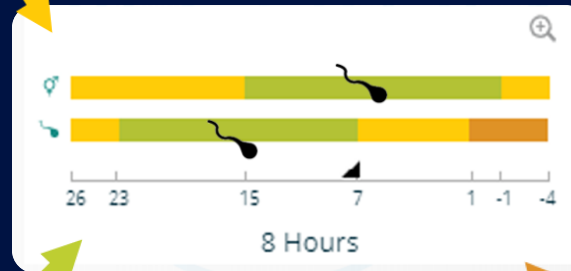
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26-23 Hours - Early Breeding

Breeding during this timeframe may result in lower conception rates.

8-1 Hours - Late Breeding

Breeding during this time frame may result in lower conception rates.



23-8 Hours - Optimal Breeding time


This is optimum Breeding Window.
Breeding during this time may result in the highest conception rates.


1-(-4) Hours






















Breeding during this timeframe may result in the lowest conception rates.

Anestrus Cows

More Actions

Anestrus Cows | 11  out of 11

Last Updated: a few seconds ago 

Animal ID	Group	Status	Lactation	DIM/Age	Days since Last Heat	Days since Last Breeding	
475	1	 Ready	3	72			
496	1	 Ready	3	89			
509	1	 Ready	3	78	78		
546	1	 Ready	3	85			
575	1	 Fresh	3	53	37		
685	1	 Ready	2	73			
687	1	 Ready	2	107			
109	2	 Ready	1	98			
124	2	 Ready	1	61			
125	2	 Ready	1	65			

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Irregular Heat Report


Any animal that is displaying 3 or more heats per month will be eligible for this report





The screenshot displays the SenseHub Dairy software interface. At the top, there is a navigation bar with a search icon, a notification bell showing 5 alerts, and the date Nov 30, 2020. Below the navigation bar, the main content area shows the title "Irregular Heats | 5 out of 5" and a "Last Updated: a few seconds ago" status. A table lists the details for 5 animals. The columns are: Animal ID, Group, Status, Lactation, DIM/Age, Days since Last Heat, and Heats in Last 30 Days. A red box highlights the "Heats in Last 30 Days" column, which contains the values 3, 3, 4, 4, and 3 for the respective animals.


Animal ID	Group	Status	Lactation	DIM/Age	Days since Last Heat	Heats in Last 30 Days
6983	AI to Next	Bred Heifer	0	517	2	3
3902	SHED2 (200)	Bred	4	99	5	3
4580	SHED3 (198)	Bred	3	161	4	4
4756	SHED3 (198)	Bred	3	121	11	4
3672	SHED4 (126)	Bred	5	55	3	3

Tailored Reports – Sexed Semen

Last Updated: a few seconds ago 

 More Actions 


Sexed Semen Cows | 186  out of 186










<input checked="" type="checkbox"/>	Animal ID	DIM/Age	Weekly Ruminations Average	Lactation Number	Days since Last Heat	System Heat within 60 DIM	Previous Distress Average: 0.05	
<input type="checkbox"/>	=	=	=	=	=	=	=	↓
<input type="checkbox"/>	246	61	645	3	22	Yes	3	
<input type="checkbox"/>	443	79	594	3	26	Yes	1	
<input type="checkbox"/>	466	61	657	5	7	Yes	1	
<input type="checkbox"/>	995	66	591	2	24	Yes	1	
<input type="checkbox"/>	3302	120	618	2	65	Yes	1	
<input type="checkbox"/>	3506	63	595	2	12	Yes	1	
<input type="checkbox"/>	3533	108	573	2	24	Yes	1	

Early Fresh Cow Report

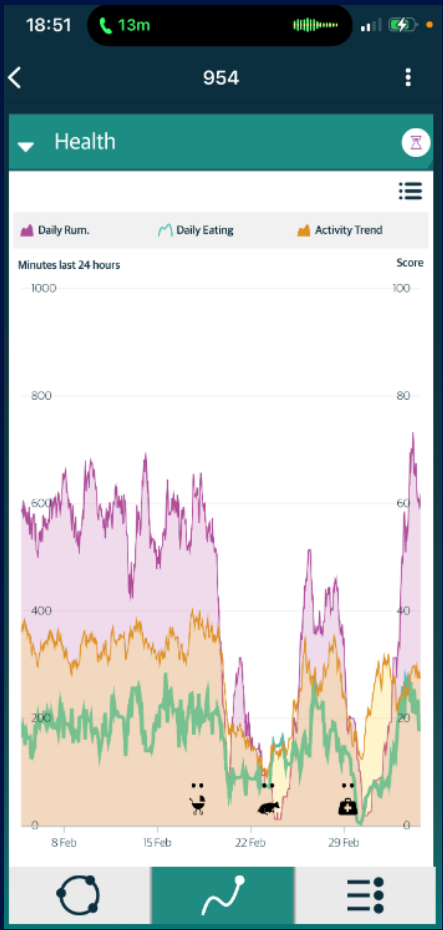
Last updated: a few seconds ago

More Actions

Early Fresh Cows | 55  out of 55

Animal ID	Group	Status	Lactation	DIM/Age	Daily Rumination	Health Index	Previous Distress	
873	Default	 Fresh	4	7	615	100	0	
437	Default	 Fresh	7	29	553	97.6	0	
1332	Default	 Fresh	2	14	538	100	0	
1233	Default	 Fresh	3	9	535	100	0	
1042	Default	 Fresh	3	25	533	100	0	
1124	Default	 Fresh	3	12	530	100	0	
628	Default	 Fresh	6	25	529	96.8	0	
1392	Default	 Fresh	2	28	525	96.1	0	

Metabolic Health Issues



SARA Case Study

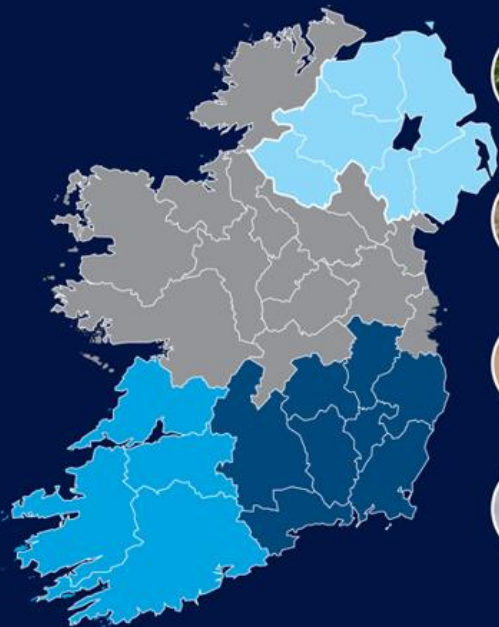


SenseHub™

The global leader in cattle monitoring



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