

More freedom.
Better business.
Less stress.

SenseHub[®] Dairy

An evolving ecosystem connecting animal behaviour monitoring, milk monitoring, drafting gates and milking-related automation, all on one easy to use, cloud-based platform.

It just makes sense.



Introducing SenseHub[®] Dairy

SenseHub Dairy is an evolving ecosystem connecting animal behaviour monitoring, milk monitoring, drafting gates, and in the future, milking-related automation, all on one easy to use, cloud-based platform.

When weighing up which monitoring and automation solutions are right for you, it makes sense to consider the bigger picture and the tech you want or need in the future.

Future proof your monitoring solution by investing in a modular ecosystem that fits and grows with your farming operation today and tomorrow.

SenseHub Dairy delivers:

- World-class training & support
- Improved efficiency
- Ease of use
- Connected tech in one platform
- Opportunity to increase profits

SenseHub Dairy tracks a range of critical markers to deliver a single, accessible source of unparalleled insight into your herd, so you can monitor, understand, and act.



MONITOR

Animal status and trends

SenseHub Dairy enables you to identify and observe animals round the clock, to track behaviours and detect changes that may indicate a key event or possible health issue.



UNDERSTAND

Information into insights

SenseHub Dairy software analyses the collected data to deliver actionable insights, alerts, and status reports, sent to you and your team, viewable on any device.

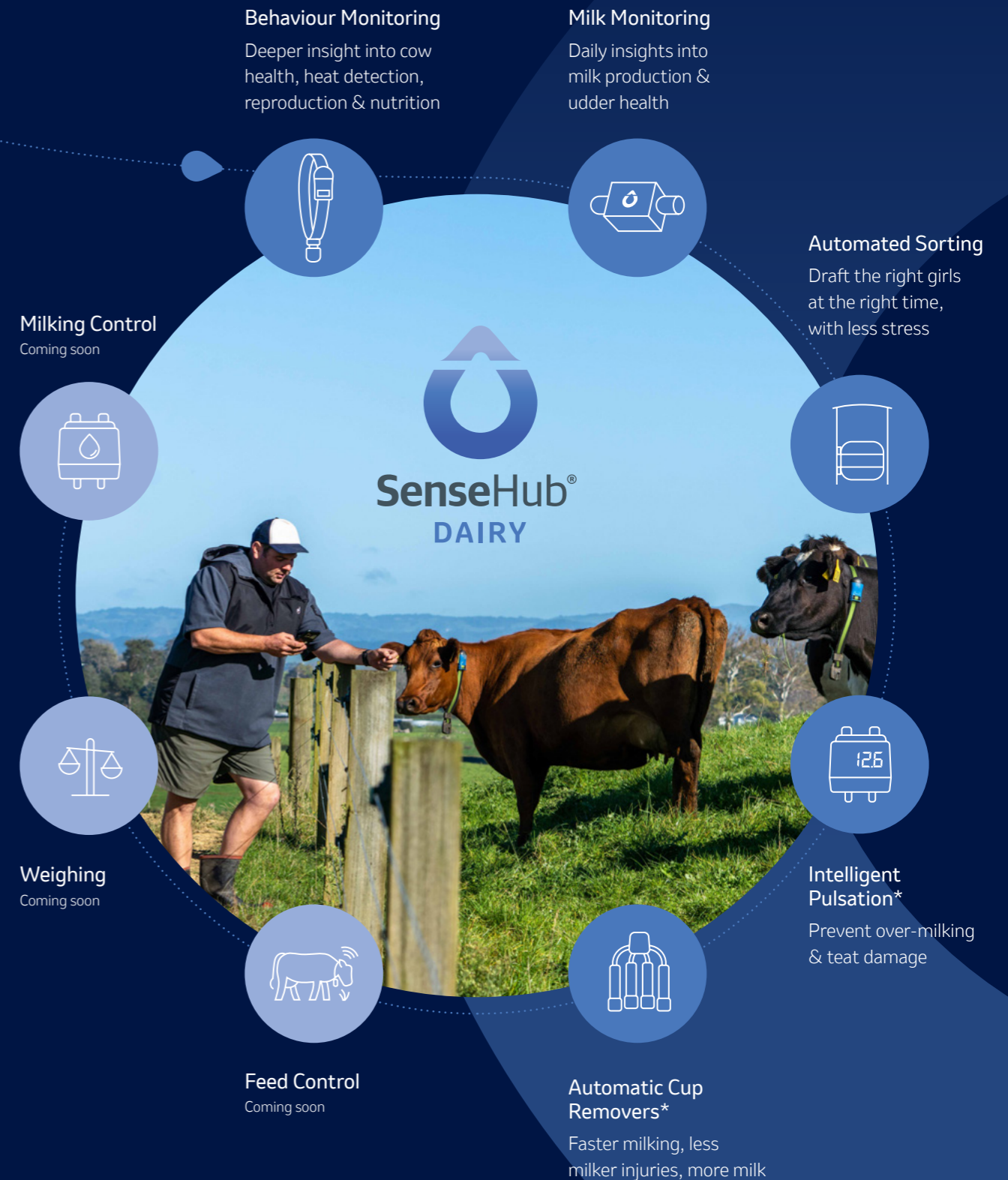


ACT

Insights into gains

The SenseHub Dairy integrated ecosystem actionable insights enable you to improve animal wellbeing, production and enhance workflow efficiency.

MORE FREEDOM. BETTER BUSINESS. LESS STRESS.



*Standalone available now, connected to SenseHub in future

Behaviour Monitoring

Get the sense to know she's on heat, eating well or in need of help, earlier.

Increase productivity through accurate heat detection.

Real-time, actionable insights can eliminate guesswork and inconsistency.

Reduce skilled labour and improve team wellbeing

Manual pre-mating heats and visual heat detection are no longer needed.

Actionable insights to improve health and productivity

SenseHub Dairy monitoring applications alert you to cows that may need further attention due to the risk of developing potential health issues.

Gain value from your AI

Accurate heat detection data including insemination window for best timing, can be used to make precise insemination decisions, giving you the opportunity to reduce calving intervals.

Advance herd-wide nutrition and wellbeing with group-level insights

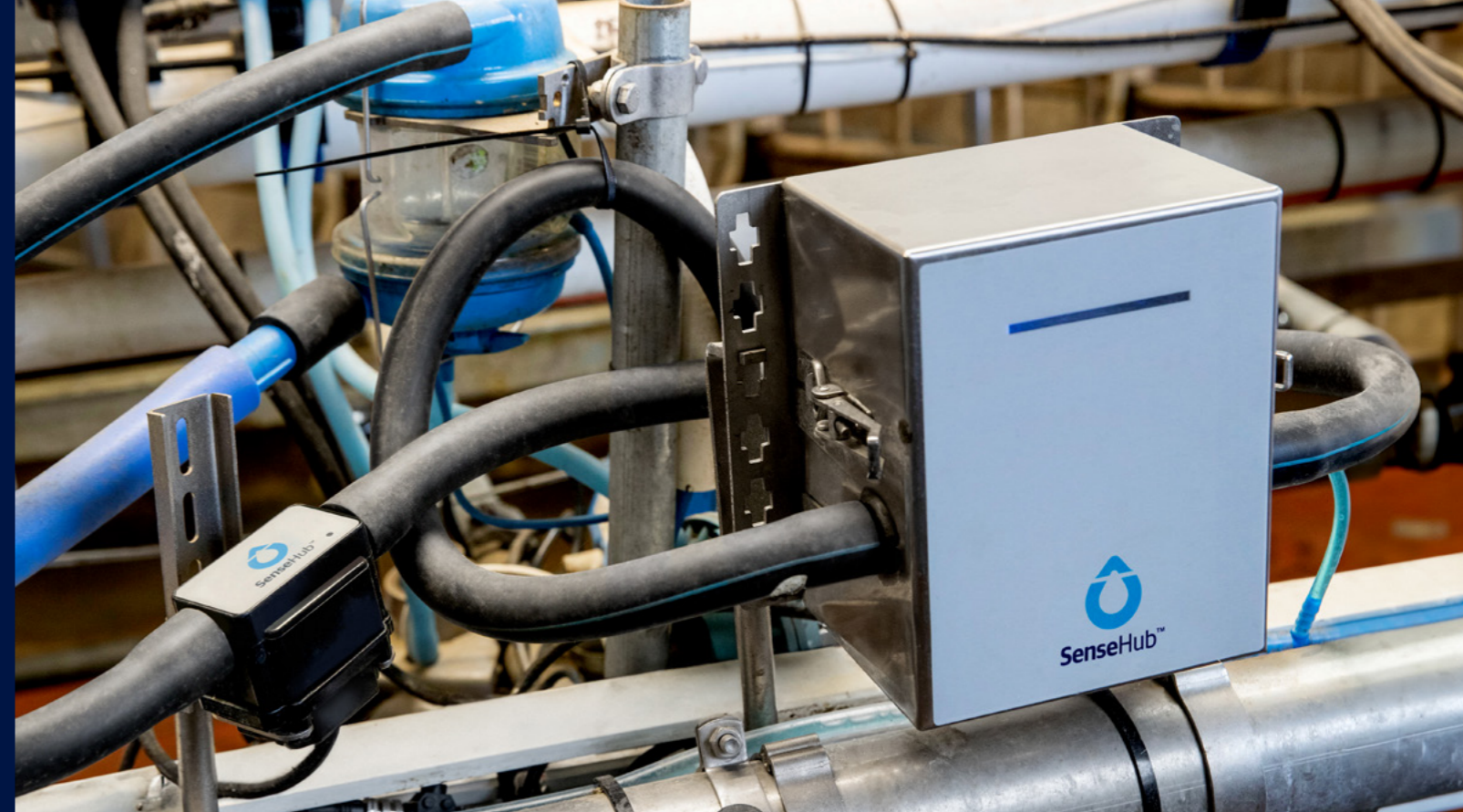
SenseHub Dairy group monitoring applications help you understand health, comfort, nutrition, heat stress and other essential information.

Create custom insights to fine-tune daily operations

Fast, intuitive functionality lets you easily customise your monitoring reports in real-time to target the animals and tasks that matter most.

Over 500,000*
New Zealand cows
wear SenseHub
Dairy collars

* Data on file



Milk Monitoring

Get the sense to know her milk production and milk quality, daily.

With fully integrated SenseHub Dairy in-line MilkPlus and Somatic Cell Count (SCC) Sensors, the SenseHub Dairy milk monitoring solution provides you with milk yield and quality insights, so you can further benefit from more freedom, better business, and less stress.

Easily identify who is thriving, hungry or in need of attention

No matter which milking shed 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 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 faster, more informed, breeding, feeding, udder-health, dry-off and culling decisions optimising productivity and animal wellbeing.



Automated drafting gates

We know one of the most stressful, labour-intensive jobs is drafting out cows. It makes a lot of sense to automate this task, particularly when you pair it with cow monitoring.

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

- Improve work efficiency by simplifying routine tasks to save time
- Reduce labour 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

Popular SenseHub gates include Intelligate® and Protrack® with four options to suit any shed or herd size and budget:

1. Intelligate-P (Collar sorting)
2. Intelligate-S (Collar sorting)
3. Protrack conversion (EID to Collar sorting)
4. Protrack (EID sorting)



Milking-related automation

Get the sense to spend less time milking and prepare for the future.

Automatic Cup Removers

Automatic Cup Removers (ACRs) accurately sense milk flow and automatically remove the cups when the flow drops below a predefined threshold. Suitable for both herringbone or rotary, they can be retrofitted into current or installed into new sheds, providing both milkers and cows with increased comfort during milking.

Simple to use, with easy lift-to-start milking, our ACR swingarm is robust and high quality, with stainless steel ram angled to keep the centre of the pit clear, giving a good working area for milkers.

Intelligent Pulsation

Pulsators are highly reliable, easy to install, low maintenance and can indicate real-time issues. A variety of standalone or connected pulsators and customisation options are available, suiting any herringbone or rotary milking shed configuration.

With intuitive pulsators, teat massage can be automatically applied to stimulate milk let-down. The system then automatically adjusts the pulsation rate and ratio according to real-time milk flow, optimising and shortening milking time and reducing teat irritation.



World-class support



Expert help is always at hand when you need it

SenseHub Dairy gives you multiple points of support, from face-to-face training, 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 local network of trainers, technical specialists, service desk and dealers work with you to ensure the success of your monitoring and automation systems, 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 tool tips and guides explain key features and help you uncover the insights that matter most to you.

Payment options available*

1. Subscription
(Behaviour Monitoring only)

2. 0% deposit, 0% interest,
24 months to pay

3. Farm Source account
(Get 2% discount)

4. Upfront



*T&Cs apply

Your Local SenseHub® Sales Specialist

With a dedicated team of training and tech support specialists located across New Zealand, and with over 65 years' experience, we are the market leaders in behaviour monitoring.

Backed by MSD Animal Health and supported by MSD Animal Health's global Research & Development, we are committed to delivering the best in monitoring and automation solutions for New Zealand Farmers. So, if you'd like more information on SenseHub Dairy monitoring and automation solution, give your local specialist a call today.

Service Desk

Our friendly team are here to help, so call our service desk:

- ▶ **0800 255 353**
- ▶ Monitoring & Automation Sales **Option 4**

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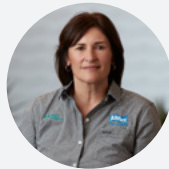


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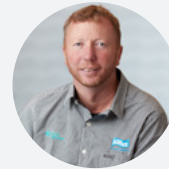


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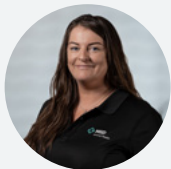
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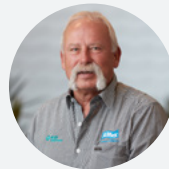
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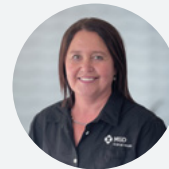


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- Trainer location
- Authorized Dealer Network location

- Hamilton**
MSD Animal Health Technology Labs
- Palmerston North**
Allflex Identification Factory
- Upper Hutt**
MSD Animal Health Global Vaccine Manufacturing

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