



# Monitor every cow's milk, every day

Make more informed breeding, feeding, dry-off and culling decisions.

It just makes sense.



# SenseHub® Dairy - it just makes sense

SenseHub Dairy is an evolving ecosystem connecting cow behaviour monitoring, automated drafting gates, milk monitoring 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 in the future.

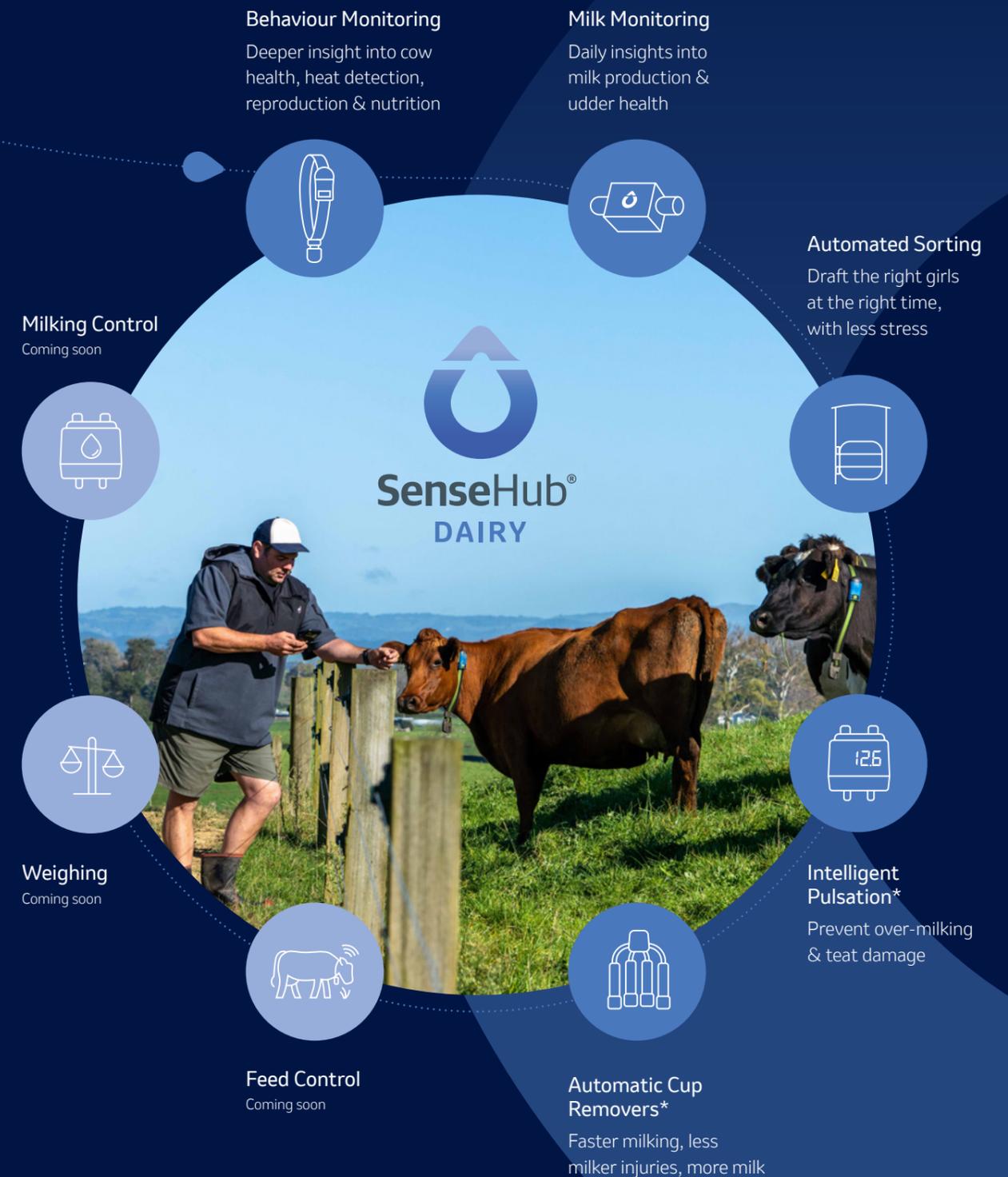
## SenseHub Dairy delivers on what you want from your tech:

- ✓ Improved efficiency
- ✓ Easy-to-use
- ✓ Connects together
- ✓ Training & support
- ✓ Help increase profit

## Reap the rewards a fully integrated SenseHub Dairy solution can provide:

- Eliminate guesswork & inconsistency
- Reduce skilled labour
- Save time
- Improve wellbeing and productivity
- Improve insemination decisions
- Reduce calving interval
- Anticipate health issues before clinical signs appear
- Better treatment outcomes
- Guided nutrition planning
- Maximise milk quality
- Improve dry-off and culling decisions
- Advance your herd genetics

MORE FREEDOM. BETTER BUSINESS. LESS STRESS.



\*Standalone available now, connected to SenseHub in future

# Milk Monitoring

Milk indicates productivity, breeding potential, udder health, systemic health, feeding regime and let-go timing, so it makes sense to monitor every cow's milk, every day, all season.

The majority of NZ cows are herd tested, many only once, and some not at all.

Making critical farm decisions based on none, just one or infrequent testing is risky business. The more times you test, the more accurate your data and trends, the earlier you detect any issues. Imagine getting more insights, more regularly, without disrupting your milking routine!

SenseHub Dairy Milk Monitoring in-line sensors do all the hard work, giving cows their 'voice', helping you to easily identify who is thriving, hungry, or in need of attention.

Make faster, more informed breeding, feeding, dry-off and culling decisions, benefiting your herd, staff, and farm.



# MilkPlus Sensor

Get the sense to know her milk production, daily.

Installed in-line, SenseHub Dairy MilkPlus 6-in-1 sensors give you unparalleled insights into every cow's milk, every day, throughout her entire lactation, without disrupting your milking routine.

In herringbone or rotary sheds, MilkPlus sensors automatically match the result to each cow via entrance ID, storing and displaying the data in SenseHub Dairy software. Along with data from your cow collars, this gives you access to unparalleled insights, all in one ecosystem.



Together with SenseHub Dairy collars 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.



## Features

- Measures yield, fat %, protein %, lactose %, blood & conductivity per milking
- High Blood and Abnormal Milk alerts
- Suits both herringbone and rotary sheds
- Made in New Zealand

## Benefits

- Identify your best to worst performers
- Optimise feed efficiency
- Improve breeding and culling decisions
- Increase production and profitability
- Earlier detection of cows that may need vet attention

# SCC (Somatic Cell Count) Sensor

Get the sense to protect her udder health and your milk quality, earlier.

Installed in-line, SenseHub Dairy SCC sensors perform an automated gel reaction Rapid Mastitis Test (RMT), providing the somatic cell count within 2 minutes of cupping. Get fast, frequent, and reliable SCCs, per cow, throughout her entire lactation, without disrupting your milking routine.

In herringbone or rotary sheds, connected SCC sensors automatically match the result to each cow via entrance ID, storing and displaying the data in SenseHub Dairy software. If included with data from your cow collars,

this gives you access to unparalleled insights, all in one ecosystem.

Optical warning lights (OWLs) can be installed at the milking point, and turn green, orange, or red, depending on the SCC result for that cow, while she is still in the bail. Red lights alert you to a cow with a high SCC result, allowing you to act fast.

In herringbone sheds, you can opt to have unconnected SCC sensors (i.e. no entrance ID, no SenseHub Dairy software), using OWLs to alert you, then manually recording and/or marking a cow if she gets a red light.

## Features

- Get SCC results every day
- Promptly identify cows with high SCC
- Measures SCC not Conductivity, so more familiar and trusted
- Dry Cow Report
- Made in New Zealand

## Benefits

- Further investigate potential udder health issues
- OWLs enable rapid action, if required, while the cow is still in-bail
- Early intervention increases milk production, milk quality and cow comfort
- Protect your bulk milk SCC score, get more excellent milk quality benefits
- Reduce the need to strip the herd, faster milking, less skilled labour required
- Improve breeding, dry-off and culling decision making
- More selective Dry Cow Therapy decisions

**Note** Annual costs include purchase of SCC Gel and servicing the sensors



## SCC Alerts (000s cells per ml)

### SCC level 0-200

1. Solid Green



### SCC level 201-400

2. Alternating Green + Orange



### SCC level 401-800

3. Flashing Orange



### SCC level 801-2,000

4. Alternating Orange + Red



### SCC level >2,000

5. Flashing Red



# 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**

## North Island



Cambridge

### Libby Mannering

North Island Sales Lead

M 027 238 3492

E libby.monaghan@msd.com



Auckland / Northland

### Craig Midgley

M 027 222 86 22

E craig.midgley@msd.com



Waikato

### Shaun Killalea

M 027 430 3413

E shaun.killalea@msd.com



South Waikato / BOP

### Fleur Dickie

M 027 347 3344

E fleur.dickie@msd.com



King Country / Taranaki

### Mark Ward

M 027 252 7373

E mark.ward2@msd.com



Wairapa / Manawatu / Hawke's Bay

### Trevor Ward

M 027 556 7779

E trevor.ward@msd.com

## South Island



West Coast / Ashburton

### Laura Christensen

South Island Sales Lead

M 027 536 7967

E laura.christensen@msd.com



Upper South Island / North Canterbury / Buller

### Trevor Green

M 027 244 6144

E trevor.green@msd.com



South Canterbury / Otago

### Gordon Keown

M 027 306 8201

E gordon.keown@msd.com



Southland / Otago

### Annalize Du Plessis

M 027 229 7989

E annalize.plessis@msd.com



- Trainer location
- Authorised Dealer Network location

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

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.



[sensehub.co.nz](https://sensehub.co.nz)

Copyright © 2024 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.  
© Registered trademarks. NZ-NON-240400002

