

Media Release

Bovonic and MSD Animal Health explore collaboration to accelerate proactive herd management for dairy farmers in New Zealand

Bovonic, a New Zealand-based agri-tech innovator, and MSD Animal Health, a global leader in animal health solutions, including New Zealand's leading dairy monitoring brand SenseHub® Dairy, today announced an intention to collaborate to accelerate the adoption of smarter dairy technologies and giving farmers greater confidence in the future of their technology investment.

Bovonic and MSD Animal Health aim to explore opportunities to bring together the technology behind Bovonic's QuadSense™ mastitis detection system and SenseHub Dairy's extensive ecosystem of animal behaviour and milk monitoring technology.

Together, the companies aim to provide farmers with more innovative and integrated tools to support early disease detection and proactive herd management.

The ability to detect indicators of mastitis earlier could be a game changer for the dairy industry. DairyNZ estimates the total economic cost of mastitis at approximately \$150 per cow each year – adding up to more than \$50,000 annually for an average herd of 300 cows. This costs the New Zealand dairy industry more than \$180 million every year. *

Driving Innovation in Dairy Farming

MSD Animal Health and Bovonic have a shared vision to empower dairy farmers with accessible, data-driven tools that improve decision-making and animal welfare.

“We have an exciting opportunity to explore options for delivering practical, scalable solutions to dairy farmers,” says Bovonic founder Liam Kampshof.

“If we work together as partners, we will move faster and deliver more benefits to them”

“Farmers want confidence that the technology they choose today will continue to deliver value into the future,” says MSD Animal Health, SenseHub Dairy Business Unit Lead Austin Heffernan.

“With Bovonic's innovation, MSD Animal Health's global expertise and SenseHub Dairy's established monitoring ecosystem, we're evaluating how we could deliver the future of dairy technology - one that gives farmers confidence to invest in solutions that can grow with their farm.”

***Sources:** DairyNZ, *Automated Mastitis Detection*; DairyNZ, *Facts and Figures*.

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