

## **MEDIA RELEASE – Draft v5**

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**GEA and SenseHub® Dairy powered by MSD Animal Health collaborate to deliver comprehensive solutions and gold standard service.**

GEA Farm Technologies and SenseHub® Dairy, powered by MSD Animal Health, are working together to deliver smarter, more connected solutions for New Zealand dairy farmers, combining their individual strengths to enhance performance in the dairy shed.

This collaboration brings together GEA's expertise in milking systems and automation with SenseHub Dairy's advanced animal monitoring and milk sensor technology. By aligning their capabilities, the two companies are providing farmers with comprehensive on-farm solutions to support better decision-making, improved animal health, and increased on-farm efficiency.

A key focus is ensuring that monitoring tools, milk sensors, and somatic cell count (SCC) technology integrate seamlessly into existing or new milking systems. This enables farmers to access reliable daily data, allowing for earlier detection of issues and more proactive herd management.

The collaboration is supported by the companies' trusted dealer network, who provide on-the-ground service and support for both GEA and SenseHub Dairy technologies, ensuring farmers receive consistent, high-quality service alongside innovative solutions.

“By combining proven technologies and practical expertise, GEA and SenseHub Dairy are helping farmers build healthier herds and drive long-term productivity,” says Allflex/SenseHub Dairy Business Unit Lead, Austin Heffernan.

To learn more, visit GEA (PD14) and Allflex/SenseHub Dairy (E85) at Mystery Creek Fieldays, 10-13 June. Their Service Partner, Landmore Agri, will also be showcasing the collaboration at site G51. See us onsite for our Fieldays specials.

**ENDS**

## About GEA Farm Technologies

GEA Farm Technologies is part of the GEA Group, one of the world's largest system suppliers for the food and beverage industry. In New Zealand, their national Dealer network provides farmers with a full portfolio of solutions and services that improve milking efficiencies, milk quality, cow health and performance. Their range offers industry leading solutions including:

- Robotic and conventional milking systems
- Dairy automation
- Effluent solutions
- FIL hygiene and animal health

For more information, you can visit [www.gea.com/newzealand](http://www.gea.com/newzealand).

About SenseHub Dairy (an MSD Animal Health brand)

SenseHub Dairy is an evolving ecosystem that brings together animal behaviour monitoring, milk monitoring, and drafting gates on one easy-to-use, cloud-based platform.

When choosing monitoring and automation solutions for your farm, it pays to look at the bigger picture — both the technology you need today and what will support your operation in the future.

Future-proof your monitoring system by investing in a modular platform that can adapt to your farm now and grow with it over time.

By capturing valuable insights every day, SenseHub Dairy helps farmers monitor and identify animals around the clock, supporting informed decisions that protect herd health and performance long term.

SenseHub Dairy offers the following solutions for your farm:

- On-farm individual cow health and heat monitoring
- Drafting gates
- Youngstock monitoring tags
- Adult cattle monitoring tags
- MilkPlus sensors
- SCC sensors

Farmers can choose one or multiple product offerings to suit their needs. Together with our experienced dealer network, we can help get your farm moving today.

For more information, visit [www.sensehub.co.nz](http://www.sensehub.co.nz)