



#### Reproduction Insights

##### Help determine estrus and inseminate with confidence

Real-time, actionable insights into the reproductive status of every cow; helps reduce the uncertainty and inconsistency of breeding to help you optimise conception rates, reduce skilled labour requirements and save valuable time. With automated heat detection and insemination guidance it can help minimise calving intervals and improve animal productivity.



#### Health Insights

##### Help detect potential issues earlier than visual cues alone

SenseHub® Cow Calf's health insights can alert you to potential health issues earlier than visual observation alone. With actionable insight into cows' behaviour, including during high-risk times such as post-calving, you can work with your veterinarian to help avoid physical deterioration and potentially reduce treatment costs.



#### Group Insights

##### Manage productivity across the herd with group monitoring

SenseHub® Cow Calf's group monitoring insights can help you to understand key behaviours at a macro level to support decisions that are in the best interests of the whole herd. Group insights include; health, comfort, nutrition and other essential information that can inform the response to immediate issues and guide longer-term planning to help improve herd-wide well-being and reproductive outcomes.



#### Report Generator

##### Target resources for maximum impact with custom reporting

SenseHub® Cow Calf's Report Generator capability transforms operational control through more precise and relevant herd intelligence. Fast, intuitive functionality lets you easily customise your monitoring reports in real-time to target the animals and tasks that matter most to your efficiency and productivity.

Functionality depends on the plan selected. Speak with a SenseHub representative today to discuss which plan best suits your operation.



**“When we have a snowstorm come in, or a silent heat detection, we don't worry that we're missing one because I know I'm going to get a text on my phone. It's changed the way we manage during our AI season.”\***

**Kaitlynn Bolduc**  
Cudlobe Angus, Alberta

*\*Results may vary.*

## Get more from SenseHub® Cow Calf with dedicated teams and tools

SenseHub® Cow Calf gives you multiple points of support, from 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 global network of local teams work with you to ensure the success of your monitoring system, from seamless installation to ongoing technical support.



Connect closer to your herd. Contact your Merck Animal Health representative or scan the QR code to learn more.

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.

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#### SenseHub® Discover

For everyday queries on how to use your monitoring software, SenseHub® 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.

## Connect to your herd on a closer level

### SenseHub® Cow Calf

Breed more confidently and gain more control through a closer connection to your herd







# Help improve reproductive outcomes with 24/7 monitoring

**SenseHub® Cow Calf helps you take the guesswork out of heat detection and make fast, informed decisions about breeding, health and nutrition**

Your success depends on a deep connection to your herd and a precise understanding of their needs. But how do you achieve these things without maintaining a constant physical presence?

“The biggest difference has been getting our time back. We no longer spend hours perched on the hill trying to spot heat signs—rain, snow and shine. The system monitors our herd, and text alerts let us know which cows are in heat and when.”

**Kaitlynn Bolduc**  
Cudlobe Angus, Alberta

SenseHub® Cow Calf is a unique monitoring solution designed to help cow calf producers achieve a close connection to their animals combined with greater flexibility in how they work.

Through round-the-clock monitoring of animal status, you can gain practical insights that help you to identify optimal breeding windows and detect potential issues promptly before clinical signs become visible.

SenseHub® Cow Calf puts actionable information related to estrus, health, nutrition and animal well-being in your hands in real-time. So whether you're on your operation or on the move, you can make informed decisions that can help advance the health and performance of your herd.

## SenseHub® Cow Calf Plans

	STARTER	PREMIUM
Reproduction Monitoring	●	●
Health Monitoring		●
Group Monitoring		●

## The three pillars of productivity

### Monitor

**Monitor animals and track their status**

SenseHub® Cow Calf enables you to identify and observe your animals round the clock without the need to be in the pen or pasture.

Using ear tags, it constantly monitors behaviours to detect changes in status that may indicate a key event, such as a cow entering heat, a potential health issue or a nutrition disorder.

### Understand

**Turn status data into actionable insights**

SenseHub® Cow Calf software converts the information collected by the tags to deliver actionable insights directly to you and your team, via mobile or desktop applications.

As well as status reports and alerts for specific animals that may require your attention, custom insights can be created according to your specific goals.

### Act

**Leverage insights for operational gains**

The SenseHub® Cow Calf connected ecosystem helps you to leverage individual or group insights to manage your animal's health, well-being and productivity.

Easy integration with complementary solutions, such as electronic identification and herd management systems, further enhances your ability to act with precision and efficiency.



A connected solution that adapts to your operation

UP TO 5,000 TAGS

End-to-End Customer Support



SenseHub® Discover



Customizable Reports with the Premium Plan



## Identification + Behaviour Monitoring



EID Tags



Monitoring Ear Tags



\*Results may vary.