Connect and Protect Your Cattle with SenseHub® Feedlot

Freedom is 24/7 monitoring to help identify animals with potential health issues early

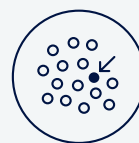**SenseHub®**
FEEDLOT

MERCK
Animal Health

Transform animal management and labour efficiency

Keeping your cattle healthy is key to maximizing their productivity and profit potential. But early identification of disease in cattle is a complex and time-consuming task.

SenseHub® Feedlot automates the process of monitoring cattle in feedlots and backgrounding operations. It provides a 24/7 connection to an entire pen, constantly checking for certain behavioural and physiological changes that may indicate an emerging health issue and alerting you to any outliers in the group.

In many cases, SenseHub® Feedlot may help you detect animals that need attention before clinical signs of disease become visible. Once identified, an illuminated ear tag makes it easy for pen riders to efficiently locate and sort outliers.

Now you can save time and labour searching for at-risk animals and intervene promptly to help improve outcomes.

Identify outliers earlier than visual observation alone

Improve long-term outcomes through faster intervention

Save time searching for at-risk animals and increase labour efficiency

How SenseHub® Feedlot works

Keep teams connected to timely, actionable insights into animal status

Monitor

Track animal status and transmit data

- Electronic ear tag applied to every animal during arrival processing
- The tag monitors individual biometric and activity data 24/7
- On-site connectivity transmits data to the software platform

Understand

Turn data into actionable insights

- SenseHub® Feedlot software analyzes monitoring data to identify outliers
- Workers receive daily alerts on preferred devices, with pull lists for at-risk animals

Act

Leverage insights to manage outliers

- Ear tags illuminate automatically to help workers locate outliers
- Outlier animals can be removed promptly for further assessment

A unique illuminating ear tag for faster location of at-risk cattle

1. **Temperature and activity sensors**
   Detect fluctuations in ear canal temperature and monitor movement

2. **Bright LED lights**
   Flashing lights help workers locate animals requiring attention

3. **Long-lasting lithium battery**
   Allows for sequential use in multiple animals

4. **Impact-resistant shell**
   Strong polycarbonate casing protects internal components

5. **Standard reusable pin design**
   Easy tag application, removal and reapplication helps minimize costs

Earlier intervention can help lead to better outcomes

- Earlier opportunity for treatment if deemed necessary by a professional
- Potentially fewer re-pulls and re-treats
- Optimized animal performance
- Higher profit potential

Results proven in the feedlot

4 Day
reduction in days on feed to first BRD treatment

93%
reduction in pens entered per day

Research Parameters: 2,500 crossbred heifers | 576 avg. lbs. on arrival | 36 pens | 71 heifers per pen

Closeout health outcomes[1]

Parameter	Pen Rider Observation	SenseHub® Feedlot Monitoring	P-value
BRD Days on feed at first BRD treatment	20.0	15.9	<0.01
Rectal Temperatures at first treatment (°C)	40.5	40.1	<0.01
Overall Fallout (%)[2]	15.1	11.1	<0.01

Number of pens entered[1]

Parameter	Pen Rider Observation	SenseHub® Feedlot Monitoring
Number of pens entered/day	18	1.3

[1]Comparison of SenseHub® Feedlot versus conventional human pen-riding methods in a U.S. feedlot: An interim report. 2021. Data on file.
[2]"Fallout" is defined as a sum of both mortality and chronic outcomes.

"I truly believe this system is the way of the future."

Tadd Thomas

**Advantage Feedyard
Sterling, Colorado
30,000 Head**

> **SenseHub® Feedlot is evaluating animals 24 hours a day, seven days a week.** Think of it as an employee who works all day every day, whereas your other pen riders are only evaluating those animals five to 10 minutes per day.*

> **SenseHub® Feedlot saves our team an average of an hour and a half to two hours per day.** It allows pen riders to pull animals at an earlier time frame, so our first treatment is more effective.*

> **With mortality savings and decreased rate of re-pulls and re-treats, you can easily pay for this system.** The startup costs are slightly less to slightly more than the salary of one employee.*

*Statement from Tadd Thomas. Note that results may vary from operation to operation.

Get started with SenseHub® Feedlot

- One-day installation

- Integrates with existing processes and major software providers

- Simple-to-use daily pull list and mobile friendly interface

- Customizable alerts and on-demand reports

- Scalable as operation needs to expand

- Access your own data by preferred device as needed

- Technical support and training for best results

Contact your Merck Animal Health representative to learn how revolutionary SenseHub® Feedlot technology can help you efficiently manage your cattle operation.

Visit SenseHubFeedlot.com