SENSEHUB™ DAIRY - WITH YOU EVERY STAGE OF LIFE

SenseHub™ DAIRY

MSD Animal Health

Farming today is tougher than ever.

Herds are getting bigger, good labour is harder to find and the pressure on farmers to ensure their animals remain healthy and productive has never been higher.

Calf rearing shapes future fertility

Management of cows in transition impacts next lactation

Monitoring nutrition impacts performance

With SenseHub Dairy, you can feel reassured that there is another set of eyes and ears on every animal in your herd 24/7 from day one, through every stage of their life.

You can't be everywhere 24/7, but SenseHub Dairy can.

Calf & Heifer growth

< 12 months

The first 8 weeks of a calf's life are critical, and getting them off to a strong start can be challenging.

Calves often hide early illness, so spotting changes in movement, feeding or a raised temperature, even when they seem healthy, allows earlier treatment and better outcomes for farmers.[1]

50%

of global calf mortality
is due to diseases such as calf scours and pneumonia, with newborn calves being the most vunerable.[2]

Why monitoring matters?

Monitoring your calves, from day one, with SenseHub Dairy will provide alerts to calves who are showing early signs of disease. These alerts will help you:

Identify calves requiring examination

Monitor calves being treated

Alert you to calves not achieving their set weight targets

By improving the survival rates of your calves, you can also help to improve the long-term performance of your herd.

Health Alert
Health Index
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"Using SenseHub for calves allows us to detect health issues early before they spread, enabling us to act before problems become widespread and giving us greater control when animals are moved into larger groups"

Laura Franchi
San Giacomo and Franchi Farm

Breeding Heifers

1 - 2 years

From 12 months onwards, heifers must maintain a steady growth to meet target breeding weights and puberty timings. Poor rumination development, bad heat detection and late illness detection can:

- **Delay breeding readiness**
- **Reduce milk potential**
- **Increase lifetime costs**

The target weight for a mating age heifer (14 - 15 months) is

55% **of mature body weight**[3]

Why monitoring matters?

Monitor your animals to ensure they grow well and get alerted to their optimum breeding time. With SenseHub Dairy you can monitor:

- **Feeding patterns**
- **Activity**
- **Estrus Behaviour**

Reducing the animal's age at first calving can help improve your cow's lifetime productivity.

"It is important to pinpoint the cows that show few signs of heat, as they are often high performing cows. With SenseHub I can do this better."

Svein Arne Nærland
Nærbø, Norway

Transition Period

During the transition period, cows are at highest risk of illness and disease including:

- **Milk fever**
- **Retained placenta**
- **Ketosis**
- **Metritis**
- **Displaced abomasum**

Poor management can lead to metabolic and reproductive problems that impact their future performance and lead to significant economic losses.[5]

Why monitoring matters?

SenseHub Dairy tracks behaviour, rumination and milk indicators around calving, alerting you to potential issues so you can act early which helps to:

- **Reduce disease**
- **Improve recovery time**
- **Optimise reproductive outcomes**

By reducing pregnancy losses, improving fertility and having shorter calving intervals, this can protect the future fertility of your cows.[5]

"We're managing to treat cows, get them back into milk well, feeding, eating quicker. We're experiencing less losses and down to the fact that we have instant alerts of cows and calves, as soon as they go ill."

Stefan Richards
Cwrt Malle, South Wales

< 3 weeks
> 3 weeks
calving

The transition period is the most critical stage in a cow's lifecycle, accounting for

80% of health issues[4]

Reproduction & Fertility Management

Fertility, breeding time and reproduction can be challenging. Missed heats, poor nutrition or health issues can reduce conception rates.[6]

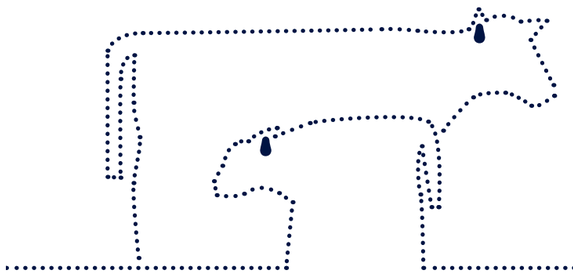
Accurate detection, balanced diets and close monitoring are key to keeping cows and heifers breeding on time and enhancing their profitability.

Why monitoring matters?

SenseHub Dairy removes the guesswork from:

- **Breeding window**
- **Tracking cows in real-time to detect heats**
- **Silent heats**
- **Irregular cycles**

This helps you time insemination accurately to improve conception rates and reduce reproductive losses.



"Since we started with SenseHub, the pregnancy rate has increased significantly in our heifers and is now at a whopping 87% after just one year of monitoring."

Patrik Johansson
Sala, Sweden

Heat Alert
Heat Index
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Successful visual heat detection is often

< 50%

Lactation & Milk Monitoring

Milk production is affected by a complex interaction of nutrition, health and behaviour.

During early lactation, cows face intense metabolic demands, making them vulnerable to production-related diseases such as mastitis and ketosis which impact their performance, profitability and well-being.

Why monitoring matters?

Disruptions in rumination, activity, feed intake, milk yield, or milk components often signal problems long before clinical signs appear.

SenseHub Dairy highlights these early signs by combining behavioural insights with real-time milk monitoring. For every cow, every milking, farmers can track:

- Rumination
- Activity
- Milk yield
- Fat
- Protein
- Lactose
- Blood
- Conductivity
- Somatic cell counts

Timely alerts and instant parlour data enables you to act sooner, protecting udder health, maintaining milk quality and supporting better milk production throughout lactation.

SCC
150,000

Dry-Off & Culling Management Systems

Undetected problems and subtle declines in performance contribute to reduced milk income and increased culling rates.

These problems often appear in late lactation, where improper dry-off management can increase the risk of mastitis.

Why monitoring matters?

Effective management is crucial to ensure animals are properly rested and healthy for the next lactation.

Stay ahead of problems with SenseHub Dairy's lifetime data.
Spot gradual changes in performance or behaviour to guide:

- **Better dry-off timing**
- **Selective dry cow therapy**
- **Long-term herd replacement decisions**

Monitor your animals 24/7 to ensure optimal outcomes from the next lactation.

"What I really like about the new system is we now have control over our culling policy, we have total control over our herd. We know the good cows and the bad cows and what are the best products to use to match that animal."

John Hanrahan
Kilmallock, Co. Limerick

DAY 1
Health Index
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FROM DAY ONE,
A LIFETIME OF INSIGHT

The only behaviour monitoring system in the world to monitor your animals across their full lifetime - **starting from day one!**

For more information, please contact your local SenseHub Dairy representative.

References:

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5. Moran Litshitz, D.V.M., Vetmarket R.O.M (2025) Transition Period in Dairy Cows: Challenges, Early Detection and the Role of Monitoring Technology.
6. Fricke, P. M., Carvalho, P. D., Giordano, J. O., Valenza, A., Lopes, G., Amundson, M. C., & Wiltbank, M. C. (2014). Reproductive performance of lactating dairy cows after presynchronization with Double-Ovsynch or G6G and timed AI with Ovsynch. Theriogenology, 81(5), 682–689. https:// doi.org/10.1016/j.theriogenology.2013.12.018

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