

NEW PRODUCTS



Compiled by Lindsay King, assistant editor

Cow monitoring solution

The Allflex SenseTime Beef solution – suited for farms using AI and natural breeding – brings a new management approach to the beef cattle sector.

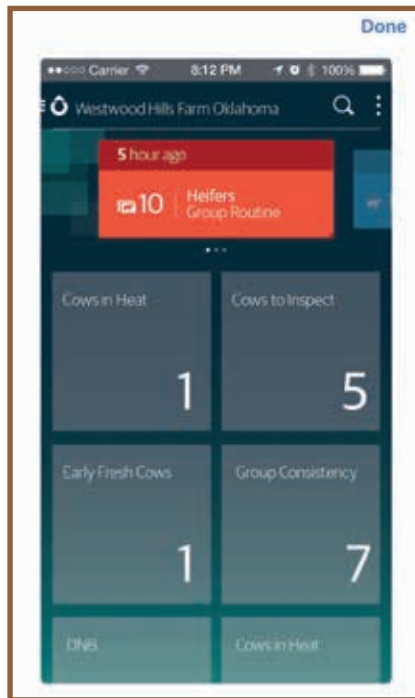
Fresh from London, Allflex Livestock Intelligence™, an Antelliq brand, introduce the SenseTime Beef cow monitoring solution.

This new monitoring solution, designed exclusively for beef cattle farms, delivers actionable information on the reproduction, health, and wellbeing status of individual cows and groups. SenseTime Beef supports both artificial insemination (AI) and natural breeding farms, for both penned and grazing cows.

SenseTime Beef enables unmatched cow reproduction and health management, empowering beef cattle farmers to significantly increase the number of calves produced on their farms.

Precise cycling information, including highly accurate heat detection, detection of anestrus cows, and cows suspected of abortion, makes breeding more cost-effective and less laborious. Farms using AI benefit from precise guidance on timing. In natural breeding herds, knowing when a cow's last heat was, as recorded in the system, helps to predict the calving date, instead of relying on pregnancy checks alone.

Accurate health reports provide actionable insight on each cow for



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proactive, individualized health management. This is particularly effective for optimizing the health and wellbeing of the cows during the crucial breeding, calving and weaning phases.

To improve farmers' overall quality of life, SenseTime Beef is accessible

from any mobile device, anywhere at any time. This, together with real-time alerts for incidents like heat or cow distress, alleviates farmers' fear of missing an important event. Likewise, it provides them with the freedom and peace of mind to step away from the farm and perform other activities.

Powered by Allflex's market-proven, sophisticated algorithms to analyze behavior based on activity, rumination, eating and other key cow states, SenseTime Beef brings a contemporary data-driven management approach to the beef cattle sector.

Versatile by nature, SenseTime Beef offers a choice of varied application plan levels, upfront and subscription-based payment options, and user devices. Farmers can also choose between the eSense Flex ear tags or cSense Flex neck tags. All elements in the solution can be expanded or changed to fit evolving needs.

For more information about Allflex Livestock Intelligence, visit: www.allflex.global. And for more information about Antelliq, visit: www.antelliq.com. For all SenseTime Beef inquiries, Ornit Sade-Benkin is available at ornit.sade-benkin@scrdairy.com or 972-073-2466141. 