



# Alta COW WATCH

Repro, health & welfare



**IMPROVE YOUR HERD'S REPRO, HEALTH, AND WELFARE**  
with 24/7 rumination, eating and activity monitoring  
paired with expert support from your trusted Alta advisor.



# When you install Alta COW WATCH, YOU INSTALL ALTA



Pair advanced technology with expert support and consultation from your trusted Alta advisor. Improve your herd's repro, health & welfare by making informed decisions to impact your herd's profitability.



"Through using Alta COW WATCH, we have seen a huge improvement in their performance. It's not just the fertility, which has gone up 16%. It's also their milk production has gone up and the transitioning health has improved massively."







*Arthur Crutchley  
Crutchley Farm, UK; 750 cows*

"We pick up a lot of cows that have digestive issues that we never would've been able to pick-up before. Other things like pneumonia or ketosis, we're able to pick up with Alta COW WATCH three days earlier than usual."

*Brydee Skeen  
Riverina Dairy, Australia; 2000 cows*

# REAL RESULTS

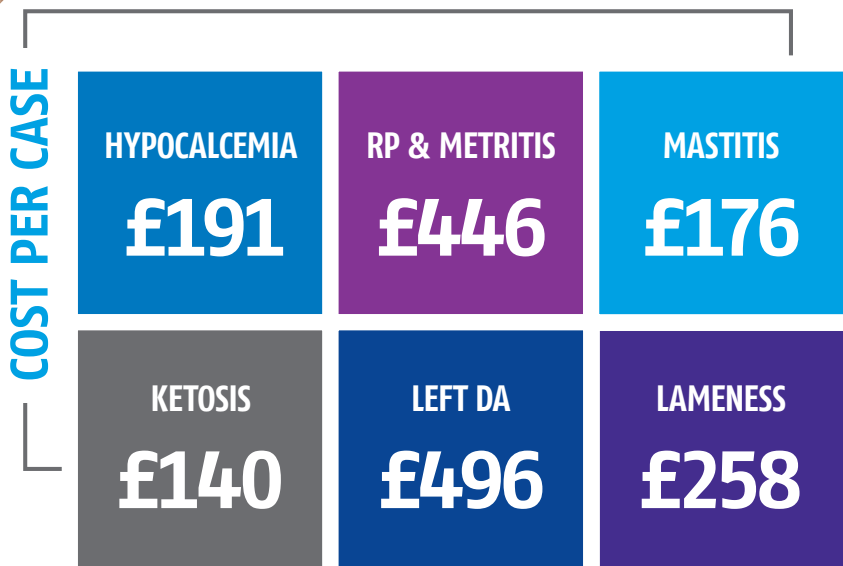
The following data show the results from a 3000 cow dairy after just one year using Alta COW WATCH.

	Before Alta COW WATCH	With Alta COW WATCH	
 Energy Corrected Milk	<b>95 lb</b>	<b>100 lb</b>	Direct benefits of increased COW COMFORT & HEALTH monitoring
 Dead cows per month	<b>11.5</b>	<b>9</b>	
 Preg Rate	<b>30%</b>	<b>35%</b>	Direct benefits of REPRO monitoring
 Service Rate	<b>65%</b>	<b>76%</b>	
 2nd+ services requiring estrus resynchronization	<b>36%</b>	<b>16%</b>	
 2nd+ services based on natural standing heat	<b>12%</b>	<b>41%</b>	



## RETURN ON INVESTMENT

Act on early health alerts from Alta COW WATCH to prevent paying the high cost of disease.



Costs account for veterinary and treatment cost, farm labor, lost milk production, discarded milk, culling cost, extended days open, and death.

D. Liang, D., Arnold, L.M., Stowe, C.J., Harmon, R. J., Bewley, J. M. (2017). Estimating US dairy clinical disease costs with a stochastic simulation model. Journal of Dairy Science, 100 (2), 1472-1486.

# Why Alta COW WATCH?

When you choose Alta COW WATCH, you get access to the state-of-the-art cloud-based herd management platform – Nedap Now.

- ▲ Access data 24/7/365 from anywhere.
- ▲ Attain seamless integration with herd management systems and third-party stakeholders.
- ▲ Access more historical data over longer periods of time.
- ▲ Create customized work lists with relevant insights for each team member.
- ▲ Allow selective access to data for team members or third-party consultants.
- ▲ Combine data in one spot for improved analysis and insights.
- ▲ Quickly identify anestrus cows or potential pregnancy losses.



## Animal Reproduction Insights

Nedap Now improves your herd's repro results by accurately and quickly detecting signs of estrus 24 hours a day and providing you with a clear list of all cows in heat.

An in-heat worklist provides a list of relevant heats and the optimal time to inseminate the cow for most favorable results. A heat score is listed with each cow, which shows the likelihood that an animal is in heat and ranges from a score of 1 to 5. Animals with a higher score are more likely in heat or showing a stronger heat, making it easy for you to see and more quickly decide which cows should be inseminated.

The reproduction checks worklist provides additional repro insights to tell you when cows should be pregnancy checked and help you to identify cows with irregular heats, non-cycling cows, and non-pregnant cows.

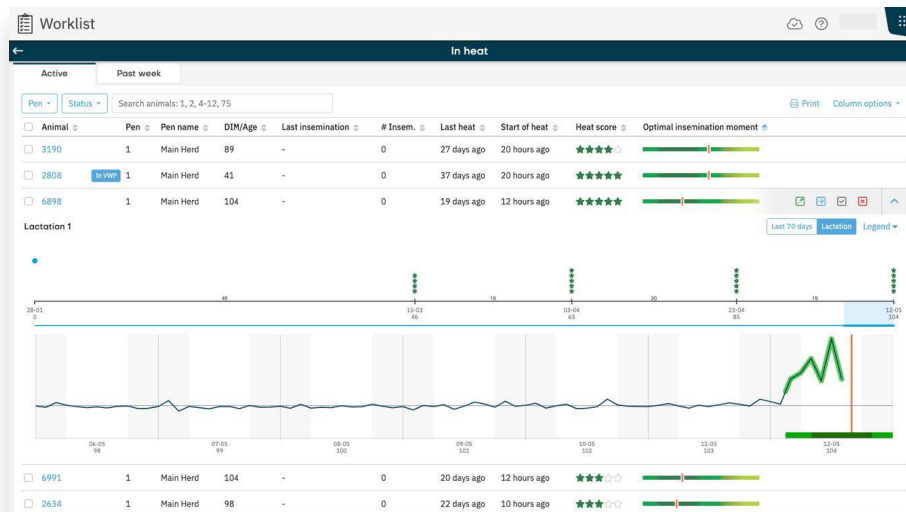
Worklist

Reproduction checks

Active | Post week

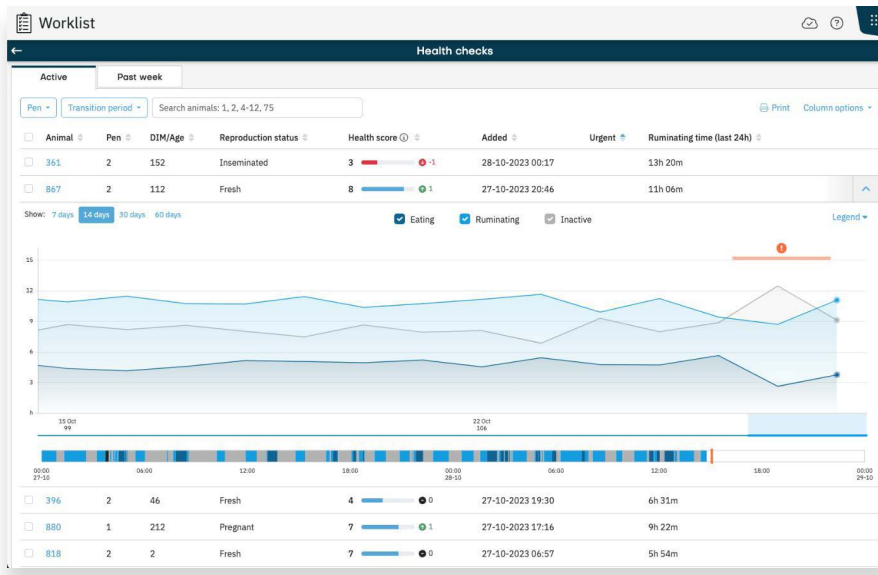
Farm - Pen - Check - Search animals: 1, 2, 4-12, 75

Animal	Pen	Pen name	DIM/Age	Last heat	Last insemination	Check	Added
15536	52	Newlaw	1y 5M	82 days ago	82 days ago	Non cycling	12-05-2023 00:00
9964	5	Shed 5	140	22 days ago	33 days ago	Irregular heat	22-04-2023 17:01
9887	11	Pen 11	40	-	-	Non cycling	13-05-2023 00:00
9791	11	Pen 11	52	-	-	Non cycling	01-05-2023 00:00
9758	11	Pen 11	45	33 days ago	-	Non cycling	07-05-2023 00:00
9757	5	Shed 5	111	2 days ago	50 days ago	Abortion warning	12-05-2023 13:00
9742	9	Shed 9	311	25 days ago	190 days ago	Abortion warning	19-04-2023 04:11
9683	5	Shed 5	113	2 days ago	17 days ago	Irregular heat	11-05-2023 11:49
9576	9	Shed 9	71	-	-	Non cycling	15-04-2023 00:00
9550	9	Shed 9	81	35 days ago	-	Non cycling	11-05-2023 17:21



# Animal Health Insights

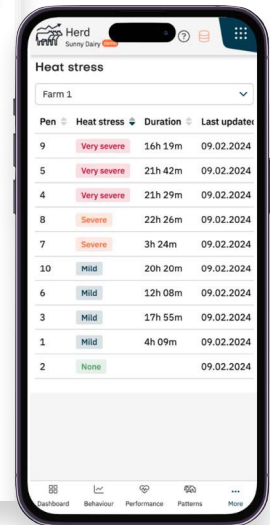
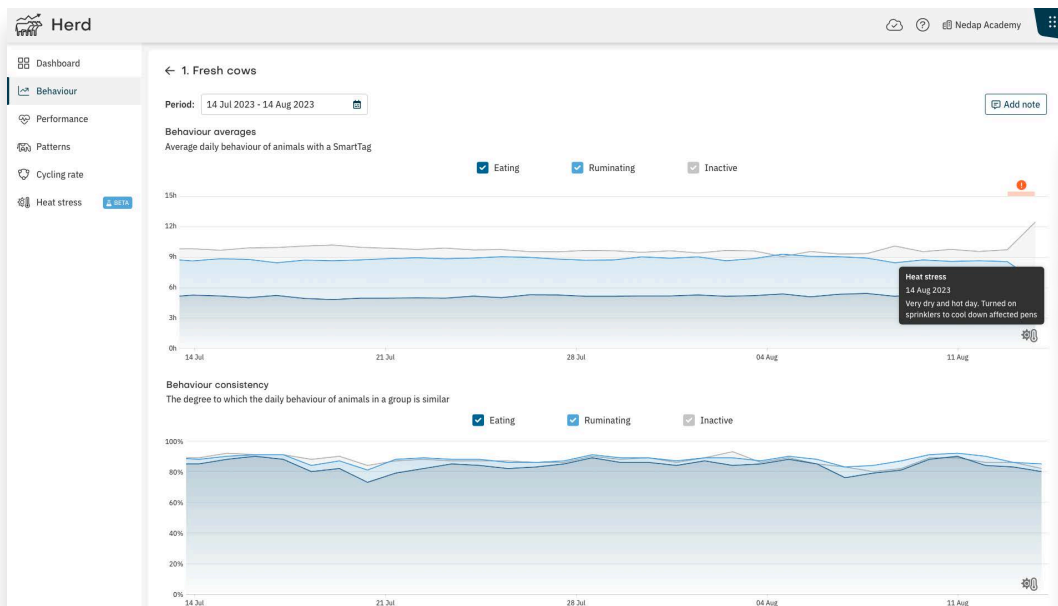
When Nedap Now detects changes or abnormalities, it provides the earliest and most reliable health alerts and insights.



A health checks worklist shows cows potentially experiencing a health issue. All cows on the worklist include a health score, which is a score from 1 to 10 of the overall health status of the cow. Using the trend indicator next to the health score, you can quickly identify which cows are quickly declining or recovering and focus on the cows that are in most need of attention first.

The reproduction graph provides more detailed insights on behaviors, such as eating, ruminating and inactivity. You can use this graph to look back at previous lactations for the cow or compare the cows behavior with pen averages to better assess if a check is needed.

# Herd Insights

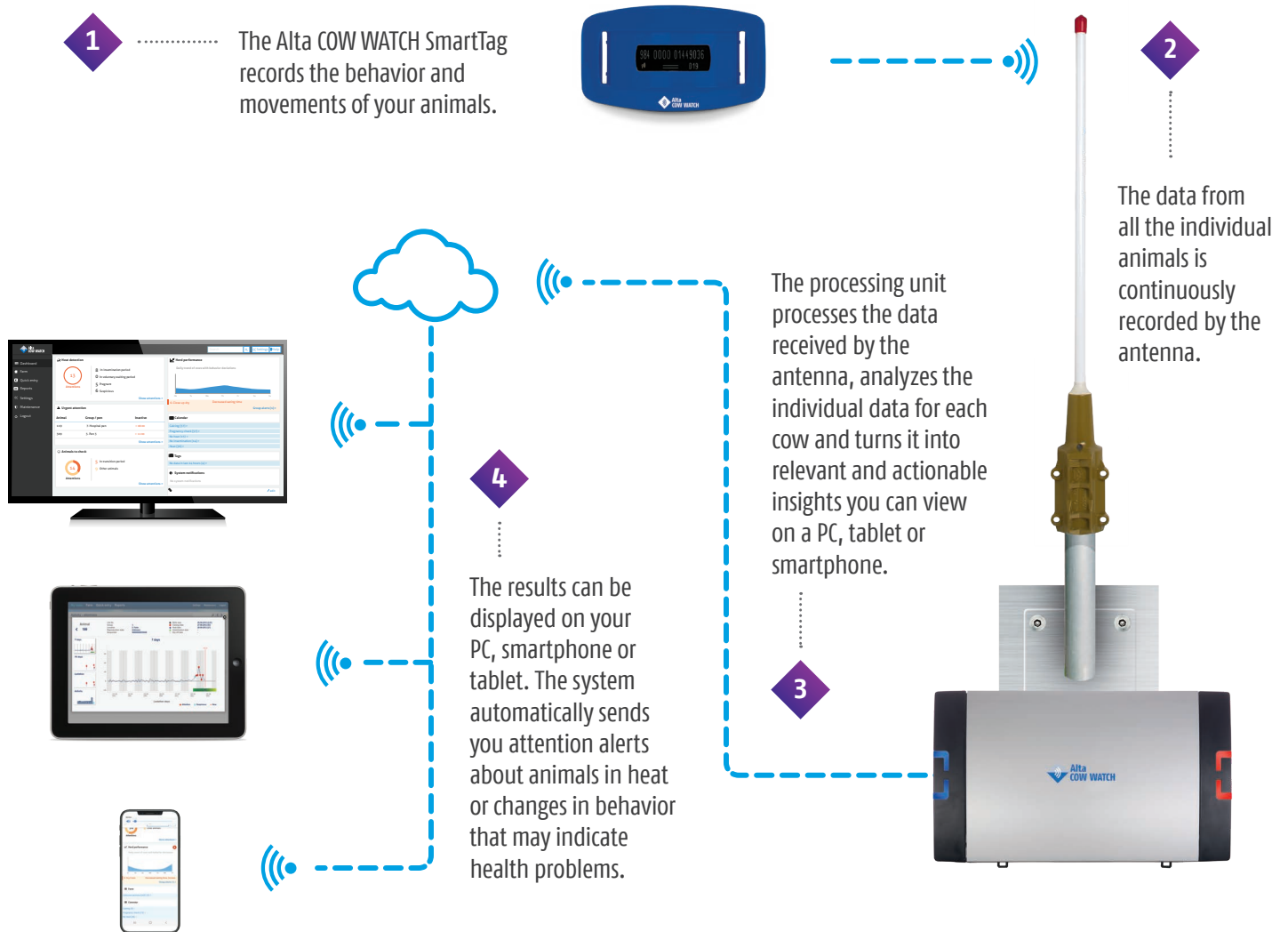


Nedap Now charts the behavior patterns of your pens and entire herd to show you how external factors and management decisions can influence the herd's performance. Using the performance graph, you can also quickly see the health of the herd or pen and make critical herd management adjustments to increase overall health.

The heat stress detection feature allows you to accurately monitor and respond to groups of cows experiencing heat stress, giving you the opportunity to implement cooling measures at the right times.

Pen alerts also let you use fact-based information to measure and evaluate the impact of new or changed feeding strategies, housing conditions and milking procedures to improve your bottom line.

# HOW IT WORKS



- Wire UTP Cat 5 (Max. 100m)
- - - - - Wireless

**Alta COW WATCH tags have a 99.5% lifetime success rate**  
*Typical failure rate for other tags is 7%, or more, per year.*