Accurate Heat Detection with Health Monitoring

Alta COW WATCH
Repro, health & welfare

Alta
Create Value ▲ Build Trust ▲ Deliver Results
Alta Cow Watch offers a complete, accurate and stable method for reliable heat detection with integrated health monitoring. Alta Cow Watch neck tags come with various functionalities. Besides accurate heat detection Alta Cow Watch provides you with health alerts such as a sudden change in eating time, rumination, or an increase of inactivity of your animals on which you can act upon to prevent a potential health issue and improve your overall management.

Alta Cow Watch monitors the behavior and movements of your animals 24/7. It promptly alerts you if an animal needs extra attention – whether she’s in heat, has a possible health problem, or if an aspect of your herd management needs adjusting. You are in control so you can treat your animals at the right time and in the right way. Create a peace of mind, run a well-organized business, keep your cows healthy, improve the reproductive performance and increase your farms’ overall earnings.

**OPTIMUM TIME PER DAY SPENT BY A COW**

<table>
<thead>
<tr>
<th>EATING &amp; RUMINATION</th>
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</tr>
</thead>
<tbody>
<tr>
<td>HOURS RUMINATION</td>
<td>7-10</td>
</tr>
<tr>
<td>MEALS</td>
<td>9-14</td>
</tr>
<tr>
<td>HOURS EATING</td>
<td>4-6</td>
</tr>
</tbody>
</table>
Efficiency and effective management are the keys to a successful dairy or beef operation. Many livestock farmers are facing the need to upscale and make their production more sustainable. The challenge is to individually track your animals and treat them preventatively if necessary, so you can increase your animals’ life span and number of lactations.

By focusing on the fertility, health and well-being of the individual animal, you can significantly increase your farm’s overall earnings. Alta has just the thing to help you achieve this: Alta Cow Watch, with integrated heat detection and health monitoring.

Your animals’ health and well-being have a direct correlation with their fertility results and milk production. In addition to detecting heats, Alta Cow Watch automatically picks up on signals that tell you about each animal’s health and well-being. By monitoring and analyzing the behavior of cattle, the well-being of a cow or group of cows can be determined in an extremely precise way, and the analysis can be used to identify potential management issues.

REPRODUCTION

Heat detection
Every missed heat is a missed opportunity to get a cow pregnant. The Alta Cow Watch tag uses sensor technology to enable you to monitor your herd 24/7. Alta Cow Watch provides you with a highly accurate heat detection system which provides a clear overview of the optimum moment for insemination, increasing the chance of creating a successful pregnancy. The system provides information on cows that are not cycling to help you be more in control and act earlier on these cows.

As a result, you are able to reduce missed heats, days open and calving intervals. With Alta Cow Watch, all animals in heat are visible to you – always and anywhere.

HEALTH

Feed Monitoring
Alta Cow Watch provides insightful information to your cows’ eating behavior, which can be used to determine whether a cow has sufficient access to enough feed, water and the right TMR. A change in a cow’s eating behavior can also indicate a potential health problem. This early detection combined with quick action helps minimize the severity of health issues, and thus preventing the possible need for medical treatment or a drop in milk production.
Rumination **NEW FEATURE!**

The latest version of the Alta Cow Watch neck tag is able to measure rumination. This provides greater insight into cow health and also provides added detail to feeding behavior. This feature can also be used to indicate recovery from health issues. The Alta Cow Watch neck tags with rumination monitoring are an ideal tool to use for your transition cows (close-up to high production). These cows are most vulnerable and feed intake is most important during this time. The rumination feature provides valuable insight to help ensure your cows are at their optimal health level.

Group monitoring **NEW FEATURE!**

The Alta Cow Watch neck tag now also provides insight to each group of cows and their daily activities and behaviors in rumination and eating time. Alerts are sent when a percentage of animals are showing abnormal behavior. These group figures are important indicators to improve facility, milk and feed management to run a more profitable dairy operation.

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**The benefits**

**Reproduction Management**

- **Accurate heat detection 24/7** and correct timing of insemination
- **Maximize your ability to detect heats** and improve your heat detection rate

**Disease prevention**

- Monitors for possible health problems 24/7
- **Act on diseases** in an early stage and save on vet costs, drugs, labor, production loss and delayed conception.
- Gain peace of mind with more control over every animal’s health and production

**Saved labor**

- Spend less time in the barn and increase your heat detection rate

**System flexibility**

- Optional identification for management applications (ISO)
- Scalable options with Alta Cow Watch Technical Platform

**Milk production**

- Monitor feeding behavior to optimize milk production and total herd health
How the system works
The ID Controller collects all the data received by the antenna and sends it to the Process Controller.

The Process Controller – the heart of the system – analyzes the individual data for each animal and sends the results to a PC, smartphone or tablet.

The results can be displayed on a PC, smartphone or tablet. The system automatically sends attention alerts about animals in heat or changes in behavior that may indicate health problems.

“The biggest upside of Alta Cow Watch is the ease of management. The decrease of the labour unit is definitely a time saver. Also, we are getting more cows pregnant faster. Previously, we had a six week in-calf rate of 33%. The last joining was 68% . As for health alerts: we had a couple of lame cows it had picked up, prior to becoming a clinical case, which can be the difference between in and out of the vat for 10 days on treatment or 5. Overall, Cow Watch is very reliable and really simple to use.”

Clint Theodore and Brooke Lane – Tipperary Holsteins, Australia
**Alta Cow Watch Neck Tag**

### RealTime Heat Detection
- Sniffing and chin resting (neck movements indicating that a cow is in heat)
- Leg movements that indicate when a cow is in heat
- Detection 24/7
- RealTime availability
- Data transfer: up to 75 m with the antenna
- Suitable for grazing, by using the Long Range antenna for data transfer max. 700m)

### Feed Monitoring
- Records the time an animal spends eating per day via neck movements
- Indicates potential health problems by registration of any change in a cow's eating behavior (helps prevent a drop in milk production and avoid possible treatment and mortality costs)

### Alert when incorrectly hung
- Automatically issues an alert when hung incorrectly or when moved into the wrong position during use
- Compensates minor changes in the neck tag’s position automatically via its software

### ISO identification (optional)
- Integrated high performance solution for identification in management applications such as milking, feeding and sorting

<table>
<thead>
<tr>
<th>Function</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>RealTime Heat Detection</td>
<td>✔</td>
</tr>
<tr>
<td>Feed Monitoring</td>
<td>✔</td>
</tr>
<tr>
<td>Alert when incorrectly hung</td>
<td>✔</td>
</tr>
<tr>
<td>ISO identification (optional)</td>
<td>✔</td>
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# Alta Cow Watch

## Neck Tag+

### NEW FEATURES

<table>
<thead>
<tr>
<th>Feature</th>
<th>Neck Tag+</th>
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</thead>
<tbody>
<tr>
<td><strong>Rumination</strong></td>
<td>✓</td>
</tr>
<tr>
<td>Records the time a cow is ruminating on a daily basis</td>
<td>✓</td>
</tr>
<tr>
<td>Records the time the total herd is eating and ruminating</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Inactive time</strong></td>
<td>✓</td>
</tr>
<tr>
<td>Receive an urgent notification when a cow is inactive for too long (no eating or ruminating)</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Group Monitoring</strong></td>
<td>✓</td>
</tr>
<tr>
<td>Use group behavior (animals eating simultaneously) to determine the right feed moment, frequency of pushing up the feed and feeding space availability</td>
<td>✓</td>
</tr>
<tr>
<td>Use group daily totals (eating and ruminating time) to determine the right availability of feed and water as well as the right TMR (composition)</td>
<td>✓</td>
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<tr>
<td><strong>Transition Cow Monitoring</strong></td>
<td>✓</td>
</tr>
<tr>
<td>Rumination, eating time, and inactivity, indicate moment of calving</td>
<td>✓</td>
</tr>
<tr>
<td>Low eating times and rumination indicate potential health issues</td>
<td>✓</td>
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“We now exactly know a cow’s eating behavior after calving. Before we just had to guess. We ran the risk of a cow getting sick if she returned to the herd after calving too soon. Now we use the rumination feature to analyze a fresh cow’s health and will keep a cow separated in the fresh pen a bit longer if her rumination level isn’t sufficient yet. We are now able to monitor our fresh cows better, resulting in 2 additional liters per cow per day in the first 60 days of their lactation, resulting in both groups (0–60 days and 60–120 days) averaging between 42 and 43 kg per cow per day.”

Marcel Rijkers (Manager Koepon dairy farm)
Alex Borst (Herd manager Koepon dairy farm)
Why Alta Cow Watch?

Reproduction – More effective insemination
- Insemination at the optimum moment
- Reduction of insemination costs
- More frequent calvings

Health and Welfare – Timely detection of possible health problems
- Awareness of reduced or changed activity
- Insightful information to cow behaviour
- Reduction of health costs

Improved milk production
- Shorter calving intervals
- More frequent calving and increase in milk yield
- Managing eating behavior to make improvements around the cow (cow comfort, avoiding heat stress, improved processes, housing situation)

Time saver
- Effective use of labor – reliable detection of heats 24/7
- Enables farm staff to give the cows the exact attention they require in a quick and targeted manner
Alta creates long-term relationships by providing added value for its customers. We are able to realize this by focusing on improvement of the profitability of each individual herd by delivering:

▲ Reliable genetics
▲ Custom-made advice on reproduction
▲ Management programs
▲ Alta people who are able to implement Alta products and deliver the right service due to their knowledge and experience

To maximize your genetic progress, you need to have your cows pregnant first. Excellent reproduction management is key. With Alta Cow Watch, we have the best tool in place to improve heat detection, health monitoring and cow welfare. Alta Cow Watch empowers you with the insights and analytics to make the best management decisions at operational, tactical, and strategic levels, leading to the highest possible performance of your herd and dairy operation.

Alta Cow Watch: an essential part of your reproduction, delivered by a reliable and proven organization, implemented by the right people, who are fully focused on improving the profitability of your herd.