SenseHub®
FEEDLOT

Save labor and cut mortality with new SenseHub® Feedlot

Groundbreaking technology helps you find and treat sick animals sooner

MERCK Animal Health

Allflex® Livestock Intelligence®

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 that 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 those pen riders to pull animals at an earlier time frame, so our first treatment is more effective. On down the road we're not pulling those animals for a second treatment or a third treatment. Drug costs have dropped considerably."

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

IDENTIFY SICK ANIMALS EARLIER AND MORE ACCURATELY

EARLIER IDENTIFICATION MEANS QUICKER TREATMENT INTERVENTIONS

IMPROVE LABOR EFFICIENCY AND SAVE TIME LOOKING FOR SICK ANIMALS

SENSEHUB® FEEDLOT TRANSFORMS LABOR EFFICIENCY AND CATTLE HEALTH MANAGEMENT

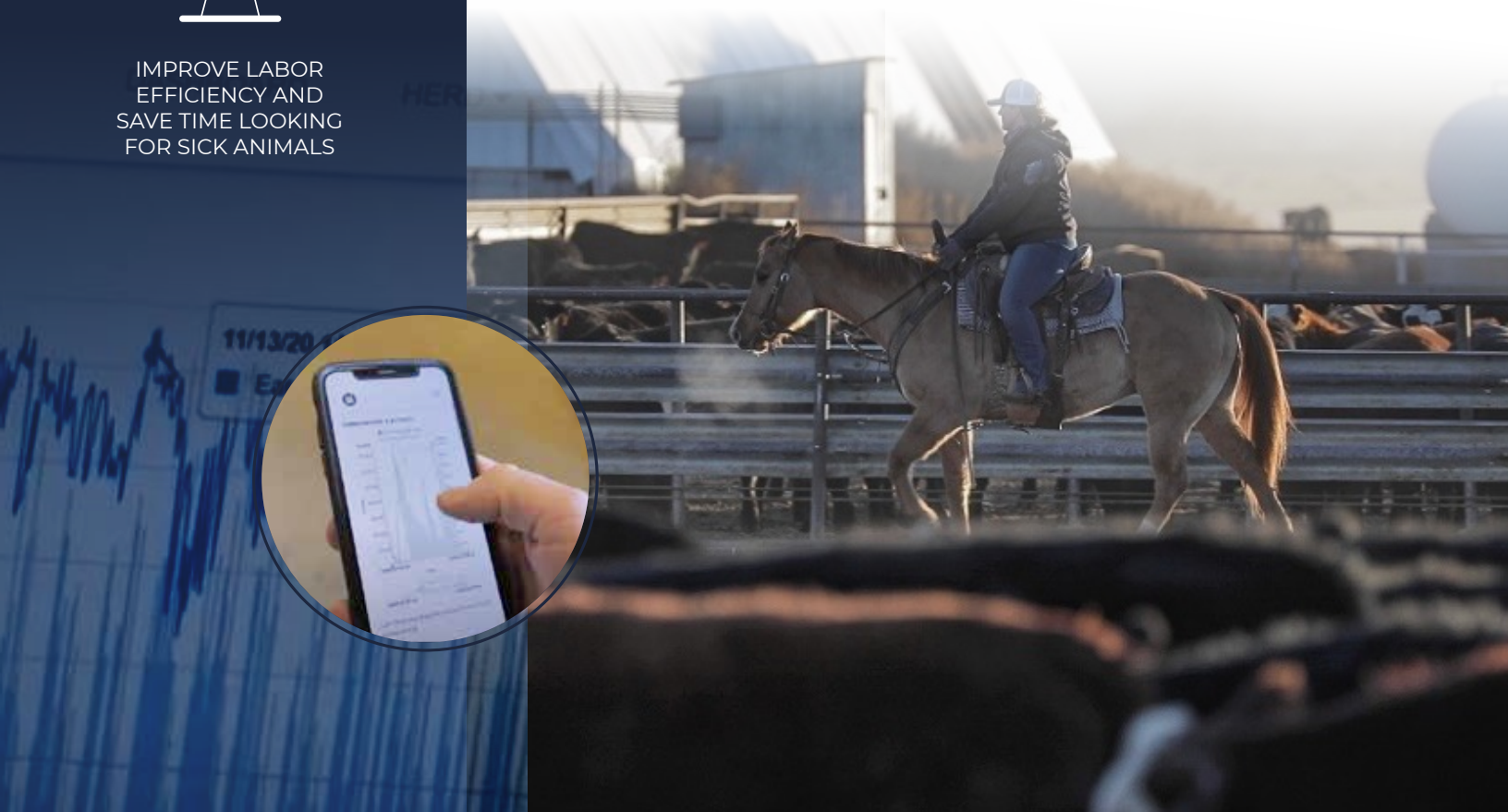
SenseHub® Feedlot brings advanced monitoring technology to transform your operation. It is proven to detect sick cattle earlier, more efficiently and more accurately than traditional visual observation.

SenseHub Feedlot saves time and labor searching for sick animals – an often-difficult task since cattle's natural defense mechanisms cause them to hide symptoms.

An illuminated, flashing ear tag makes it easy for pen riders to find and sort animals that need attention, without disrupting the rest of the pen.

Using SenseHub Feedlot enables early intervention in cattle health issues, including bovine respiratory disease (BRD), lameness and off-feed. SenseHub Feedlot often identifies at-risk cattle before clinical signs appear.

Although developed for feedlots, SenseHub Feedlot brings the same benefits to backgrounding and stocker operations.



How SenseHub Feedlot works

1. Apply electronic ear tag to every animal upon arrival
2. Tag captures individual behavioral and biometric data, including body temperature and activity
3. An antenna placed strategically on-site transmits data to the software platform
4. Based on outlier data, caregivers receive daily pull lists on mobile device and/or computer
5. Identified animals can be quickly removed for diagnosis and appropriate treatment

DESIGNED FOR EASE OF USE AND RELIABILITY

1 **Lithium Battery**
Lasts longer than the life of the animal

2 **Temperature Sensor**
Reads fluctuations in the animal's ear canal temp.

3 **Bright LED Lights**
Identify the outlier

4 **Industry-Standard Pinning Technique**
Allow the tag to be reusable and easy to apply

5 **Affordable Per Head Cost**
Reusing the tag keeps the price down

6 **Animal's Data**
Sent to the cloud

7 **Impact Resistant**
Polycarbonate shell

8 **Measures Activity**
Detects animal movements

RESEARCH-PROVEN RESULTS

Clinical research[1] at an Oklahoma feedyard showed that monitoring market cattle with the SenseHub Feedlot system reduced mortality due to BRD compared with traditional pen rider observation. BRD mortality was lower for cattle monitored with SenseHub Feedlot, even though disease incidence was higher in that group. SenseHub Feedlot also reduced the time pen riders spent monitoring cattle health.

STUDY PARAMETERS

2,500 CROSSBRED HEIFERS | **60** DAYS ON FEED | **36** PENS | **71** HEIFERS PER PEN

60-DAY HEALTH OUTCOMES AMONG AUCTION-DERIVED BEEF/BEEF-CROSS HEIFERS[1]

PARAMETER	SENSEHUB FEEDLOT	PEN RIDER OBSERVATION
BRD morbidity (%)	38.2[a]	31.4[b]
BRD mortality (%)	2.8[a]	4.7[b]

(P < 0.01)

AVERAGE NUMBER OF PENS ENTERED TO MONITOR CATTLE HEALTH:

Pen rider observation	SenseHub Feedlot	
18 pens/day	5.3 pens/day	= 71% reduction

[1] Comparison of SenseHub Feedlot versus conventional human pen-riding methods in a U.S. feedlot: An interim report. 2021. Data on file.

Early detection & treatment can equate to better outcomes

When noticing signs of disease using traditional visual assessment, the animal is likely already a couple days into the disease process. In the case of BRD, earlier detection and intervention can result in:

- **Greater chance of successful treatment**
- Fewer re-pulls and re-treats
- Less chance of lung damage
- Better long-term health outcomes
- Optimized animal performance
- Higher profit potential

Getting started with SenseHub® Feedlot

- Noninvasive, one-day installation
- Lightweight infrastructure
- Integrates with existing processes and major software providers
- Short learning curve
- Simple-to-use daily pull list; mobile-friendly interface
- Customizable alerts and on-demand reports
- Scalable as operation needs expand
- Accessible from anywhere by any team member, including veterinarians and nutritionists
- Technical support and training for best results

Contact your Merck Animal Health or Allflex Livestock Intelligence representative to learn how revolutionary SenseHub Feedlot technology can bring efficient, accurate animal health intervention to your cattle operation.

For more information, visit **SenseHubFeedlot.com**.

MAHCattle.com • 800.521.5767

MERCK Animal Health