



SenseHub[®]
FEEDLOT



Optimize labor Reduce animal fallout

SenseHub[®] Feedlot helps you find and treat sick animals earlier and more accurately.



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

- 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**
Head
- 6 **Animal**
Sent
- 7 **Imp**
Poly
- 8 **Me**
Dete
mov

RESEARCH-PROVEN RESULTS

Clinical research¹ at an Oklahoma feedyard showed that through 60 days on feed and at closeout, the group of animals under the SenseHub Feedlot (SHF) system displayed a significant reduction in mortality and chronic disease compared to the pen-rider (PR) group. These outcomes led to a significant decrease in cattle falling out of production (due to a combination of mortality and chronic disease) at either time point in the SHF group, thereby increasing total sellable pounds compared to the PR group. Additionally, the SHF system improved cattle monitoring efficiency compared to the PR group. **These findings demonstrate that the SHF technology provides value to producers engaged in either the backgrounder and/or feedlot stages of beef production.**

2,500 CR
HE

36 PENS | 7

60-DAY HEALTH OUTCOMES

PARAMETER	SENSEHUB FEEDLOT	PEN RIDER OBSERVATION	P-VALUE
Overall Mortality (%) (A)	3.1%	4.5%	P≤0.05
BRD Mortality (%)	3.0%	4.3%	P=0.06
Removals (%) (B)	3.7%	5.0%	P=0.10
Overall Fallouts (%) (A+B)	6.8%	9.6%	P<0.01

CLOSEOUT HEALTH OUTCOMES

PARAMETER	SENSEHUB FEEDLOT	PEN RIDER OBSERVATION
Overall Mortality (%) (A)	5.7%	6.7%
BRD Mortality (%)	4.7%	5.7%
Removals (%) (B)	5.6%	8.3%
Overall Fallouts (%) (A+B)	11.1%	15.1%

¹ Comparison of SenseHub Feedlot versus conventional human pen-riding methods in a U.S. feedlot: Data on file.

E AND RELIABILITY

**ordable Per
ad Cost**

Using the tag keeps
price down

imal's Data

t to the cloud

oact Resistant

carbonate shell

asures Activity

ects animal
vements



**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

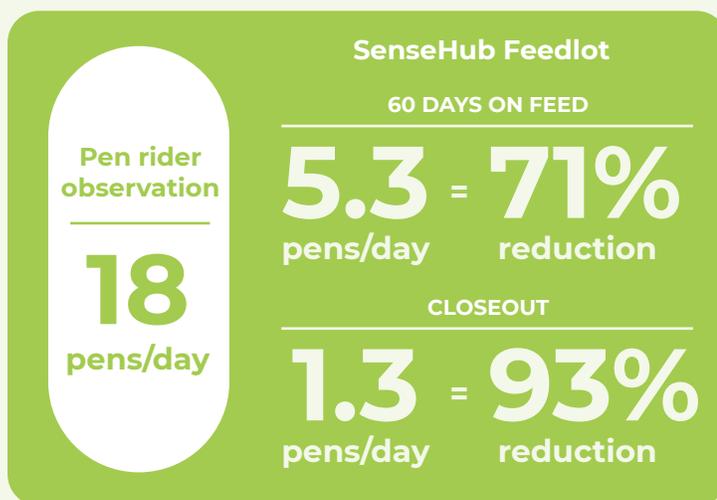
**CROSSBRED
COWS**

**HEIFERS
PER PEN**

REDUCTION	P-VALUE
18%	P=0.26
36%	P=0.36
64%	P<0.01
82%	P<0.01

**LABOR
ESTIMATION**

AVERAGE NUMBER OF PENS ENTERED TO MONITOR CATTLE HEALTH:





“

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.”





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.

This product is not intended to diagnose, treat, cure, or prevent any disease in animals. For the diagnosis, treatment, cure, or prevention of diseases in animals, you should consult your veterinarian. The accuracy of the data collected and presented through this product is not intended to match that of medical devices or scientific measurement devices.