



Connect
and protect
your herd with
SenseHub™ Feedlot

Freedom is 24/7 monitoring to deliver a complete
picture of animal status





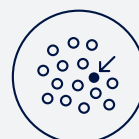
Transform animal health management and labor efficiency

Keeping your herd healthy is key to maximizing their productivity and profit potential. But early identification of at-risk cattle is a complex and time consuming task.

SenseHub Feedlot automates the process of monitoring cattle in feedlots, backgrounding and stocker operations. It provides a 24/7 connection to every animal, constantly checking for behavioral or physiological changes that may indicate an emerging health issue and alerting you to any outliers in the group.

In many cases, SenseHub Feedlot helps you detect animals that need attention before clinical signs of disease become visible. Once identified, an illuminated ear tag makes it easy for pen riders to efficiently locate and sort outliers.

Now you can save time and labor searching for at-risk animals, and intervene promptly in cattle health issues to help improve outcomes.



Identify outliers earlier than visual observation alone



Improve long-term outcomes through faster intervention



Save time searching for at-risk animals and increase labor efficiency

How SenseHub Feedlot Works

Keep teams connected to timely, actionable insights into animal status

Monitor

Track animal status and transmit data



Electronic ear tag applied to every animal during arrival processing



Tag monitors individual biometric and behavioral data 24/7



On-site connectivity transmits data to the software platform

Understand

Turn data into actionable insights



SenseHub Feedlot software analyzes monitoring data to identify outliers



Workers receive daily alerts on preferred devices, with pull lists for at-risk animals

Act

Leverage insights to manage outliers



Ear tags illuminate automatically to help workers locate outliers



Animals can be removed promptly for further investigation

A unique illuminating ear tag for faster location of at-risk cattle

- 1 Temperature and activity sensors**
Detect movement and fluctuations in ear canal temperature
- 2 Bright LED lights**
Flashing lights help workers locate animals requiring attention
- 3 Lifelong lithium battery**
Lasts longer than the animal remains on feedlot
- 4 Impact resistant shell**
Strong polycarbonate casing protects internal components
- 5 Standard reusable pin design**
Easy tag application, removal and reapplication helps minimize costs



Earlier intervention can lead to better outcomes

- Earlier opportunity for treatment if deemed necessary by a professional
- Potentially fewer re-pulls and re-treats
- Better long-term outcomes
- Optimized animal performance
- Higher profit potential

Results proven in the feedlot

40% reduction in BRD mortality

Clinical research at an Oklahoma feedyard showed that monitoring market cattle with the SenseHub Feedlot system helped to reduce mortality due to BRD compared with traditional pen rider observation.

70% reduction in pens entered per day

SenseHub Feedlot also reduced the time pen riders spent monitoring cattle health, with a 70% reduction in pens entered compared to traditional visual observation.

Research Parameters: 2,500 crossbred heifers 60 days on feed 36 pens 71 heifers per pen

60 Day health outcomes¹

Parameter	Pen Rider Observation	SenseHub Feedlot Monitoring
BRD Morbidity (%)	31.4 ^b	38.2 ^a
BRD Mortality (%)	4.7 ^b	2.8 ^a

Number of pens entered¹

Parameter	Pen Rider Observation	SenseHub Feedlot Monitoring
Number of pens entered / day	18 ^b	5.3 ^a

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



“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 pen riders to pull animals at an earlier time frame, so our first treatment is more effective.

“

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



Get started with SenseHub Feedlot

- One-day installation
- Integrates with existing processes and major software providers
- Simple-to-use daily pull list and mobile-friendly interface
- Customizable alerts and on-demand reports
- Scalable as operation needs expand
- Accessible from anywhere by any team member
- Technical support and training for best results

Contact your MSD Animal Health representative to learn how revolutionary SenseHub Feedlot technology can bring efficient, accurate animal health interventions to your cattle operation.

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 disease 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.

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