



A better way to monitor estrus

SenseHub™ Cow Calf offers 24/7 heat detection monitoring to help you make more informed decisions





Make faster breeding decisions with confidence

SenseHub Cow Calf is a 24/7 estrus monitoring solution that improves your farm's ability to detect estrus no matter when it occurs, so you can tighten the calving window and time insemination.

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I know exactly the onset of estrus and can pinpoint my breeding window. This has saved 4 to 6 hours per AI group, which frees me to manage breeding and calf health.

Reiss Bruning

Bruning Farms, Nebraska



Actively monitor your herd, even when you're away from your farm.



Get an at-a-glance view of cows in heat with the easy-to-use dashboard.



Understand herd trends and detect issues that could be missed through visual observation alone.



Gain peace of mind and a greater sense of control from knowing your cows are always monitored.

Contact your Merck Animal Health representative to learn how revolutionary SenseHub Cow Calf technology can help you actively monitor your herd from anywhere and enable confident breeding decisions.

Visit merck.sensehub.global/cowcalf

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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