

Maximise dairy herd performance and increase farm efficiency

More and more farmers are turning to technology to provide real-time data which can help maximise dairy herd performance and increase farm efficiency. By swapping their notebooks for digital devices to monitor and evaluate each cow in their herd, they can make better day-to-day as well as long-term decisions for their animals and their businesses, in real-time.

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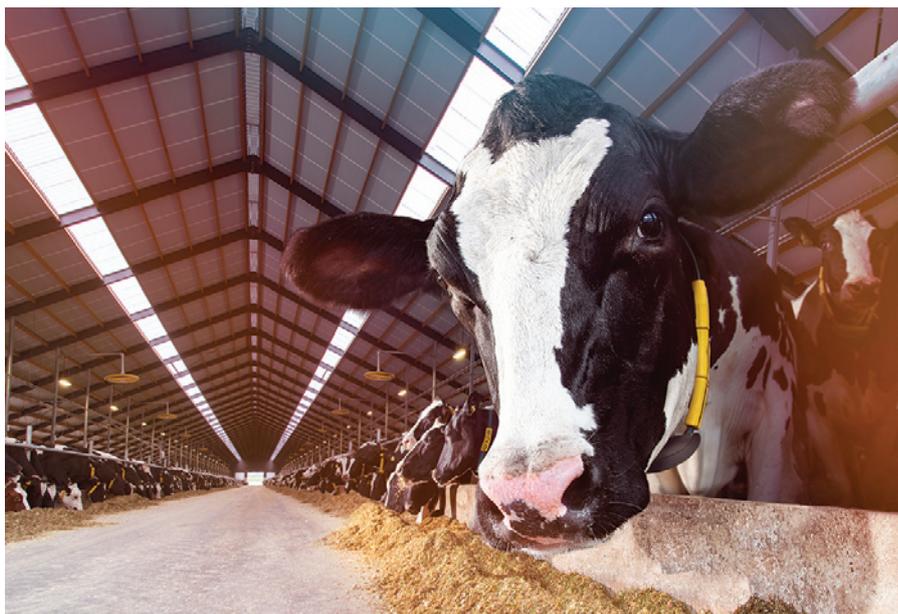
One of the primary reasons Waikato Milking Systems has developed a suite of dairy management tools designed to generate data on each cow, is to help farmers gain a better insight into the overall performance of their herd.

One of the dairy technology company's key products is the CowTRAQ Collar, which identifies each cow and keeps track of her signs of eating, position, rumination, standing, lying, walking and inactive behaviour 24/7.

The collars utilise a suite of cutting-edge technologies which are constantly being tuned and improved. These include tri-axis accelerometers, temperature sensing and internal microphones. The analytical algorithms used to process this critical data have been rigorously tested and held up against real world observations to ensure the accuracy of all reported animal data.

The collars provide farmers with insights on the fertility, health, well-being and nutritional status of both individual cows and groups.

The ability to gather data from each cow within a herd is now a critical tool for



modern dairy farming. CowTRAQ Collars offer farmers a chance to improve in multiple areas, depending on the operations focus or the season.

If farmers are looking for improvement in reproduction results, the collars can help increase heat detection rates, increase submission rates and increase conception rates through better timing of AI.

Improved cow health and condition is also an important area where the collars can make a significant difference, by detecting potential health issues earlier. That means treatment and recovery can be more effective, fertility can improve and long-term it can reduce mortality rates.

The data the collars generate can also improve farm management

Operators can use group and herd insights to chart the animal patterns, evaluate performance and then determine what the best long-term management improvements should be.

The data is a valuable resource to share with AI technicians and nutritionists, so they get an insight into cow and herd behaviours.

The information from the collars can save

on costs and give cows the individual attention they need. It means farmers can focus the right resources, on the right cows, at the right time, with the correct treatment.

Farm owners and their staff are offered peace of mind, knowing the collars are doing the hard work, collecting information on each animal, saving time for other tasks and activities.

CowTRAQ Collars integrate with TracHQ, the software which translates the data captured by the collars into information the operator can easily understand and view on a PC, tablet or smartphone. With access to the system from a range of devices, this means all operators can access important real-time information and insights on each cow, or their entire herd, whenever required.

The intuitive software brings together an unmatched range of monitoring features and management tools in a highly advanced system. A range of real-time alerts can be generated, along with to-do lists, and reports to help manage and control the herd. This allows the operator to see how external factors and management decisions can influence a herd's performance.

Group behaviour reports on herd performance offer a valuable tool to

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managers and dealers in all the main dairy countries of the world.

Waikato was traditionally known as a supplier of dairy equipment for outdoor, grazing systems. But they have changed their focus from Agri-engineering to Agri-tech, to develop smart solutions to address key pain points on farms, whether it be an indoor or outdoor farming system. So, when farmers begin to research for a new dairy, the conversation is not so much about the pipeline size but a definite focus on technology to fit and improve their operation.

Regular visits are made to staff in the company's global regional offices and their dairying customers. A real thirst for technology, especially from the next generation of dairy farmers, has been observed.

Young farmers are fast adopters of technology, they know how to use it and how to leverage off it in a smart way. They are looking towards technology for productivity gains – be it through automatic cup removers, automatic teat spray systems or to milk their herds with less effort, in less time. Waikato Milking Systems is in a strong position to provide those technology solutions for all farming types. ■



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measure and evaluate the impact of (changed) feeding strategies, housing conditions, grazing and milking procedures.

Fact-based information allows you to continuously optimise your management and improve your bottom line.

An essential tool to keep cows healthy, fertile and productive

TracHQ compares all behaviour with standards for optimum condition, the previous behaviour of the cow and the behaviour of the group she is in and detects changes or abnormalities.

Providing you with the earliest and most reliable health alerts for cows that need urgent attention, allows you to treat health issues before they become problems.

TracHQ is a modular solution so upgrading to include auto sorting and integration to milking solutions and feeding in the future, is simple.

Waikato Milking Systems CowTRAQ collars come with a three year, full-replacement warranty, and 50% for the following two

years. It is technology farmers can trust and rely on. Typically the operating life of a CowTRAQ collar is 8-10 years so it routinely outperforms and goes the distance.

The new technology will help farmers improve their bottom line by making informed, data-driven decisions.

Easily connected with the Waikato Milking Systems ECR Plus means the system can be fitted with milk yield indicators, electronic milk meters and milk analytical sensors, providing a high level of information on each cow at every milking.

TracHQ can also connect with the Waikato Milking Systems range of automated sort gate systems, including the Sort Gate 2500, Sort Gate 2600 and the Sort Gate 5500, to automatically sort animals that are either on heat or have an alert that has been raised against their number.

Together, CowTRAQ and TracHQ give farmers an all-in-one, 24/7 cow management system to help them meet the challenges of operating a modern dairy farm.

These data-driven products represent a change in direction for the 55-year-old company which has its headquarters in New Zealand but with a network of regional sales