

WAIKATO[®]

MILKING SYSTEMS

COWTRAQ™ COLLARS



KNOW YOUR COWS, TRACK YOUR HERD

MAXIMISE HERD PERFORMANCE AND FARM EFFICIENCY
with CowTRAQ™ Collars and TracHQ™ Software to grow the
value of your dairy

WAIKATOMILKING.COM

KEEP TRACK

Maximize herd performance and farm efficiency with Waikato Milking Systems CowTRAQ™ Collars.

Continuous improvement and a focus on the well being of livestock is a priority for all dairy farmers. Improved production and profitability comes from decisions and actions based on insights.

Insights come from analysing and understanding your herd's performance trends. Your herd's performance trends are shaped by the individual animals in it.

The first step to gain insights about your herd is making sure each cow is identified and connected to her own record. If you don't know your cow, how will you know her impact on your bottom line?



Maximise dairy herd performance and farm efficiency



Monitor production for targeted management



Control cow flow to save time and labour



Optmise production through precision feeding *

* When linked to In-Parlour and Out-of-Parlour feeders





• KNOW YOUR COW

Let CowTRAQ™ show you more than the expert eye can see. Day and night.

Our advanced CowTRAQ™ Collar's identify each cow and keep track of her signs of heat, position, eating, rumination, standing, lying, walking and inactive behavior 24/7.

This provides the most precise and complete information about the fertility, health, well-being and nutritional status of individual cows and groups.

• TRACK YOUR HERD

Let technology serve you instead of the other way around.

Waikato Milking Systems TracHQ™ cleverly turns CowTRAQ™ data into real-time and relevant alerts, to-do lists, reports and barn maps to help manage and control your herd.

These actionable insights are easy to understand and presented on PC, tablet and smartphone. TracHQ™ also integrates with your farm automation systems and dairy management programs. As a result, you and your team automatically focus on the right cows, at the right time, with the right treatment.

• IMPROVE YOUR DAIRY

Make data-driven decisions to improve your bottom line.

With TracHQ™ you can also improve farm management at the tactical and strategic levels, using behavior insights of your groups and entire herd. They show you how external factors and management decisions influence the herd's performance.

A tool for you and advisors to evaluate the impact of (changed) feeding strategies, housing conditions and milking procedures. So you can make confident choices to continuously improve your bottom line.

24/7 COW MANAGEMENT

ALL-IN-ONE

Waikato Milking Systems TracHQ™ combines an unmatched range of monitoring features and management tools in a highly advanced, yet easy to use system.

Real-time information on all devices for multiple users.

All team members have access to real-time and relevant insights fitting everyone's needs. At any time and from anywhere with a PC, tablet or smartphone.



Identification*

Proven electronic ISO compliant cow identification in all your automated systems such as milking, feeding and sorting & routing equipment.

** Depends on whether the herd has RFID Ear Tags*



Health Monitoring

Individual health management for early detection of health issues and intensive monitoring of transition cows and post-treatment recovery.



Herd Performance Trends

Chart the behaviour patterns of your groups and entire herd. Get group alerts when possible risks affect a group's performance. Evaluate the impact of management decisions on herd performance to make improvements.



Heat Detection

Highly accurate heat detection with advice for the optimal insemination moment, as well as reproduction insights.



Integration & Connection

Easily connect TracHQ™ to Waikato Milking Systems complete range of milking point controls, milk indicators, milk meters and milk analytical sensors.



INCREASE PROFITABILITY

WITH PRECISION

Put the power of precision farming on your side. Improve your bottom line with the solutions to maximise dairy herd performance and save time, labour and costs.



HEAT DETECTION

Improve reproduction results.
Increase labour efficiency.

TracHQ™ detects the heats of cows with outstanding accuracy, helping dairy farmers worldwide improve reproduction results and labour efficiency. It automatically tracks signs of heat - such as increased activity, sniffing, chin resting and mounting behavior - of all your cows 24 hours a day.

The system shows a clear list of all cows in heat with their optimal insemination moment for effective insemination with the highest chance of conception. It also provides additional reproduction insights, helping you to find cows with irregular heats, non-cycling cows and non-pregnant cows.



COW LOCATION (USA and Europe only)

Stop searching. Start finding.

Finding cows needing to be checked, inseminated, treated or fetched, was never as easy and time-saving as it is with TracHQ™ Cow Location. The system automatically locates the cows you need to find. It accurately shows and follows the real-time position of individual or multiple cows on your barn map with one click on your PC, tablet or smartphone. TracHQ™ Cow Location is fully integrated with Heat Detection, Health Monitoring and Herd Performance Trends. As a result, responding to cows that need attention is easier and quicker than ever. This saves you and your team a lot of time and aggravation every day and at the same time ensures a better follow-up of alerts.

HERD PERFORMANCE TRENDS

Evaluate group and herd behaviour.
Improve farm management.

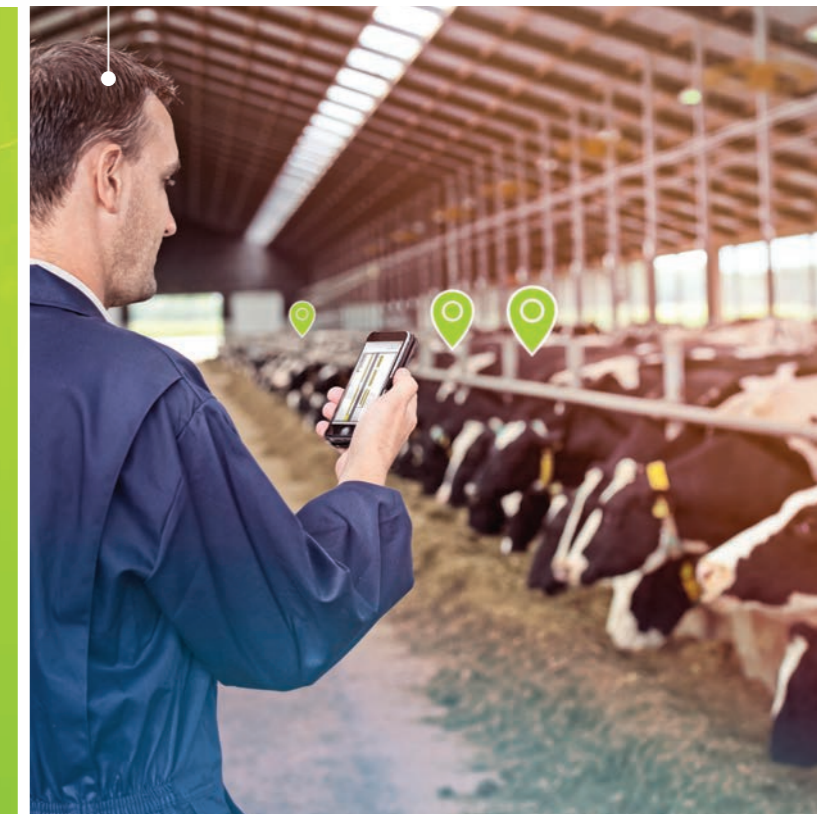
TracHQ™ charts the behaviour patterns of your groups and entire herd. They show you how external factors and management decisions influence the herd's performance. The system sends a group alert when it detects abnormalities among a percentage of the cows in a group, allowing you to respond to external factors posing a risk to their health, milk production and reproduction. At strategic level, group behavior reports on herd performance insights offering a valuable tool to measure and evaluate the impact of (changed) feeding strategies, housing conditions, grazing and milking procedures. So you have fact-based information to continuously optimize your management and improve your bottom line.



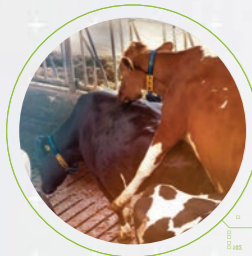
HEALTH MONITORING

Keep cows healthy, fertile and productive.

TracHQ™ Health Monitoring is an essential tool to keep your cows healthy, fertile and productive. CowTraQ™ Collars register a combination of three behavioural aspects, giving the most precise and complete insight into the health status of each cow. The system 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. It provides the earliest and most reliable health alerts for cows that need urgent attention and shows a list of cows that need to be checked today, allowing you to treat health issues before they become problems. It also enables you to intensively monitor transition cows and post-treatment recovery.



WHERE DO YOU WANT TO IMPROVE?



IMPROVE REPRODUCTION RESULTS?

- ✔ Increase heat detection rates
- ✔ Increase submission rates (reduced missed heats)
- ✔ Increase conception rates (better timing of AI)
- ✔ Increase pregnancy rates
- ✔ Optimize calving intervals
- ✔ Find non-cycling and irregular cycling cows
- ✔ Detect non-pregnant cows earlier
- ✔ Add value to synchronisation programs with automated cherry picking



BETTER COW HEALTH AND CONDITION?

- ✔ Detect health issues 2-3 days earlier
- ✔ Closely monitor individual cow behaviour and health in the transition period
- ✔ Treat more effective
- ✔ Measure post-treatment recovery
- ✔ Improve fertility through better condition
- ✔ Reduce mortality rate



IMPROVE FARM MANAGEMENT?

- ✔ Use actionable cow insights for targeted, pro-active and efficient daily management
- ✔ Use group and herd insights to chart the herd's patterns, evaluate performance and implement long-term management improvements
- ✔ Have a tool to let AI-technicians, veterinarians and nutritionists have access to your individual cow, group and herd behaviour insights
- ✔ Management by exception: only focus on cows that need attention



GET A MORE PRODUCTIVE AND SUSTAINABLE HERD?

- ✔ Achieve more peak productive days per cow
- ✔ Achieve more milk per cow
- ✔ Prevent production loss
- ✔ Extend your cow's life span and number of lactations
- ✔ Reduce forced culling due to fertility and health problems
- ✔ Get cow performance insights to improve selection



INCREASE LABOUR EFFICIENCY AND EFFECTIVENESS?

- ✔ Automatically identify cows, detect heats, monitor health and locate cows 24/7
- ✔ Integrate cow data with farm automation systems and dairy management programs to get more out of automation
- ✔ Focus your resources on the right cow, at the right time with the right treatment
- ✔ Let your team make confident decisions with fact-based herd information



SAVE COSTS?

- ✔ Save on labour
- ✔ Reduce fertility / insemination costs
- ✔ Minimise veterinary treatment and medication
- ✔ Reduce death loss
- ✔ Reduce costs of synchronisation programs: save on labour and hormone use



IMPROVE WELFARE AND SUSTAINABLE PRODUCTION?

- ✔ Give cows the individual attention they need
- ✔ Keep a close eye on the health, comfort and well-being of your cows
- ✔ Have a tool to increase production while using the same or less resources
- ✔ Minimise disruption of cow routines: reduce pregnancy checks, lock-up times, number of 'touches' per lactation and cow-employee interactions



MORE ENJOYABLE WORK?

- ✔ Gain peace of mind with control over your herd 24/7
- ✔ Have real-time cow and herd insights available anytime, anywhere on any device
- ✔ Stop searching for cows - start finding them
- ✔ Save time for other tasks and activities

THE SMART AND DURABLE COWTRAQ™ COLLAR



- Identification (I) (ISO)*
- Heat Detection (F)
- Health Monitoring:
 - Eating (E)
 - Rumination (R)
 - Inactive behavior
- Herd Performance Trends
- Cow Location (P) (USA / Europe)

Smart and durable

- Real-time and long range data transfer.
- 24-hour in-tag data memory.
- Passive ISO compliant identification technology. Independent of battery function, indefinite lifetime.
- Robust materials and construction, engineered for farm environment.
- A single all-in-one device attached around the cows neck: convenient for the cow, easy to attach, stays in place.
- System alerts if CowTRAQ™ is incorrectly attached.
- Expected service life of 8 - 10 years.

Proven

Measurements and algorithms are validated by universities and research institutes around the world under various conditions.

Models Available:

***FER CowTRAQ™ Collar CT2500**
Collar without Identification as you will already have RFID Ear Tags

IFER CowTRAQ™ Collar CT5500
Complete collar with Identification

IFERP CowTRAQ™ Collar CT9500
Complete collar with Identification and Cow Location (P)

Already have RFID Ear Tags on your herd?

If you already have RFID Ear Tags on your herd, then refer to model CT2500.



SYSTEM OVERVIEW

ADVANCED SIMPLICITY

Use proven and advanced technology that is easy to use, install, integrate and scale.

CowTRAQ™

The CowTraQ™ Collar records all behaviour and the location of the individual cows real-time and 24-7. Accelerometer data is intelligently preprocessed and converted into cow behaviour by CowTRAQ™.



Cow Locating Beacon

(USA and Europe only)

The beacons, which are only needed for Cow Locaton, continuously send signals to the CowTRAQ™. CowTRAQ™ sends the signals to the antenna. The processing unit then calculates the exact position of each cow.

Antenna

The data from all the individual cows is continuously collected by the antenna. The antenna has a range of at least 75 meters around in the barn and 250 meters around when placed outside for grazing cows.



CLOUD SERVICES

Cloud

A continuously expanding range of services such as online backup, remote access, remote support, Business Insight, API connections and more are available through the cloud.

Processing unit

The processing unit processes the data received by the antenna, analyses the individual data for each cow and turns it into relevant and actionable insights that can be viewed on PC, tablet and smartphone.



WHAT YOU CAN ADD



Sorting

Automatically have your cows sorted by pre-set criteria or by adding an event to a cow and she will be sorted at the next milking.



Milk Yield Recording

There are two options for automatic milk yield recording depending on the accuracy you require and budget.

*Needs WMS Marshal System / ECR Plus to run these components



In Parlour / Out of Parlour feeding

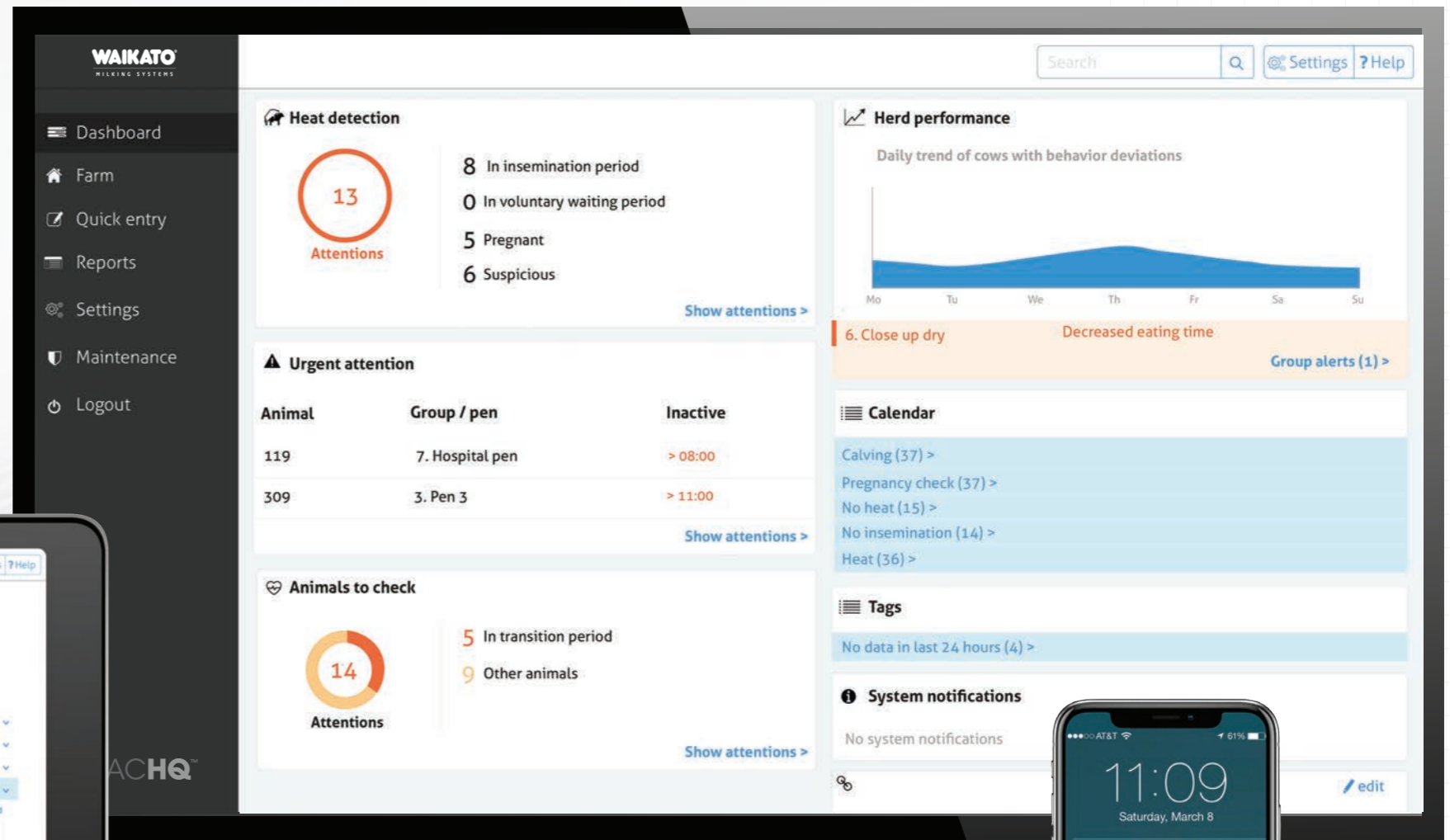
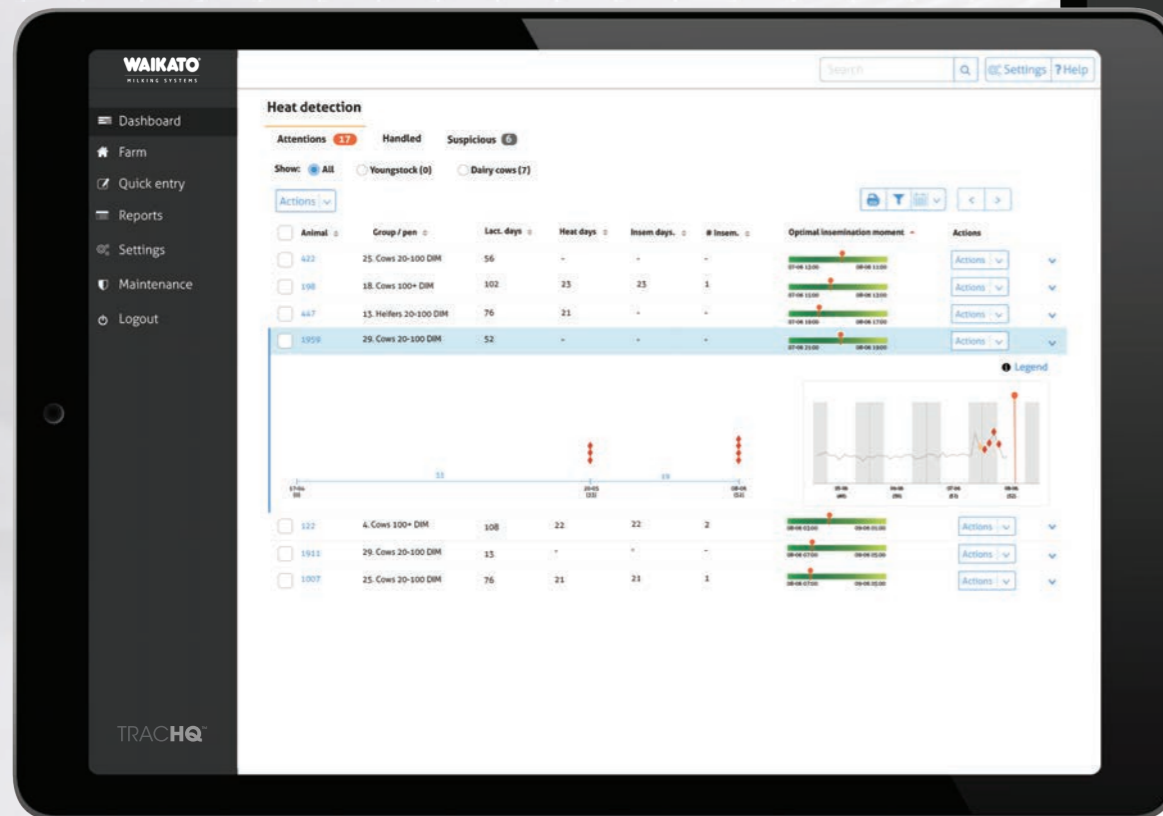
TracHQ™ can manage the additional feed requirement for your cows depending on the stage of lactation and milk production level. Options include feeding at the milking point or out of parlour feeding in the barn.

ACTIONABLE HERD INSIGHTS REAL-TIME

The right information at the right time for the right person.
Anytime and anywhere.

Heat detections

Worklist of cows in heat, including advice on their optimal insemination moment for effective insemination with the highest chance of conception and additional reproduction insights.

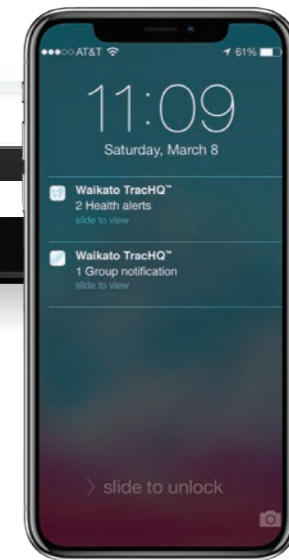


Dashboard

Widget-based overview of the most important alerts, to-do lists and reports.

Urgent attentions

Alerts when a cow or group shows such deviant behaviour that urgent intervention is needed to prevent or solve problems.

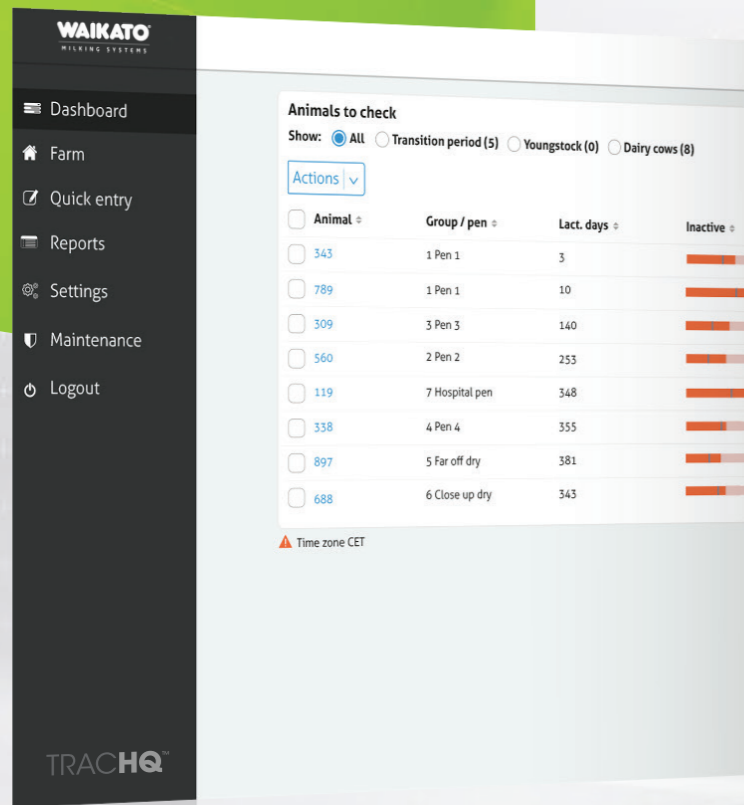


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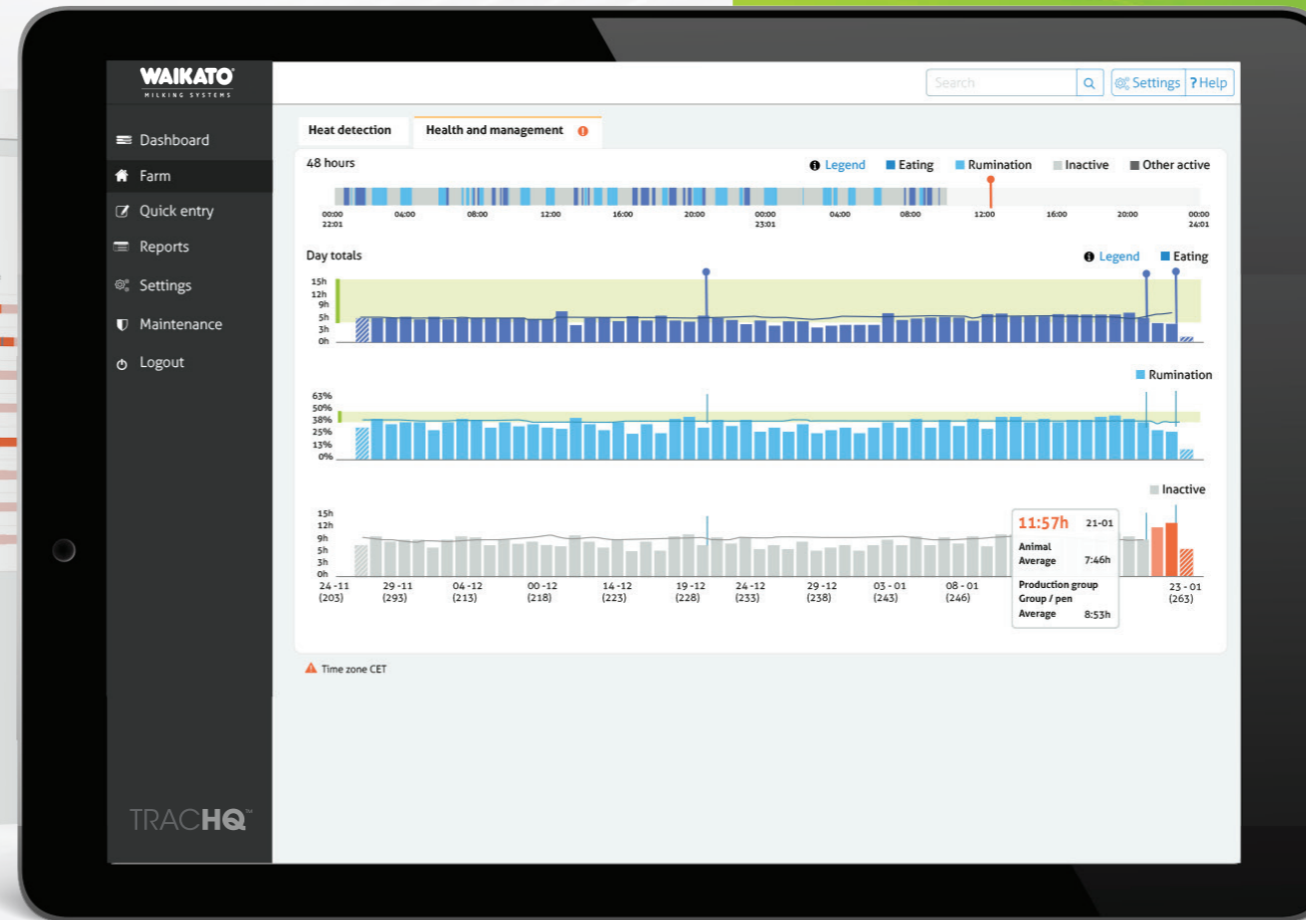
Animals to check

Worklist of animals to check including report of their deviant behaviour that provides insight into possible health issues of each cow on the list.



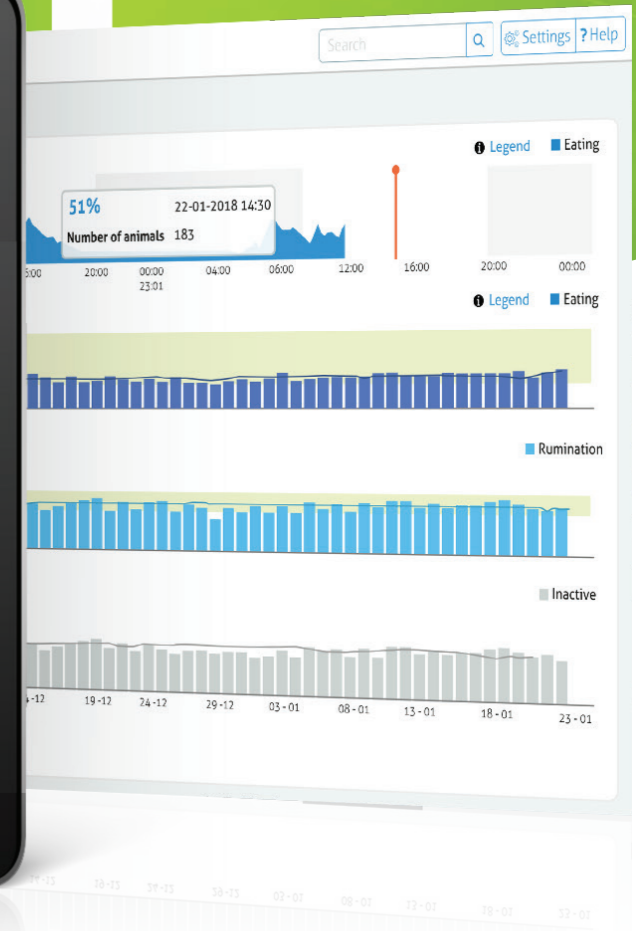
Health Monitoring

- 48-hour report showing complete time spent of a cow across all activities.
- 60 day reports showing her day totals per activity including group benchmark.



Herd Performance Trends

- Group Eating Pattern: 48-hour report showing the percentage of all cows in a group eating simultaneously.
- 60 day group reports showing day totals per activity including herd benchmark.



All interfaces automatically adapt to any device.



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Growing the value of dairy