

DATAMARS
Livestock[™]

Cow

Monitoring

Solutions

with Tru-Test Active Tag

Tru-Test.
DATAMARS

tru-test.com

Cow behaviour, our intel.

WHETHER YOU'RE LOOKING TO INCREASE EFFICIENCY OR SIMPLY NEED ANOTHER SET OF EYES ON THE FARM, TRU-TEST ACTIVE TAG IS THE SOLUTION BUILT WITH YOU IN MIND.

With a plug-and-play gateway and two attachment options, our system is easy to install and even easier to use. Powered by Datamars Livestock Software, the Tru-Test Active Tag monitors animal behaviour 24/7, giving you key insights to save time, reduce stress, and improve your herd.

The true genius of the system is in our industry-leading machine-learning algorithm. Our algorithm monitors individual animal activities and compares them to the group. This allows us to quickly and accurately identify when an animal changes behaviour and if it is due to heat, a health event, or a group change.



Built for your peace of mind.



REDUCE STRESS

for you and your cows by identifying potential issues early and automatically.



BY YOUR SIDE 24/7

with real-time insights, giving you more eyes on the farm with less labour.



SAVE TIME

by increasing efficiency, as you'll know which cows need attention.



FOCUS ON OTHER TASKS

while we do the monitoring, giving you more freedom.

POWERED BY **DATAMARS**
Livestock™



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System Components

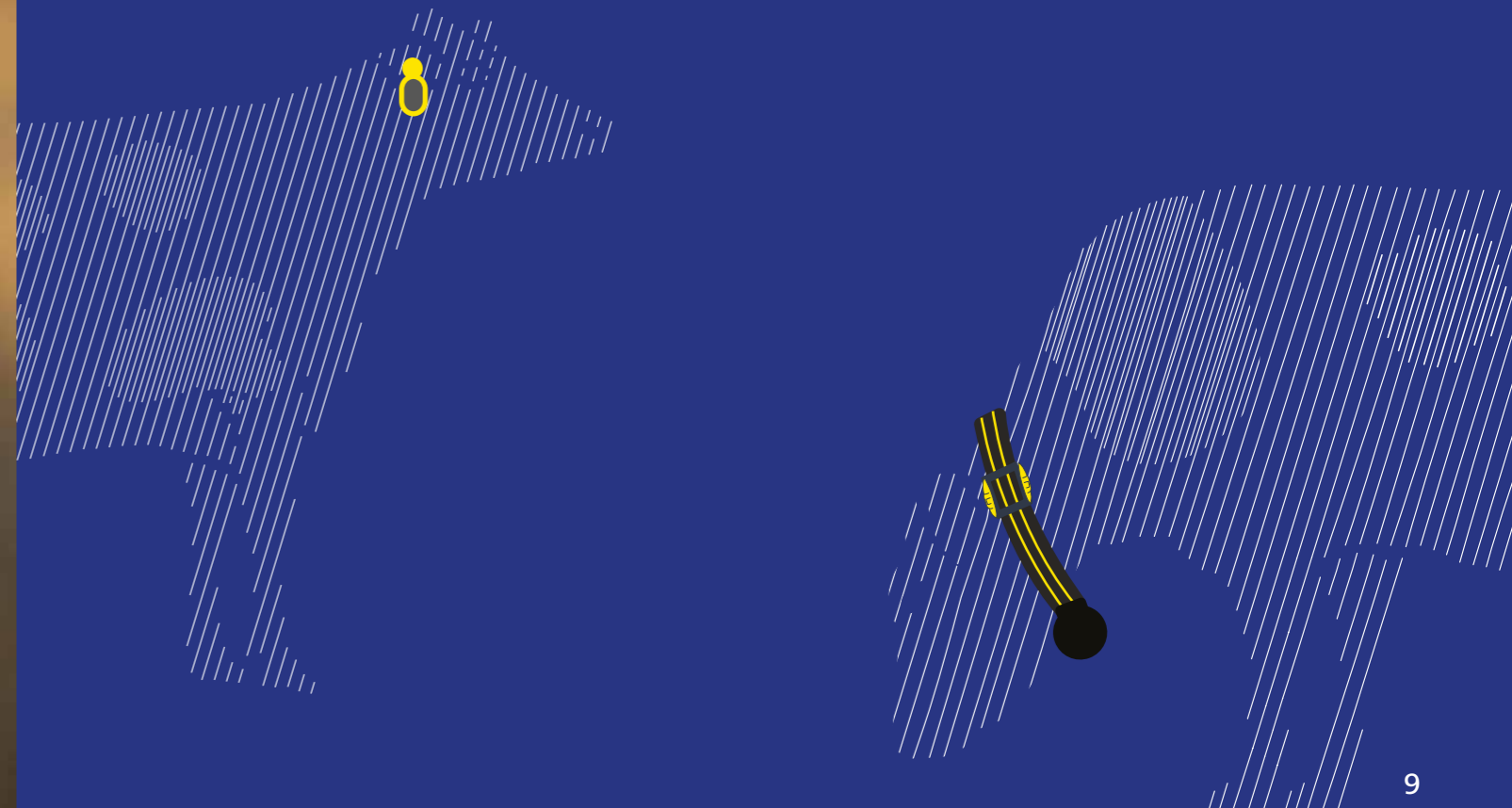
Insights from cow behaviour, working for you



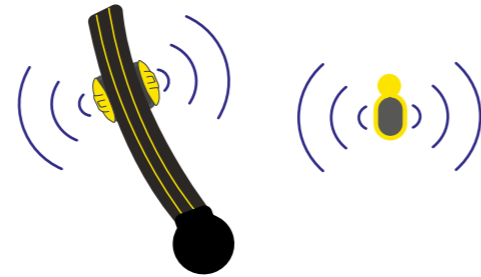
BACKED BY DATA

We have a world-class reputation for developing rugged, reliable hardware and innovative smart technology for better farm decision-making and on-farm profitability.

Tru-Test Active Tag is backed by extensive global trials and has proven its worth with successful installations across the globe in both pasture and barn operations.

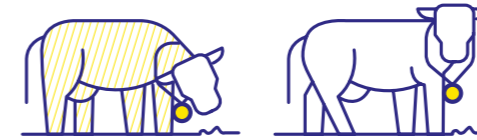


How it works



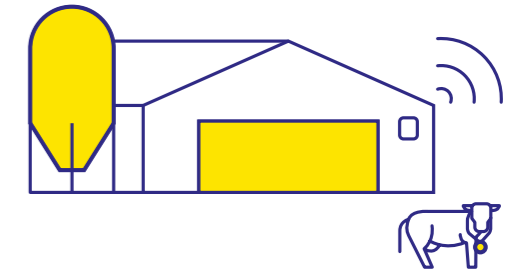
1

Individual cow behaviour is recorded 24/7 and linked to each animal's ID.



2

Cow behaviours are tracked based on cow position (standing and laying down) and state (ruminating, feeding, resting, other).



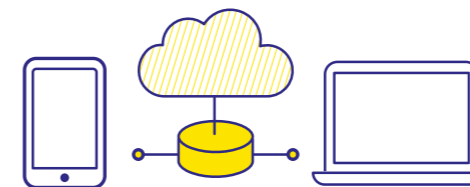
3

Data is automatically uploaded to Datamars Livestock any time an animal is within approximately 500 metres of the Gateway.



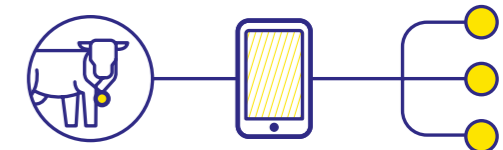
4

Insights are accessible via the web or mobile app and displayed on an easy-to-understand dashboard.



5

Access data from almost anywhere. Datamars Livestock is a cloud-based online program so your data is accessible from any device with an internet connection.



6

All behaviour data, heat and health insights are integrated through Datamars Livestock and can be easily shared with third parties including veterinarians and AI technicians.

A BIG AIM AT DRIFFIELD FARMING IS TO RUN AT PEAK PERFORMANCE AND AT A SUSTAINABLE COST LEVEL. A CRITICAL PART OF THAT PRODUCTIVITY AND SUSTAINABILITY EQUATION IS THE PEOPLE FACTOR – AND LOOKING AFTER PEOPLE HAS BEEN THE MAJOR DRIVER IN THE DECISION TO INSTALL TRU-TEST ACTIVE TAG COLLARS ACROSS BOTH ITS MOSSBURN FARMS.

Chris Brander, GM for Driffield Farming, oversees two adjoining 400Ha high performing and low input farms in Northern Southland. On a day-to-day basis, the farms employ ten staff in total on the dairy side: a manager, a 2IC and three dairy assistants on each farm. They run 1050 Kiwi Cross cows through 54 bail Rotary sheds and additional staff help with maintenance, young stock, and the nearby runoff.

When the team at Driffield Farms were scouting out a heat detection solution, they weren't looking to enhance their reproductive performance.

"We weren't looking at increasing anything," says Chris. "We were just looking to see if we could take the human factor out – and replace it. We were really trying to replicate what we were already doing."

After one season with the Tru-Test Active Tag Collars, reproductive performance was to the exact percentage on both farms to what they had done the previous year.

Submission rates were 88-89% in the first three weeks, the mid-70s for six-week calf rate, and a decent empty rate around 9-11 percent.

"For us it was bang on with what we wanted. We were pretty confident we were doing the right job.

We wanted to replicate what we were currently doing. It was more about taking pressure off the team, especially the management team – to have those guys working on the business but not stuck inside of it."

"It's been pleasing to know we were on the mark for really good mating practice – and it's great to see how we are doing through mating and know our empty rate before we do a pregnancy test and having to wait another week."

Looking ahead, Chris thinks they might cut out a mid-pregnancy test altogether and just run off the Collars, then check up at the end.



**Peak
Performance,
Sustainable
Cost.**

CHRIS BRANDER, GM FOR DRIFFIELD FARMING

It was more about taking pressure off the team, especially the management team – to have those guys working on the business but not stuck inside of it.

Real insights in real time.

Tru-Test™
DATAMARS

DAY 1



Device &
animal data are
available

Find My Cow
is live

DAY 3



Heat Detection
is available

DAY 7



Health Alerts
are available

DAY 10



Likely Calved
is live

DAY 14



Group Activity
is available

DAY 30



Reproduction
Reports are live

POWERED BY **DATAMARS**
Livestock™

Heat Detection

IMPROVE YOUR HEAT DETECTION WITH OUR WORLD-CLASS SOLUTION.

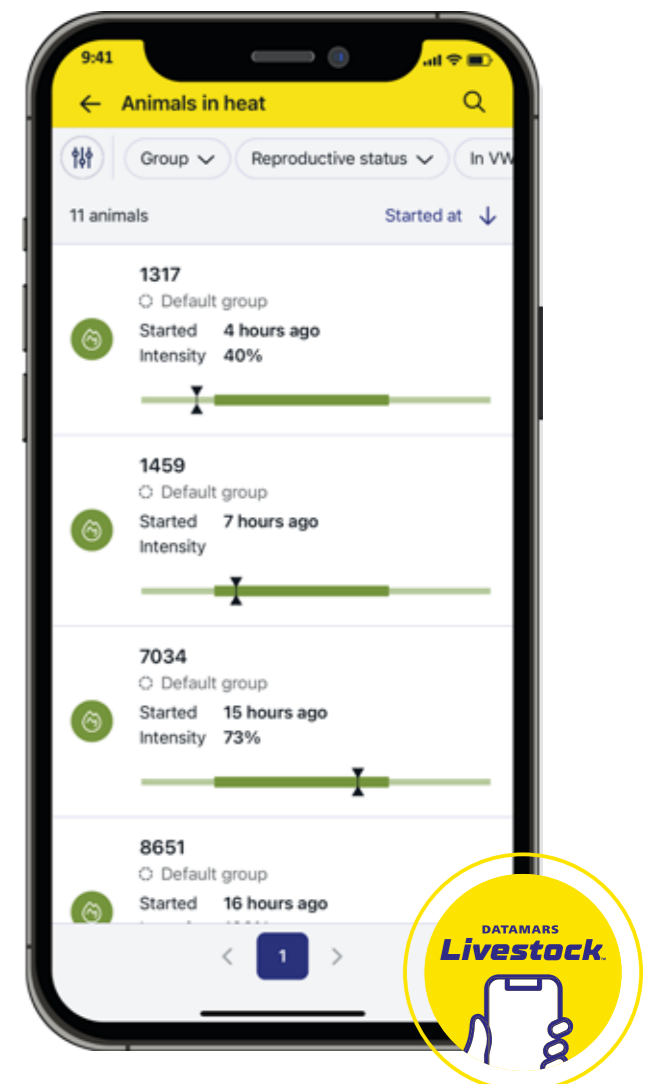
Accurate heats are detected faster and with greater certainty.
Even silent heats are often detected.

Timely and accurate information allows you to align breeding with
peak heats, giving you the best chance for a cow to get in calf.



**OUR SYSTEM HELPS YOU AUTOMATE HEAT
DETECTION, SAVING YOU TIME AND MONEY
AND GIVING YOU PEACE OF MIND THAT YOU
KNOW EXACTLY WHICH COWS ARE ON HEAT.**

- ✓ **Monitor heats from wherever you are with timely alerts**
- ✓ **Improve breeding performance with our heat index and optimal AI window**
- ✓ **Maximise labour efficiency by concentrating on identified cows and removing the need for manual heat detection**



Reproduction Reports

REPRODUCTION ISSUES IMPACT A COW'S ABILITY TO GET BACK IN CALF, COSTING YOU TIME AND MONEY.

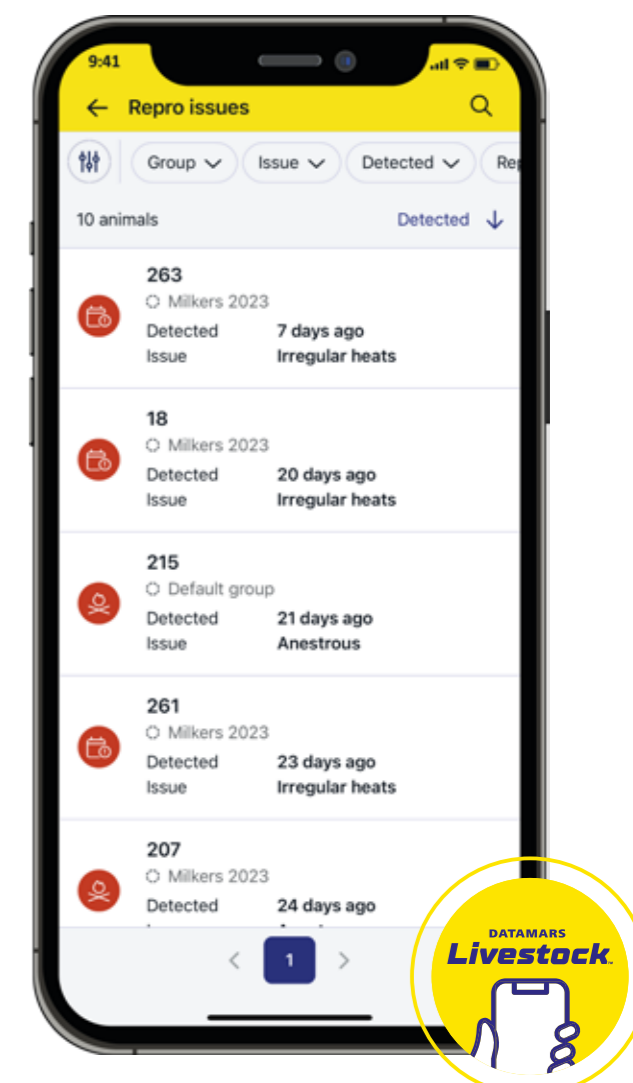
With our continuous monitoring, we'll notify you as soon as an issue occurs. This allows you to intervene as early as possible, increasing the chance to get the cow in calf.

We monitor for anestrus, irregular heats and pregnancy loss.



MANAGE THE FULL REPRODUCTIVE LIFECYCLE WITH OUR ADVANCED REPRODUCTION REPORTS AND CUSTOMISABLE SETTINGS.

- ✓ **Ensure optimal condition at breeding by personalising voluntary waiting period**
- ✓ **Our repro status accurately reflects animal events and Active Tag insights, ensuring you make the right decision on each animal, every time**
- ✓ **Use our breeding report to find exception animals in your breeding activities, with powerful insights and filters**



Health Monitoring

STAY AHEAD OF HEALTH ISSUES IN YOUR HERD, 365 DAYS A YEAR.

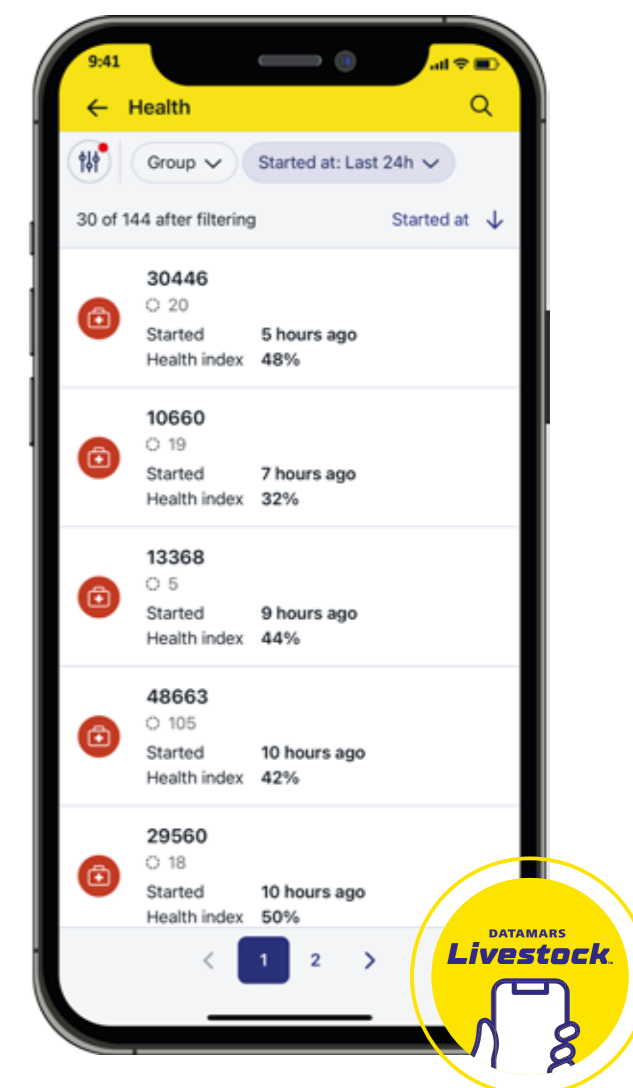
Early identification and monitoring of health issues is important. Health is directly linked to animal performance.

The effects of a health issue can persist through an entire lactation and have a profound effect on the animal's overall fertility and production.



OUR HEALTH MONITORING DETECTS SUBTLE CHANGES IN ANIMAL BEHAVIOUR, PROVIDING EARLY WARNINGS ABOUT POTENTIAL HEALTH PROBLEMS TO ENHANCE COW WELFARE.

- ✓ We track key animal activities such as rumination changes, increases in lying, reduction in feeding changes and more
- ✓ Get early warning of a health event as soon as an animal changes behaviour
- ✓ Monitor the recovery of sick animals to ensure behaviour returns to normal
- ✓ Our system is like another set of eyes on the farm, giving you peace of mind that your cows are monitored 24/7

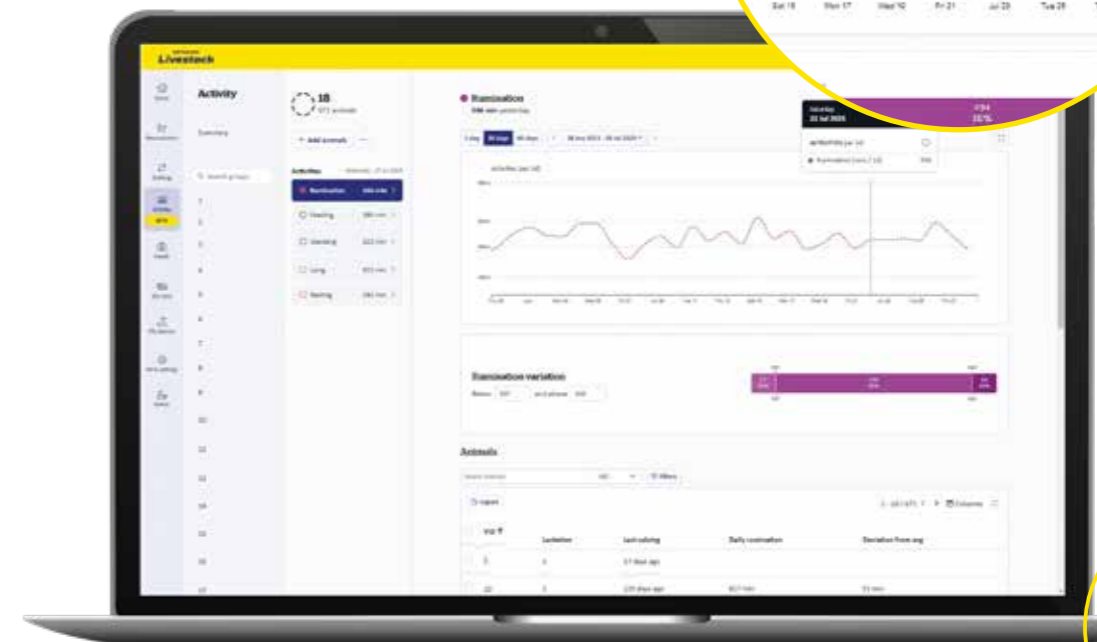


Group Activity

TAKE THE GUESSWORK OUT OF THE IMPACT OF CHANGES IN FARM MANAGEMENT.

Analysing your herd's behaviour by group can assist to:

- ✓ Understand group behaviour with our comprehensive activity view
- ✓ Identify animals that are under or overperforming within a group
- ✓ Monitor how changes in management are impacting group behaviour over time
- ✓ Create your own alerts when group activities change significantly
- ✓ Compare today's activities with the recent past to find problems with your farm routine



Likely Calved

A GOOD START AT CALVING IS KEY FOR OPTIMAL PERFORMANCE THROUGHOUT LACTATION.

Know when cows are due to calve with our pregnancy report.

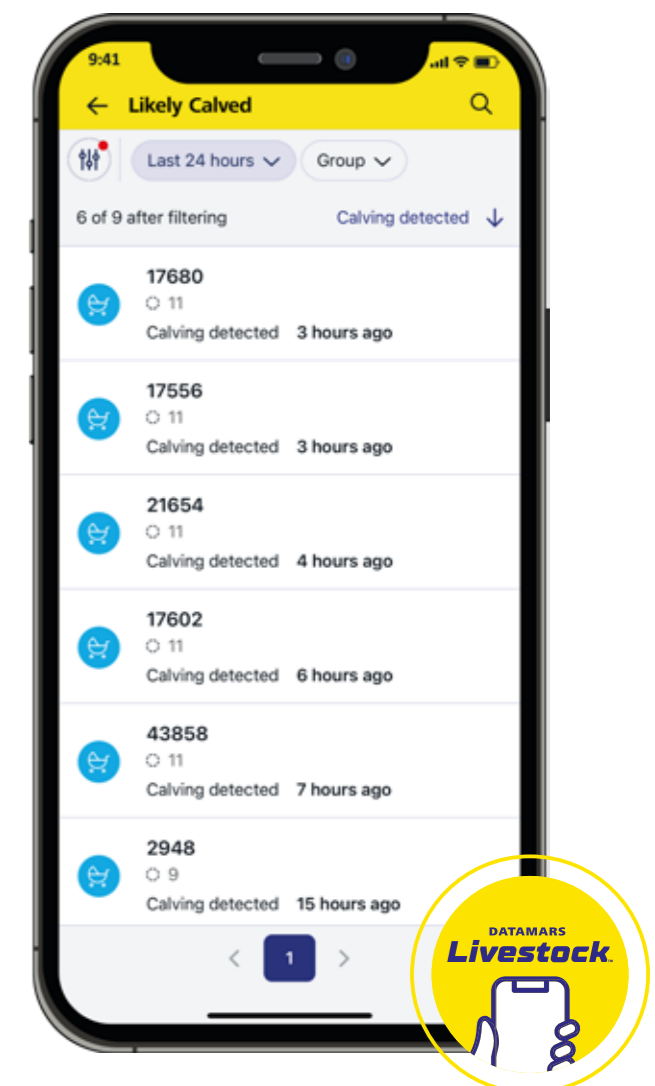
Get an alert when cows have calved with Likely Calved.

We'll find health events that typically occur during the transition period with our specifically tailored health algorithm.

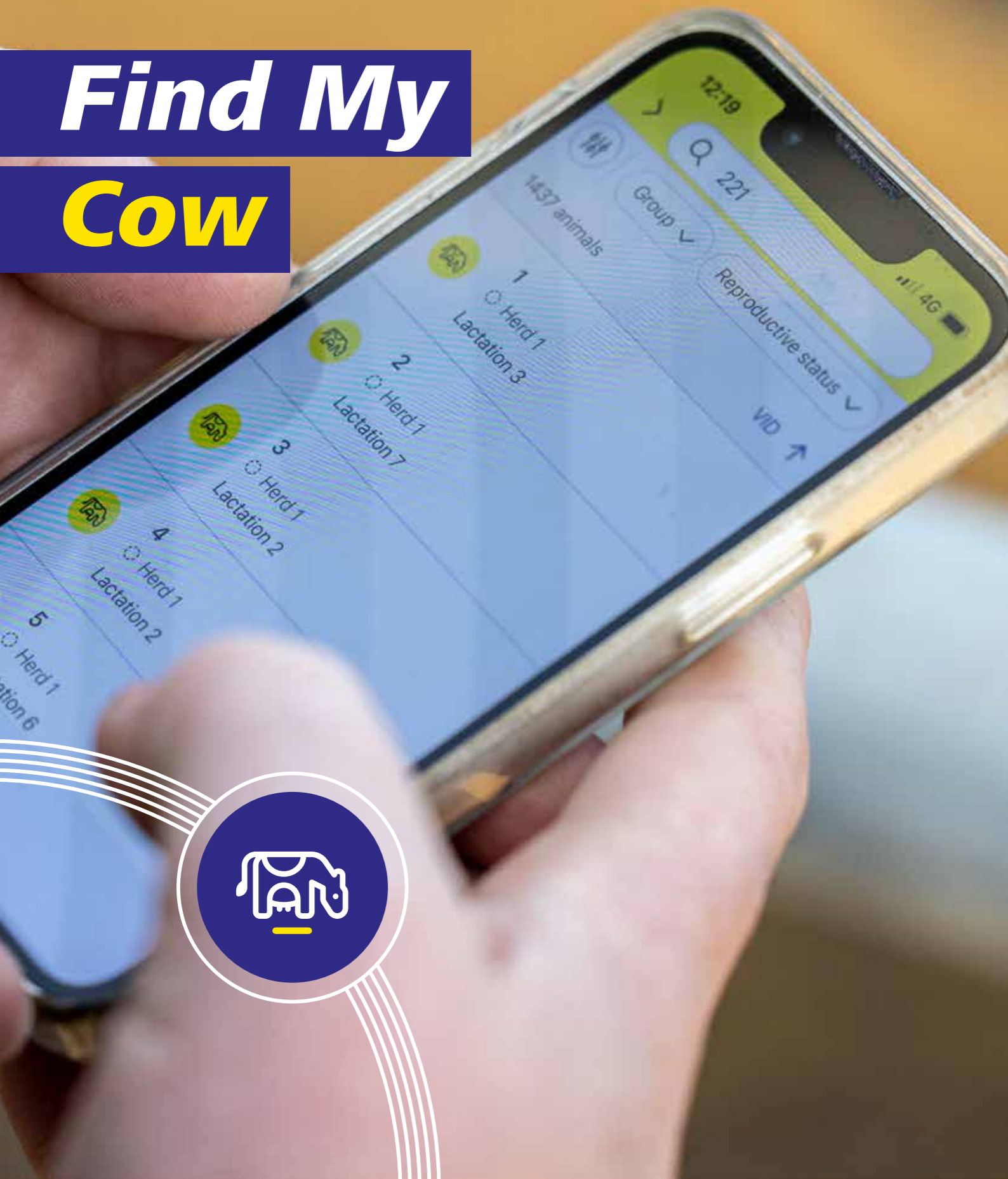


WE DO THE MONITORING FOR YOU, SO YOU CAN FOCUS ON GIVING THE COW AND CALF THE BEST START.

- ✓ Easily identify which cows have calved, without the need to be in the pen yourself
- ✓ Reduces stress and gives you time back during one of the busiest times on farm



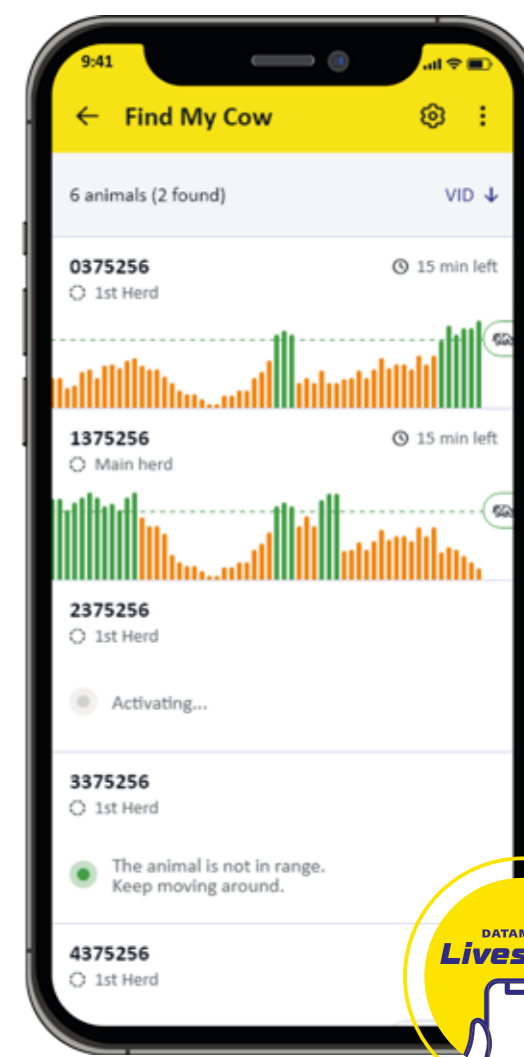
Find My Cow



SAVE TIME BY FINDING COWS QUICKLY AND EASILY.

Monitor your proximity to the animal as you walk the pen. You'll see clearly when the animal is within a few metres.

- ✓ Find an individual animal or a small group of animals (up to 10 animals)
- ✓ Find lost tags if still within range of a gateway
- ✓ Simple to use, works on any smartphone



ACTIVE TAG COLLARS SUPPORT A SMOOTH AND STEADY HAND ON FARM

Sarah Woodley likes to run her shed with just one person all year-round. The farm manager is in her third season on the 118Ha Clandeboye farm in South Canterbury where she milks 420 predominantly Friesian cows through a 50-bail Rotary with two other full-time staff.

It's a tightly run ship on the small dairy property that has been in the Woodley family for four generations.

Four seasons ago, Mark Woodley, Sarah's father and the farm owner, invested in collars when his long-term farm manager retired. When Sarah returned to the home farm, they changed to Tru-Test Active Tag Collars.

"Dad and I do all the AI for 12 weeks. We are doing AI twice a day. In the morning, we manually draft the cows we want to AI and leave those early ones for the afternoon. The system is identifying cows on heat, and picking silent heats that staff would miss because the cows are not bulling or showing any other signs. The collars are definitely doing their job."

Data from the collars is uploaded for paddocks in range and as animals approach the shed. Even though the Woodley farm has high shelter belts on much of the property for shade and wind protection, this doesn't compromise the upload speed and the data is available instantly when the Woodley's herd comes in for milking.

Everyone on the farm has instant access to a whole scope of heat and health information from the Datamars app, and if there's any questions, Sarah says the back up support from the Datamars Livestock team is "awesome". "Dad is not overly computer-minded but he has the app on his phone and he is always on it to see what's happening and who is on heat."

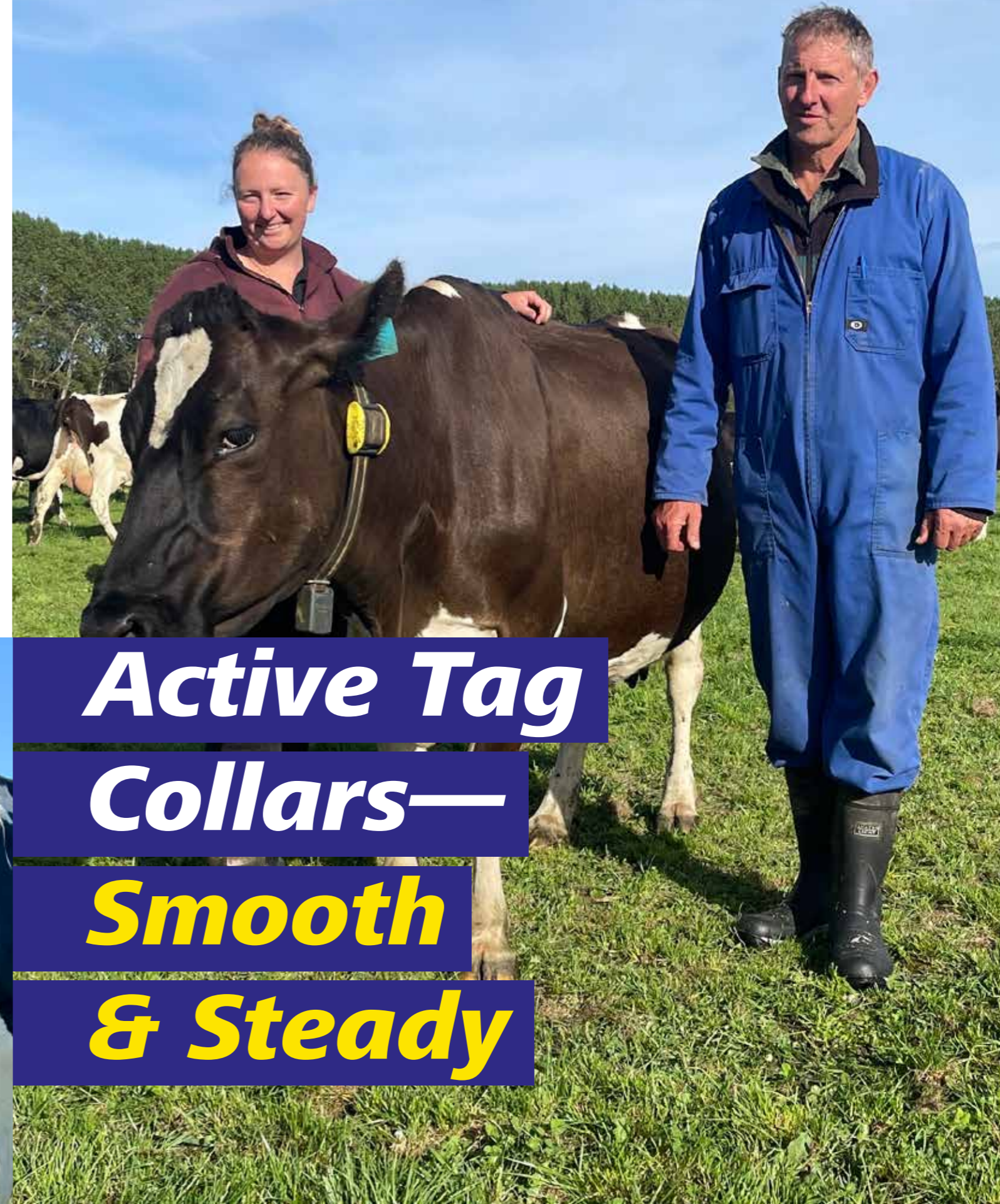
"Our main find is early detection of calving issues, and when we have the vet out to look at a sick animal, they will view the health data to check rumination and all sorts. It has been very helpful."

"Cows are getting in calf for sure," says Sarah. "We are trusting the collars and know they are not going to miss something, and that's taking the stress off me and Dad as well."



SARAH WOODLEY, FARM MANAGER FOR CLANDEBOYE FARM

Everyone on the farm has instant access to a whole scope of heat and health information from the Datamars app



**Active Tag
Collars—
Smooth
& Steady**

Support at every step

Once you purchase our Tru-Test Active Tag solution, we won't leave you high and dry at the farm gate.

We'll partner with you to improve your business outcomes, helping you at each step to integrate the technology into your business.

Whether your needs are simple or more complex, our support team are there when you need us, from getting started to maximizing the use of your solution, including integration with your chosen herd management system.

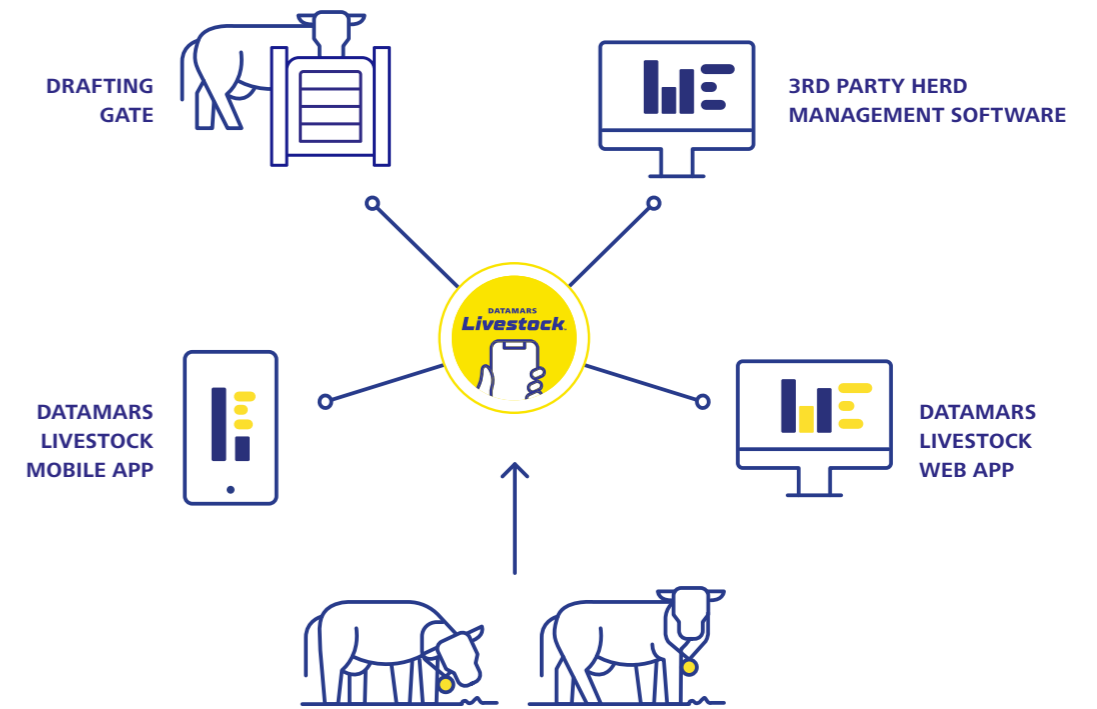
Tru-Test Active Tag is supported by trusted Datamars Livestock specialists.
sf-support@datamars.com

Plus, our 24/7 online Help Center gives you answers to your questions when you need it, no matter where you are.
support.livestock.datamars.com



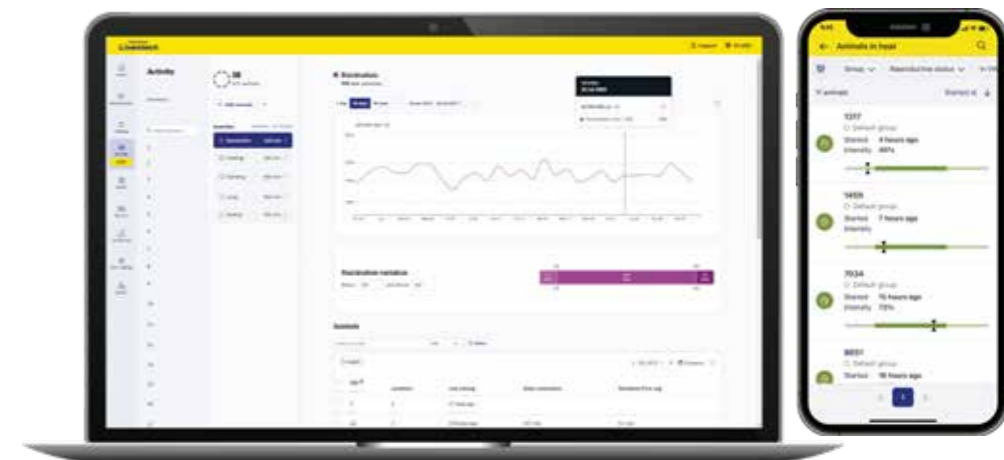
SEAMLESS INTEGRATION

We integrate with 3rd party herd management software for seamless transfer of critical data.



ACCESS YOUR DATA FROM WHEREVER YOU ARE

Easily access your farm from anywhere through Datamars Livestock's easy-to-use mobile and web applications. Share access with all farm users, including veterinarians, consultants and more.



System components

Every system starts with a Farm Network Gateway which receives animal behaviour information from the Active Tag and sends it onto our Datamars Livestock software for analysis.

The Active Tag comes in two models: Collar or Ear Tag. Both are rugged, reliable, and built to last. Simply choose your preferred installation method and battery life.

FARM NETWORK GATEWAY

Plug-and-play design for simple installation. Easy to install and virtually maintenance free. Best read range available.

READ RANGE	500 m Radius
CONNECTIVITY OPTIONS	LTE, Ethernet, & Wi-Fi options available
EXTENDABLE NETWORK	Add multiple gateways to cover a large area if needed.
DIMENSIONS	120 mm x 120 mm x 20 mm



TRU-TEST ACTIVE TAG COLLAR

Long battery life.
Easy to attach around neck of cow.

READ DISTANCE TO FARM NETWORK GATEWAY	500 m
STORAGE CAPACITY IF OUT OF RANGE OF GATEWAY	10 days
BATTERY LIFE	Up to 8 years
WEIGHT	850 g for fully assembled collar (includes belt, weight, and tag)
DIMENSIONS	79 mm x 70 mm x 31 mm
BELT	Length 1.3 m Width 40 mm



TRU-TEST ACTIVE TAG EAR TAG

Fast attachment, easily interchangeable.

READ DISTANCE TO FARM NETWORK GATEWAY	500 m
STORAGE CAPACITY IF OUT OF RANGE OF GATEWAY	10 days
BATTERY LIFE	Up to 5 years
WEIGHT	25 g
DIMENSIONS	37 mm x 15 mm x 68 mm
TAGGER	Compatible with Z Tags male tags and No-Tear-Tagger™



DATAMARS *Livestock*[™]

OUR PRODUCTS WORK TOGETHER, BUT MORE IMPORTANTLY, THEY WORK WITH YOU.

We provide data-driven insights to help you make better-informed decisions. Z Tags provides robust, durable tools for visual or electronic identification. Our electronic tags work seamlessly with readers and scales by Tru-Test to accurately collect weights and other important data. Animal health delivery tools by Simcro and NJ Phillips ensure compliance with health protocols by delivering accurate doses with tools designed for animal and operator comfort. Premium fencing tools by Speedrite offer unique solutions for crop and livestock protection and pest deterrent.

At Datamars Livestock, our ecosystem works together to enable precision livestock management. Our family of brands gives us unique touchpoints on multiple areas of the farm. These solutions are underpinned by our Datamars Livestock software, a cloud-based program designed to deliver insights to your fingertips.



DATAMARS *Livestock*TM

tru-test.com

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