

Due to our increasing population and prosperity, dairy and meat producers have seen a rise in the demand for their products. This development is accompanied by increasingly stricter requirements in regard to the quality and safety of food and simultaneously, there is a rise in the costs of raw materials, labour and energy. For more than 35 years Nedap has responded to these challenges by delivering the precise technological solutions that enable sustainable growth for producers in the livestock industry. Feeding, milking, separating, sorting and heat detection; barn automation on the basis of electronic individual animal identification makes it possible to manage individual animal care and to monitor production and health. This saves you valuable time, provides a calm atmosphere and a clear overview. As a result, costs will be reduced and profits will increase. Furthermore, it will enable you to produce in a much more animal-friendly manner.

★ Vital element for growth



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Improve the fertility, health and well-being of every animal in your herd with Nedap Heat Detection with Standing and Lying Monitoring.

Vital element for growth







NEW:

Nedap Heat Detection with Standing and Lying Monitoring



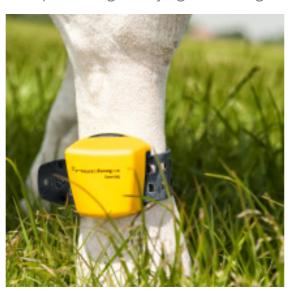
IMPROVE THE FERTILITY, HEALTH AND WELL-BEING OF EVERY ANIMAL IN YOUR HERD WITH NEDAP HEAT DETECTION WITH STANDING AND LYING MONITORING.

Increasing the effectiveness of the total herd on a dairy farm is a major challenge for dairy farmers worldwide. Fertility results play an important role in this. But the well-being and health of the cow have a direct correlation with optimum milk production. Besides detecting heat expression, being able to automatically pick up on signals that tell you about each animal's health delivers plenty of added value. This can help avoid negative consequences such as a drop in milk production or high treatment and mortality costs at the level of the individual animal. At Nedap we are committed to developing Health Monitoring alongside our reliable Heat Detection. More and more behaviour patterns that could indicate that there is something wrong with an animal are being automatically displayed and visualised via the Nedap Heat Detection system with integrated Health Monitoring.

Now Nedap is introducing Heat Detection with Standing and Lying Monitoring with the Nedap Smarttag Leg. This Nedap technology not only alerts you to cows in heat in good time, it also draws attention to any animals in your herd with possible health problems. So you can improve your insemination results and check or treat animals with possible health problems in plenty of time, or you can make structural changes to improve your animal management even further. The system therefore plays a key part in the quest for sustainable dairy farming, while increasing the number of lactations and the life span of your animals. As a livestock farmer you can also save valuable time and achieve and maintain the best possible production results from every animal. No matter how big your herd is.



Nedap Standing and Lying Monitoring: better visibility and control over all your animals



A cow shows the same pattern of behaviour and movements every day. With this in mind, Nedap is launching Standing and Lying Monitoring. This technology identifies five behavioural aspects which provide a representative picture of a cow's daily behaviour pattern:

- The time a cow spends standing still per day
- The time a cow spends lying per day
- The time a cow spends walking per day
- The number of times a cow stands up per day

standing time

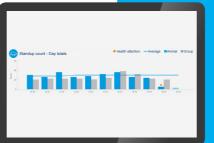
• The number of steps a cow takes per day

Changes in one of these behavioural aspects indicate that there may be something wrong with the animal and that she needs further attention.

Repeated daily behaviour

The behavioural aspects monitored by Nedap Standing and Lying Monitoring were chosen for good reasons. A cow feels on top form and performs best when she has a daily routine of repeated behaviour and events. She needs to lie down about 12 to 14 hours per day to ruminate, rest, sleep and take the weight off her hooves, and also to enable good blood circulation in the udder for good milk production. The Nedap

stem alerts you promptly of any changes in

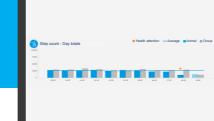


Graph showing total of stand up count

the cow's lying behaviour that indicate she is
lying down less. Alternatively, a cow may be lying down for the same
number of hours per day but standing up less often. Standing up
much less than the average 12 times per day is a sign that something
may be wrong and that further investigation is needed. This way,
negative consequences such as eating too little can be avoided. The
system also issues an alert when an animal is standing still doing
nothing for longer than average. Cows are generally busy all the time.

Standing up for an unusually long time could therefore indicate possible health problems or risks. Finally, Nedap Standing and Lying Monitoring monitors the length of time an animal spends walking and the number of steps she takes per

day. Any changes in these can also be a sign of health problems. You can avoid serious consequences by checking and treating the animal early on.



Number of steps per day



Individual animal, health and management overview

Nedap Heat Detection with Standing and Lying Monitoring via the Smarttag Leg

Nedap Heat Detection with Standing and Lying Monitoring gives you the well-known, accurate Nedap Heat Detection in RealTime: 24/7 in a radius of about 500-1,000 m, depending on local circumstances. Heat Detection and Standing and Lying Monitoring are made possible with the Nedap Smarttag Leg. You can also add optional ISO Identification for use with management applications.

More knowledge = more profit

Nedap Heat Detection with Standing and Lying Monitoring gives you precisely the information you need to achieve and maintain the best performance from every animal. The accurate optimum insemination time enables you to achieve better fertility results, leading to shorter times between calvings, optimised milk production and higher returns. Alerts to changes in standing or lying behaviour enable you to check your animals early on and take prompt action in case of possible health problems or make structural changes to improve your animal management. So you can avoid more serious negative consequences such as a drop in milk production or treatment and mortality costs.



