

**BouMatic**

[www.boumatic.com](http://www.boumatic.com)



# *BouMatic RealTime Activity*

## ACTIVITY, EATING TIME & RUMINATION



*A single system allows you to know your cows' activity, feeding, ruminating, and movement behaviors.*

*A Health Snapshot of Your Cows On Time, Anytime*



# A health monitoring system for the entire herd.

A farmer would love to be able to give their cows the individual attention that they deserve. And to be honest, those details are needed to achieve optimal overall herd performance. But knowing the individual performance and health of every animal is just an unrealistic goal. Or is it?

The ability to have individual data on each animal is precisely what you will get with BouMatic's RealTime Activity System. Being able to at any time - in real time - know the health parameters of any cow within the herd is definitely achievable.

And knowing those health parameters brings the ability to make the smart herd management decisions needed to ensure overall herd performance. It can save you time and increase your profitability and best yet, give you a peace of mind that you have that health snapshot of your cows on time, anytime.



## Why choose BouMatic RealTime?

- BouMatic neck tag provides extremely accurate heat detection with health monitoring.
- Accessibility; the BouMatic HerdMetrix™ phone app makes data accessible anywhere so that you have a constant stream of data.
- Return on investment; the ability to catch cows sooner with health problems to treat them along with increasing insemination rates will quickly pay for the system costs.
- BouMatic tags can be used on dairy cows and heifers.
- Allows you to manage by the exceptions.



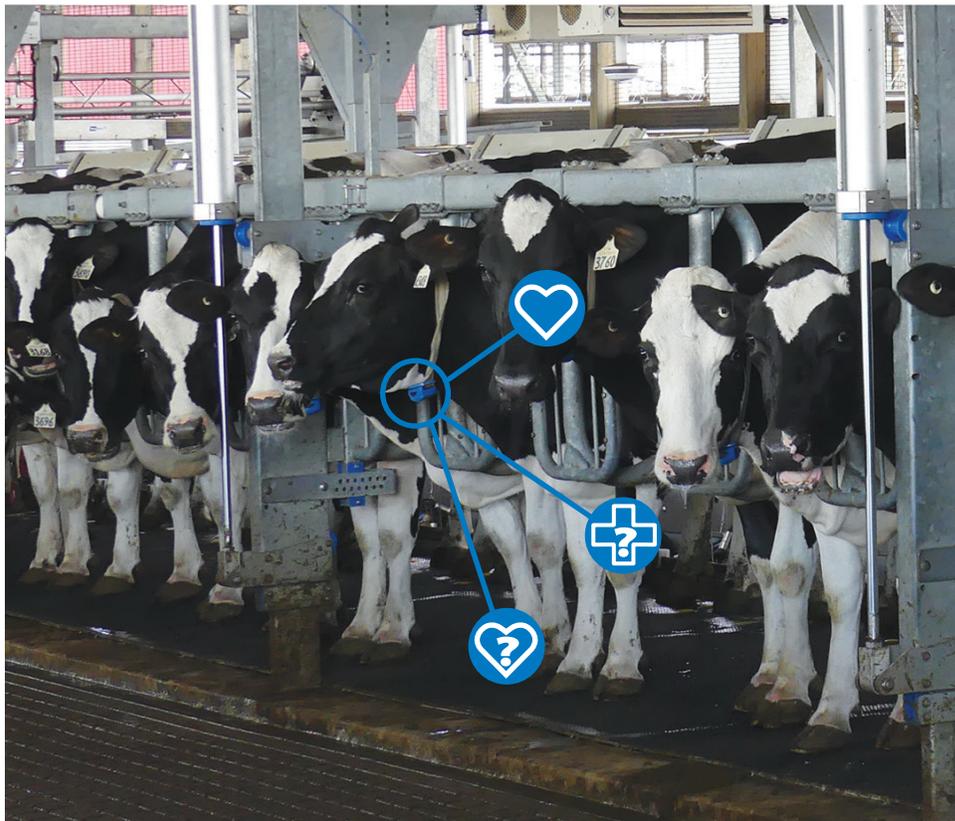
BouMatic RealTime  
Heat Detection with Health Monitoring:

# It's as if the cow can talk directly to you!

With BouMatic RealTime, the health monitoring data you receive can let you know of a cow needing attention days in advance rather than if you were simply waiting for the typical signs to show up visually. Imagine if your cow could let you know when she was just starting to feel a little off her feed? Well, now she can!

The eating monitoring, the rumination averages, the inactivity times... all these key indicators are ways in which you will know that she needs attention. By using these key indicators, you can quickly tune into the individual needs of each animal and keep her on her routine, preventing loss of milk or serious costly complications.

**Find the one cow that needs  
attention whether in a herd of  
100 or a herd of 10,000 cows.**





## BouMatic Neck Tag with Eating Monitoring

This Neck Tag measures the total time per day that an animal spends eating. When a cow has health issues such as mastitis, ketosis or acute udder infections she can decrease eating. Finding those deviations in her feeding behavior will be a signal of possible health issue to be investigated. The RealTime system can be set up to send alerts when a cow has not eaten for a specific period of time; allowing the animal's needs to be addressed quickly.

"Early identification and treatment of sick animals may reduce the overall cost of the disease (drugs and milk production), increase the chances for a full recovery, improve animal welfare, and reduce culling, especially of fresh cows. These benefits should motivate dairy producers to work with their herd veterinarians to implement a herd health program that will successfully identify, examine and treat sick cows in the herd."

– Dairy Herd Management, June 10, 2011

*LT Smith and Sons, New York, USA*  
*1300 Dairy cows*

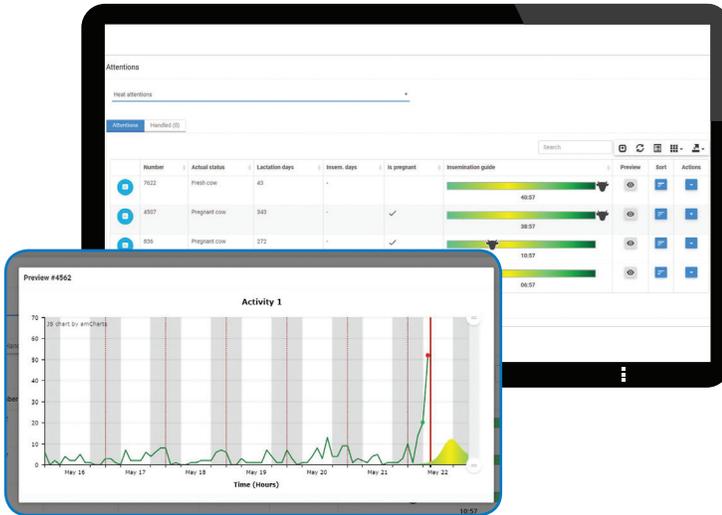
In the northern edge on New York state on the Grass River, Larry Smith started LT Smith dairy which is now run by his grandson Pete (senior) and his two sons Pat and Pete. Their new parlor, rebuilt after a fire, features a new double 24 Boumatic 90LX parlor, which will be outfitted with the new FloSmart Meters soon. They have expanded their herd from 650 to now milking to 1200 and will be adding 200 more in September. Their breeder follows the phone app daily for cows in heat and they sort daily for any heat or health alerts. At the Smith and Sons Dairy, the Realtime Activity system is used in conjunction with manual heat detection and ovsynch and resynch (resync protocols). At BouMatic we can help your herd and assist you with manual heat detection, always watching your herd even while you are away.

For the Smith family, BouMatic health monitoring has done an excellent job of identification of digestive and rumination issues on an individual cow level saving time and money.





# BouMatic Interface



## HEAT DETECTION

Realtime access to heat and activity data allows optimal insemination choices for the whole herd regardless of stage or location.



## EATING MONITORING

"Essential Find" predicts potentially sick cows before a drop in production. Eating monitoring allows the user to manage the herd by exception while maintaining peak performance.

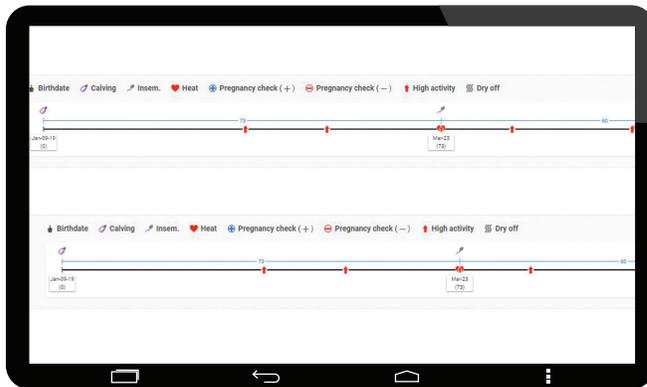


## RUMINATION AND INACTIVITY

Using group averages of rumination and inactive time provides useful information to consultants, nutritionist, and veterinarian alike to increase the herd profitability. Environmental effects can be maintained, so any adjustments can be made before production decreases.



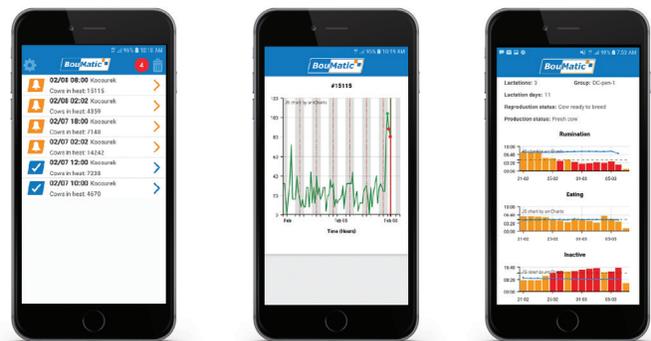
BouMatic Heat Detection with Health Monitoring system quickly and simply gives you, and your employees, an overview of individual animals or your entire herd. The alerts show differences in the behavior of your cows. You will see all the alerts from the BouMatic RealTime Neck tag in easily understandable graphs and charts. The alerts are also easy to receive on your smartphone, tablet or computer. The BouMatic system simply provides a health snapshot of your cows on time, anytime.



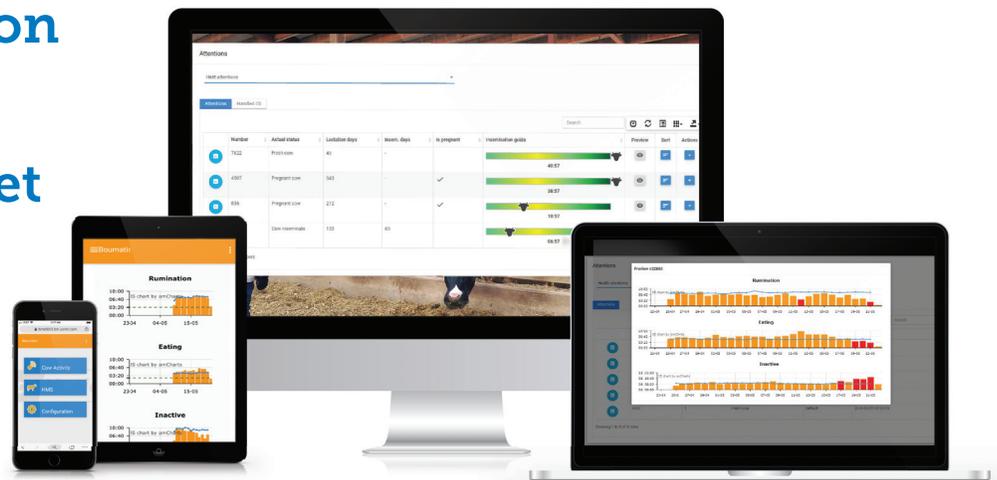
## LACTATION DATE

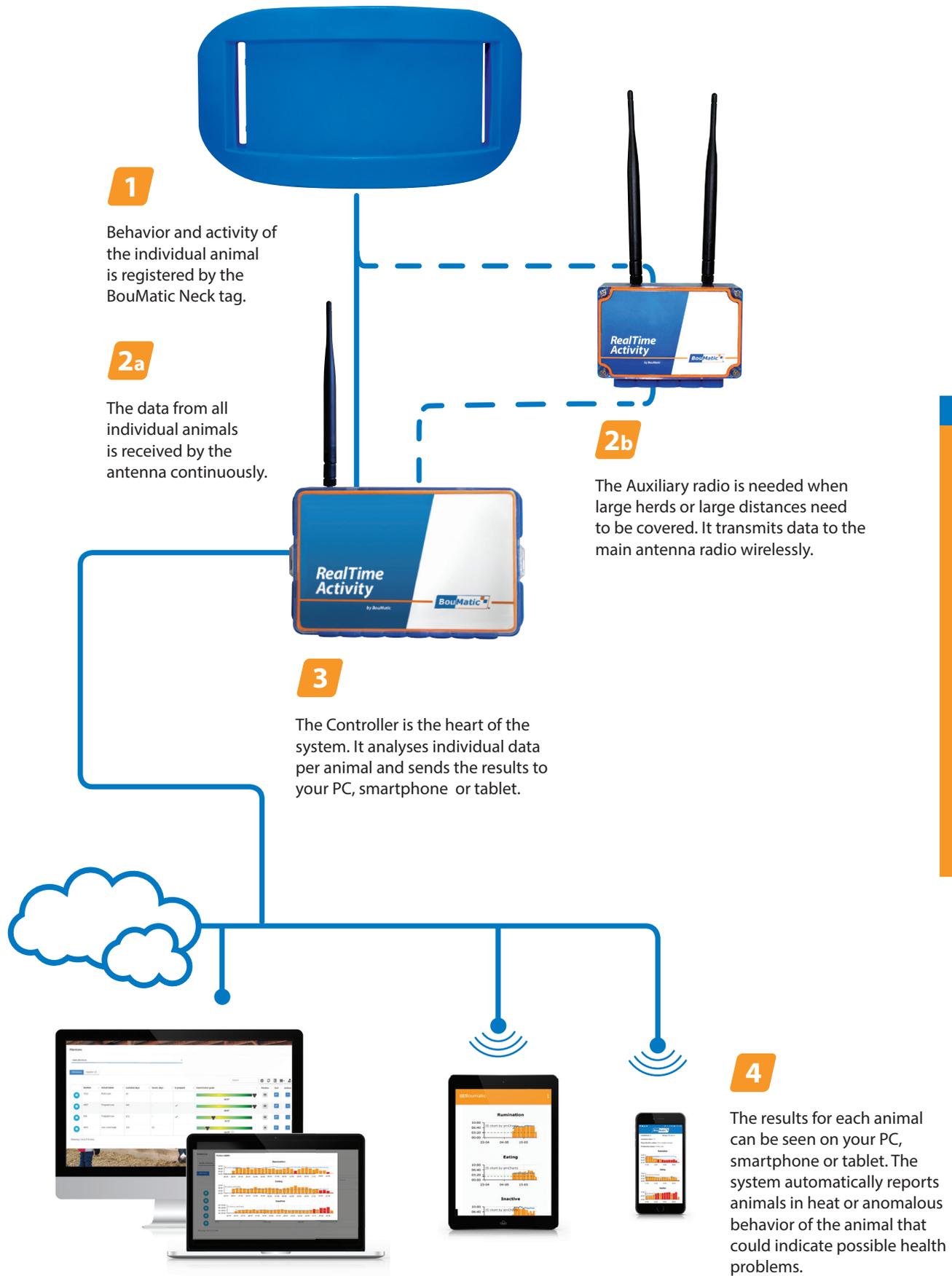
See heat attentions as well as other important life events during the cow lactation. The BouMatic Activity System is able to get all their data from any major herd management software.

The interface is also suitable for mobile applications. Check heat and health alerts easily and clearly through an internet connection with your smartphone. Giving you full access to your herd with easy controller mobility.



**Full access on any device with internet connection**





# Fully customizable to you and your herd.

Each farm is different, and their activity system should reflect that. BouMatic RealTime is fully customizable for the range of alerts and sensitivities. It also allows the alert settings to be customized to be sent to who needs the information the most.

Customizable settings include:

- Optimal breeding window
- Adjustable sensitivities by pen
- Adjustable alerts for lactations and reproductive events



## BouMatic RealTime+ Heat Detection with Health Monitoring: this is how the system works

- 1** The BouMatic RealTime tag registers the activity and behavior of the individual animal. Data for the last 24 hours is stored in the tag.
- 2** All data is retrieved once the animals come within range of the antenna. If the animal is already in range of an antenna data is transmitted every 15 min.
- 3** The ID Controller analyses the data continuously.
- 4** The results of the analysis can be read on your smartphone, tablet or PC. The system immediately sends an alert on heat detection and for anomalies in the eating pattern, and deviations in the rumination amount of activity level.

### Roden Echo Valley LLC, Wisconsin, USA 700 Dairy cows

Rick Roden co-owns Roden Echo Valley farm with his parents, Bob and Cindy. They moved their 70 cow farm from Saukville in 1995 and have grown their herd to about 700 cows, milking Holstein Montbeliarde and Swedish Red from their crossbreeding program. The Roden family also have an Ag tourism business from their farm, Roden Barn Yard Adventures. Run by Rick's youngest sister Jacki, since 2013, she has been educating school groups, girl scouts, 4-H groups and others about lives of the modern dairy farmers, helping educate and promoting the agriculture industry.

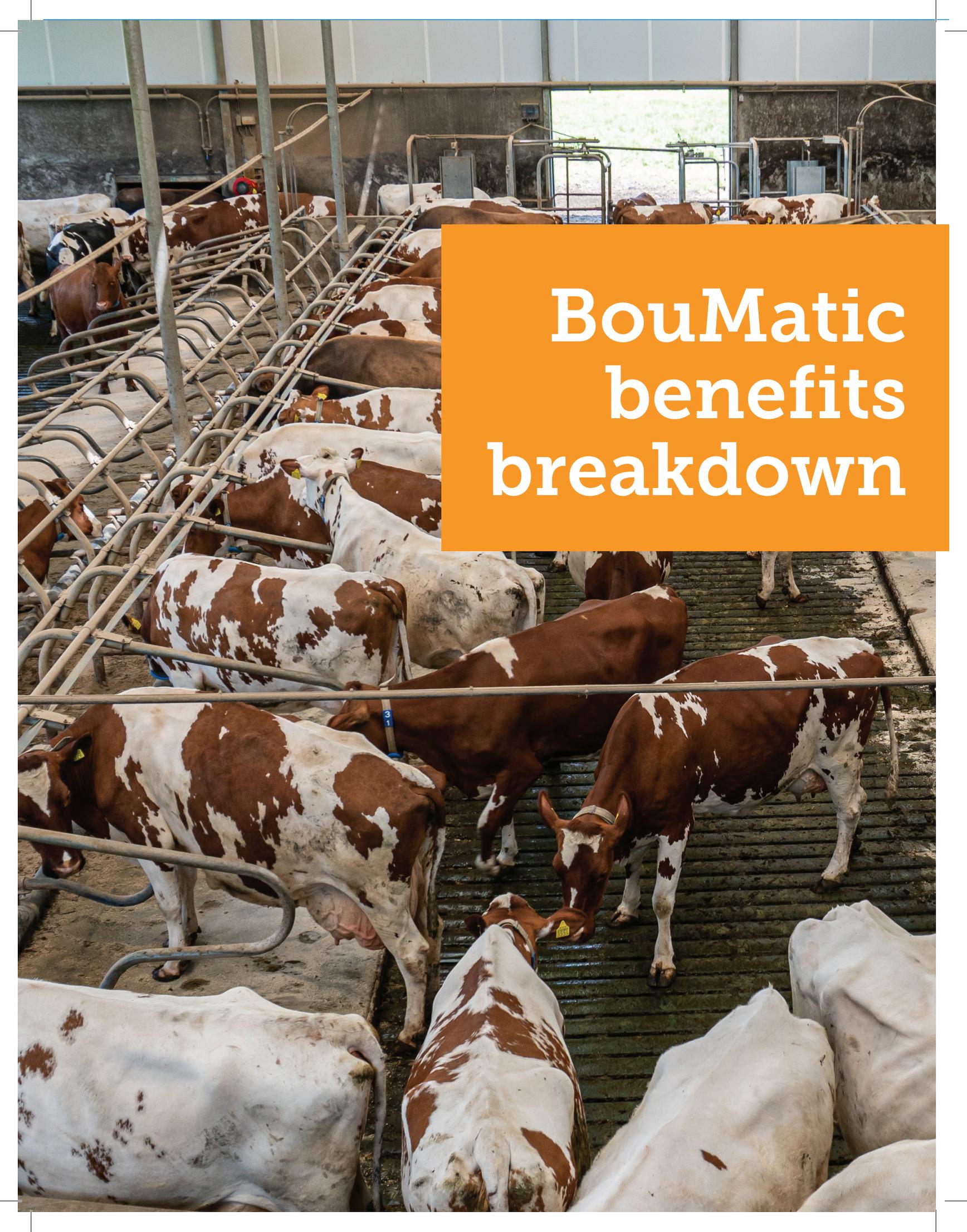
"Ten years ago we started with the BouMatic activity system watching our herd. It gathers all the information for you, that you maybe missed with the naked eye or overlooked. It made it possible for me to manage the herd and not have

to hire another person.

The reason we upgraded from the older system, which only looked for heats, is now we can track rumination, low activities, and heats. The collars go on all of our herd now looking for any sort of a health issue and heats. We decided to keep with the BouMatic system because it had proven itself over the last 10 years and is still working. We would have continued to use it but I was really interested in the latest [BouMatic] had to offer and have more information about our cows handed to us.

We are just starting to use our new system and had our first herd check last week where 41 of our 48 cows were pregnant, so I'd say that's a pretty good herd check and I am pretty happy with that" – Rick Roden, Owner





# BouMatic benefits breakdown

# Heat Detection and Health Monitoring with BouMatic RealTime Neck tag

- 1 Extremely accurate heat detection
- 2 Long range antennas with a minimum read range of 2,500 ft. (750m)
- 3 Monitors the health of individual animals no matter the size of the herd
- 4 A health snapshot of your cows on time, any time
- 5 Available as Neck tag for nutritional management
- 6 ISO identification comes standard
- 7 Initial investment cost is recovered with healthier cows and more pregnancies
- 8 Ability for the tag to “turn off” when not in use which increases the life span of the tag

## Putting a Price on Reproductive Losses

It’s hard to put a price on the losses of an inefficient reproductive program. Unlike a drop in milk production, the paycheck will not fluctuate weekly. And unlike mastitis issues, treatment bills don’t pile up when problems arise. Even when we don’t recognize reproductive losses as routinely as other sectors of the dairy, income can be lost if your reproductive program is not working optimally. According to University of Nebraska extension specialists Jeffrey Keown and Paul Kononoff<sup>1</sup>, four areas are the basis for the majority of reproductive losses.

	Dairy A	Dairy B
Number of Cows	2,500	2,500
Calving Interval (average days)	360	398
Dry Period (average days)	55	77
Services/Conception	1.7	2.2
Age at Freshening (mos.)	23	26

Potential Financial Gains from Improved Reproduction		
Measurement	Dairy	Financial Losses
Calving Interval (average days)	A	>365 days = \$1/day
	B	>395 days = \$30 + \$30/day >395
Dry Period (average days)	A	\$3/day for >60 days
	B	\$3/day for <45 days
Services/Conception	A	\$1 for each 0.1 services/conception >1.5
	B	\$1 for each 0.1 services/conception >1.5
Age at Freshening (mos.)	A	\$30/month for each month >24
	B	\$30/month for each month >24

Reproduction Losses Annually	
Measurement	Cost to Dairy B
Calving Interval (average days)	395 days = \$30 + (\$3 x 3days) = \$39
Dry Period (average days)	66 days = \$3 x 6 days = \$18
Services/Conception	2.2 = \$1 x 7 = \$7
Age at Freshening (mos.)	26 = 30 x 2 = \$60
Reproductive Loss per Cow	\$124/cow/year
<b>Reproductive Loss Annually</b>	<b>\$310,000/dairy/year</b>

<sup>1</sup>Keown JF, Kononoff PJ. “How to Estimate a Dairy Herd’s Reproductive Losses.” NebGuide. 2006.  
 \*Information and calculations from “Putting a Price on Reproductive Losses” DCRC website;  
<http://www.dcrcouncil.org/wp-content/uploads/2017/04/Putting-a-Price-on-Reproductive-Losses.pdf>

## About the Company

BouMatic is a global leader in the design, manufacture and supply of the highest quality milking systems and dairy farm equipment including milking parlors, herd management systems, milk cooling systems, dairy hygiene chemicals, udder healthcare products, hoof care products and dairy supplies and dairy equipment spare parts.

Recognized for its innovative dairy farm products, BouMatic is dedicated to ensuring that dairy farm producers throughout the world have the ability to produce the highest quality milk most efficiently, profitably and responsibly.

## SmartDairy®

BouMatic's fully integrated dairy management system, SmartDairy collects, delivers and manages critical performance data safely and reliably while providing operational control and monitoring of the dairy enterprise at the touch of a finger. In the milking parlor, SmartDairy manages pulsation, meters and detachers so dairy managers can evaluate cows, milk production and employee efficiency. For efficient cow traffic flow, SmartDairy controls crowd gates, stall operation and all entrance, exit and sort gates. Outside the parlor, SmartDairy manages milk flow through the receivers and cooling system for maximum cooling efficiency. Cow health and comfort are managed through specialized hoof care and feeding systems.

## HerdMetrix™

HerdMetrix, as part of SmartDairy, provides the total-cow picture needed to make fast and effective management decisions. HerdMetrix interfaces with all major herd management software programs, ensuring herd data is available whenever you need it. HerdMetrix reporting and notifications are also accessible in mobile formats. BouMatic is proud to offer this powerful tool to the industry.

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