

 Alta
CowWatch

Accurate Heat Detection with
Health Monitoring

Alta CowWatch: Repro – Health – Welfare

Accurate Heat Detection with Health Monitoring

Efficiency and effective management are the keys to a successful dairy or beef cattle farm. Many livestock farmers are facing the need to scale up and make their production more sustainable. The challenge is to individually track your animals and treat them preventatively if necessary, so you can increase your animals' life span and number of lactations.

By focusing on the fertility, health and well-being of the individual animal, you can significantly increase your farm's overall earnings. Alta has just the thing to help you achieve this: Alta CowWatch with integrated heat detection and health monitoring.

Your animals' health and well-being have a direct correlation with their fertility results and milk production. Besides detecting heats, Alta CowWatch automatically picks up on signals that tell you about each animal's health and well-being, which delivers plenty of added value for your farm.

Alta CowWatch, with integrated heat detection and health monitoring, detects the behavior and movements of individual animals in heat or with possible health problems 24/7. The system automatically delivers accurate information about animals in heat and animals in your herd that need an extra health check. You are always in control, so you can optimize your reproductive management.

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Alta CowWatch The benefits



Accurate heat detection 24/7



Maximize your ability to detect heats and improve your heat detection rate



Detects as far as 1,000 m around the antenna



Monitors for possible health problems 24/7



More opportunities to improve your herd management



Available in neck and leg versions



Optional identification for management applications (ISO)

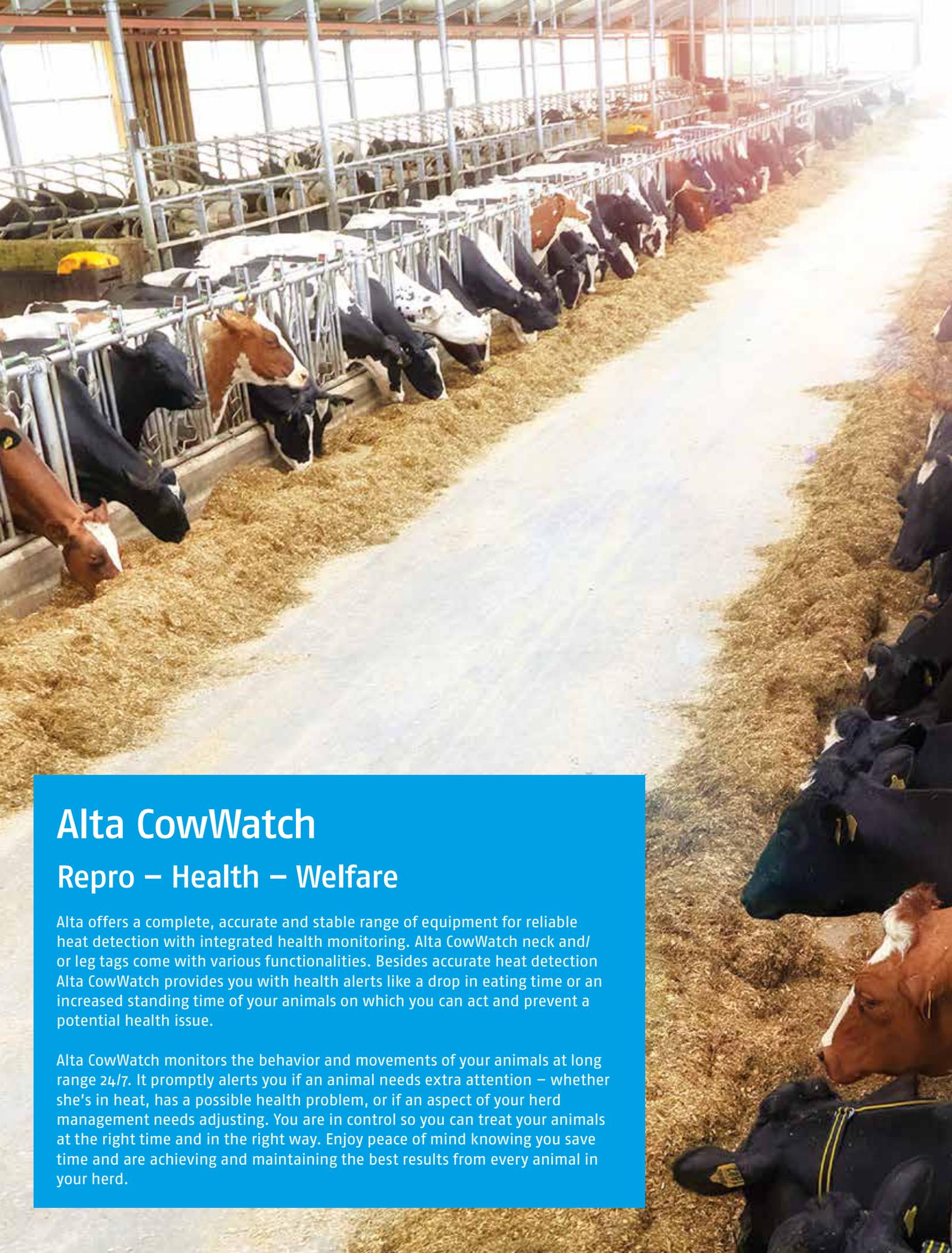


Gain peace of mind with more control over every animal's health and production



Scalable options with Alta CowWatch Technical Platform





Alta CowWatch

Repro – Health – Welfare

Alta offers a complete, accurate and stable range of equipment for reliable heat detection with integrated health monitoring. Alta CowWatch neck and/or leg tags come with various functionalities. Besides accurate heat detection Alta CowWatch provides you with health alerts like a drop in eating time or an increased standing time of your animals on which you can act and prevent a potential health issue.

Alta CowWatch monitors the behavior and movements of your animals at long range 24/7. It promptly alerts you if an animal needs extra attention – whether she's in heat, has a possible health problem, or if an aspect of your herd management needs adjusting. You are in control so you can treat your animals at the right time and in the right way. Enjoy peace of mind knowing you save time and are achieving and maintaining the best results from every animal in your herd.

Alta CowWatch Neck Tag



Alta CowWatch Leg Tag



	Neck Tag	Leg Tag
RealTime Heat Detection		
Sniffing and chin resting (neck movements indicating that a cow is in heat)	✓	
Leg movements that indicate when a cow is in heat		✓
Detection 24/7	✓	✓
RealTime availability	✓	✓
Data transfer: up to 75 m with the antenna in the barn	✓	✓
Suitable for grazing, by using the Long Range antenna for data datransfer min. 500m, max. 1000m)	✓	✓
Intake Monitoring		
Records the time an animal spends taking in roughage or grazing per day via neck movements	✓	
Indicates potential health problems by registration of any change in a cow's eating behavior (helps prevent a drop in milk production and avoid possible treatment and mortality costs)	✓	
Standing and Lying Monitoring		
Monitors deviations in walking, standing and lying time, the number of times the animal stands up via specific leg movements (f.e. such as a sudden drop in the number of steps, more time spent standing doing nothing, or standing up less often.)		✓
Indicates potential health problems by registration of any change in a cow's walking, standing and lying time (helps prevent a drop in milk production and avoid possible treatment and mortality costs)		✓
Alert when incorrectly hung		
Automatically issue of an alert when hung incorrectly or when moved into the wrong position during use	✓	✓
Compensates minor changes in the neck tag's position automatically via its software	✓	
ISO identification (optional)		
Integrated high performance solution for identification in management applications such as milking, feeding and separating	✓	✓
Functions 24/7 (even when the battery of the tag is flat)	✓	✓



"We went with Alta CowWatch, because we felt that they had a really good package to offer us. CowWatch being very reliable, was a key to staying with Alta. And also the expertise that they have in terms of the people they have working for them. They bring a lot of value to our business; they know what they are talking about and they've helped us a lot over the last few years to make our business more efficient."

Daniel Harries – Alta Advantage Herd Owner, UK

Alta CowWatch

How it works



1 The Alta CowWatch Smarttag records the behavior and movements of the individual.



2 The data from all the individual animals is continuously recorded by the antenna.



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4 The Process Controller - the heart of the system - analyzes the individual data for each animal and sends the results to a PC, smartphone or tablet.



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3 The ID Controller collects all the data received by the antenna and sends it to the Process Controller.

5 The results can be displayed on a PC, smartphone or tablet. The system automatically sends attention alerts about animals in heat or changes in behavior that may indicate health problems.



Alta CowWatch – essential for total profitability

Alta creates long-term relationships by providing added value for its customers. We are able to realize this by focusing on improvement of the profitability of each individual herd by delivering:

- ▲ Reliable genetics
- ▲ Custom-made advice on reproduction
- ▲ Management programs
- ▲ Alta people who are able to implement Alta products and deliver the right service due to their knowledge and experience

A focus on fertility is essential to maximize your genetic progress. You need to create pregnancies in order to improve the profitability of your herd. Excellent reproduction is key. With Alta CowWatch, we have the best tool in place to improve heat detection, health monitoring and cow well-being.

Alta CowWatch: an essential part of your reproduction, delivered by a reliable and proven organization, implemented by the right people, who are fully focused on improving the profitability of your herd.

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