



# Alta COW WATCH

Repro, health & welfare



When you install  
**Alta COW WATCH**  
you install **ALTA**



# When you install Alta COW WATCH, YOU INSTALL ALTA



Pair advanced technology with expert support and consultation from your trusted Alta advisor. Improve your herd's repro, health & welfare by making informed decisions to impact your herd's profitability.



"Alta COW WATCH and the backup received from the Alta team transformed herd performance. It's also been a game changer on maiden heifers. No one at Hargrove would want to be without it."

*The Anthony Family  
Haregrove Farm - 500 Cows*

"The benefit of the rumination and the health alerts has changed the management on the farm and more than paid for the system!"

*Jon Bult  
Somerset - 400 Cows*

"Alta COW WATCH has enabled us to become more efficient through massively improving our fertility. In turn, this has led to reduced semen usage, healthier cows and increased milk production."

*Dan Harries  
Velindre Farm - 1000 cows*

# RETURN ON INVESTMENT

## ROI from repro

**\$14,400**

**WHEN YOU IMPROVE  
PREG RATE BY 5%**

Figures calculated on improving preg rate from 18 to 23 on a 300-cow herd, using the UW Dairy Management 'Value of Reproductive Improvement' calculator tool

"Since joining Alta I immediately switched to the Alta COW WATCH collars and DairyComp. I have seen preg rates in the adult herd increase from 18% to 28%, and at the same time I have significantly reduced the use of sync programs, to be in line with my milk contract. The overall financial benefit that Alta has brought to the farm has been immense."

*Arthur Crutchley, Crutchley Farms, Dorset – 700 Cows*



## ROI from healthy cows

To prevent is better than to react

Act on early health alerts from Alta COW WATCH  
to prevent paying the high cost of disease.

**COST PER CASE**

HYPOCALCEMIA

**\$246**

RP & METRITIS

**\$576**

MASTITIS

**\$227**

KETOSIS

**\$181**

LEFT DA

**\$640**

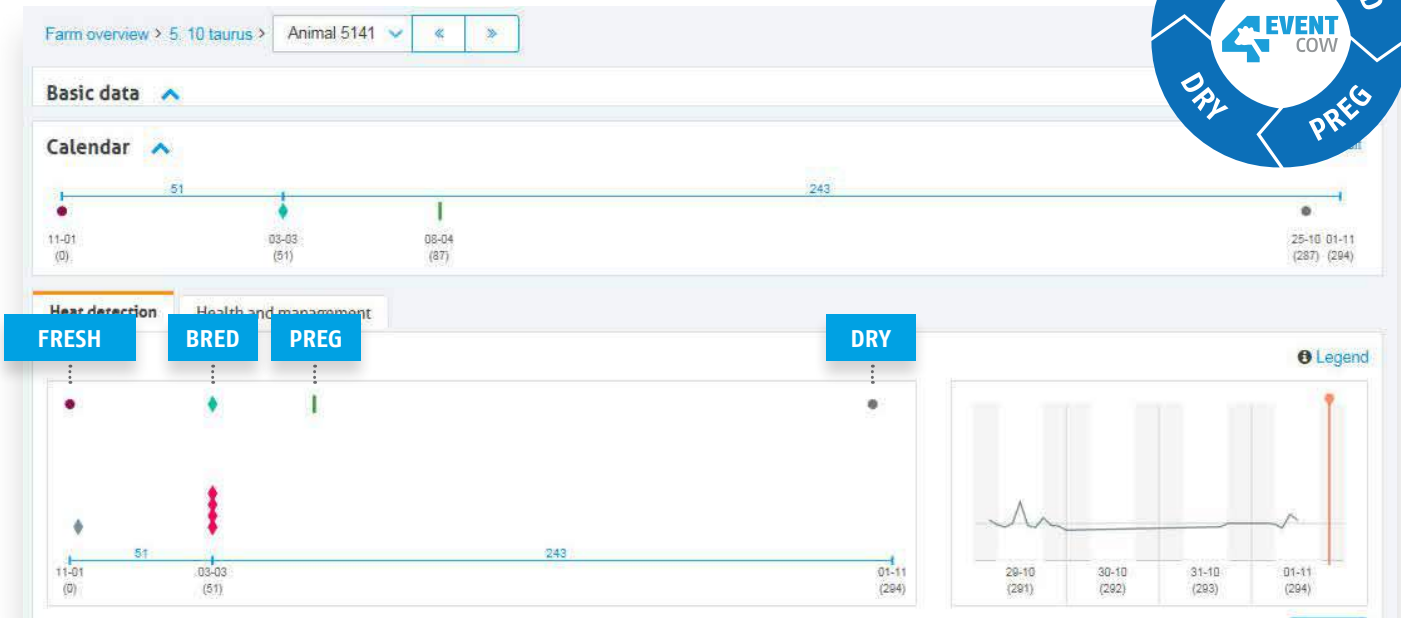
LAMENESS

**\$333**

Costs account for veterinary and treatment cost, farm labor, lost milk production, discarded milk, culling cost, extended days open, and death.

D. Liang, D., Arnold, L.M., Stowe, C.J., Harmon, R. J., Bewley, J. M. (2017). Estimating US dairy clinical disease costs with a stochastic simulation model. Journal of Dairy Science, 100 (2), 1472-1486.

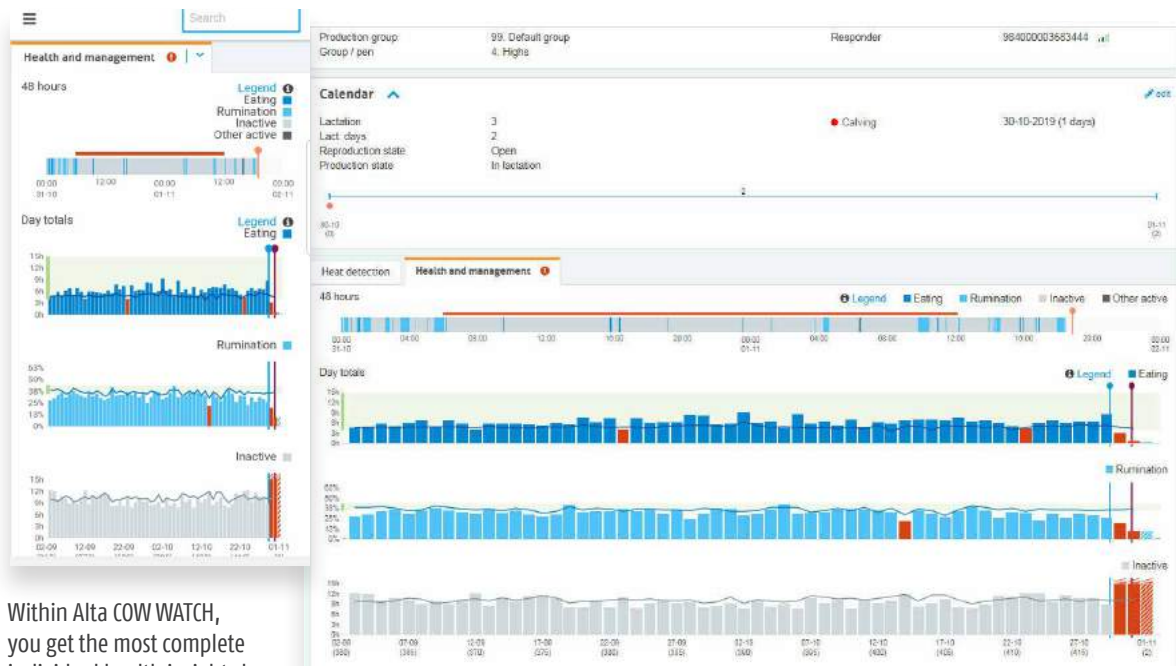
# Alta 4-EVENT COW



This report shows the lactation events of a profitable, trouble-free Alta 4-EVENT COW. You'll see she had a **fresh** event, but no other issues around calving. She was later **bred** one time after Alta COW WATCH detected her in heat. She was then confirmed **pregnant**, and continued through her lactation with no other events or issues before she went **dry**.

Alta COW WATCH provides the insights you need to stay proactive about each cow's repro, health and welfare, so you can create more Alta 4-EVENT COWS – like this one – in your herd.

## Health Management



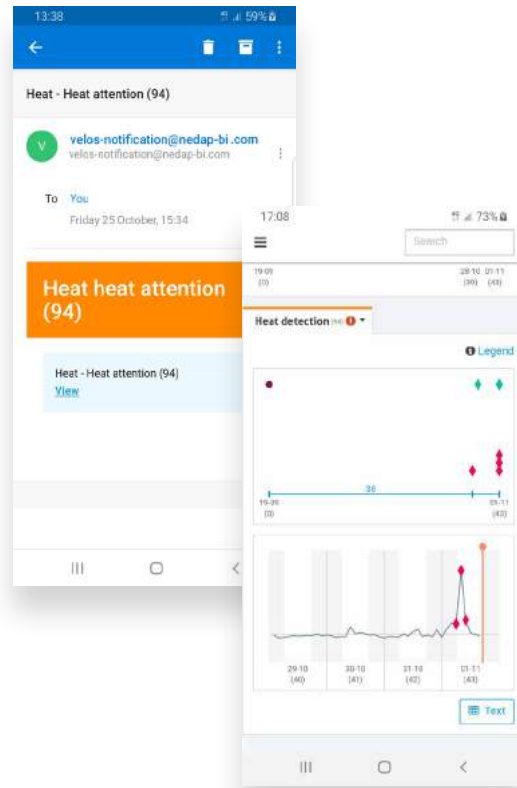
Within Alta COW WATCH, you get the most complete individual health insights by comparing each cow's current behavior with three different aspects: the optimal behavior standards, the previous behavior of the cow, and the behavior of the group she is in.

When Alta COW WATCH detects changes or abnormalities, it provides the earliest and most reliable health alerts. This graph and alert show a cow that dropped significantly in eating and rumination over the past two days and was much less active. Alerts and insights like this let you know which cows may need urgent attention, and which cows should be checked today, so you can address potential health issues before they become problems.

# Heat Detection

Alta COW WATCH automatically tracks signs of estrus 24 hours a day to improve your herd's repro results.

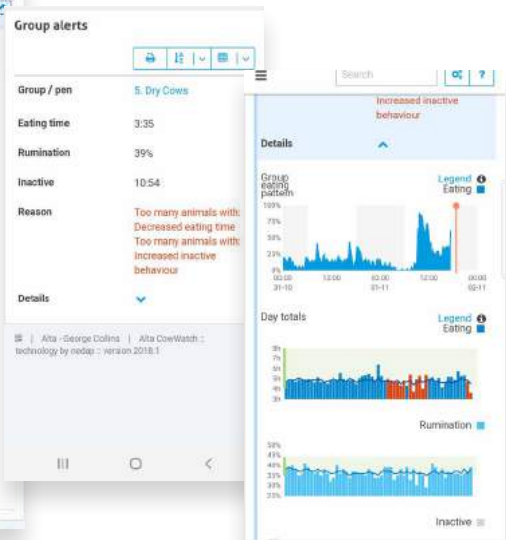
The system gives you an individual alert like this, plus a clear list of all cows in heat. The list will tell you each cow's optimal moment to inseminate for the highest chance of conception. It also provides additional repro insights to help you to identify cows with irregular heats, non-cycling cows and non-pregnant cows.



"We first installed Alta COW WATCH on the heifer unit replacing an aging system, and instantly saw improvements in heat detection and conception. This gave us the confidence to install a second system on the dairy unit. With a preg rate of 17% upon install, within the twelve months the system has been on farm, we are now at a 28% average, with a four-week preg rate of 32%."

*David Swale  
Joylan Farms – 430 cows*

# Group Pen Alert

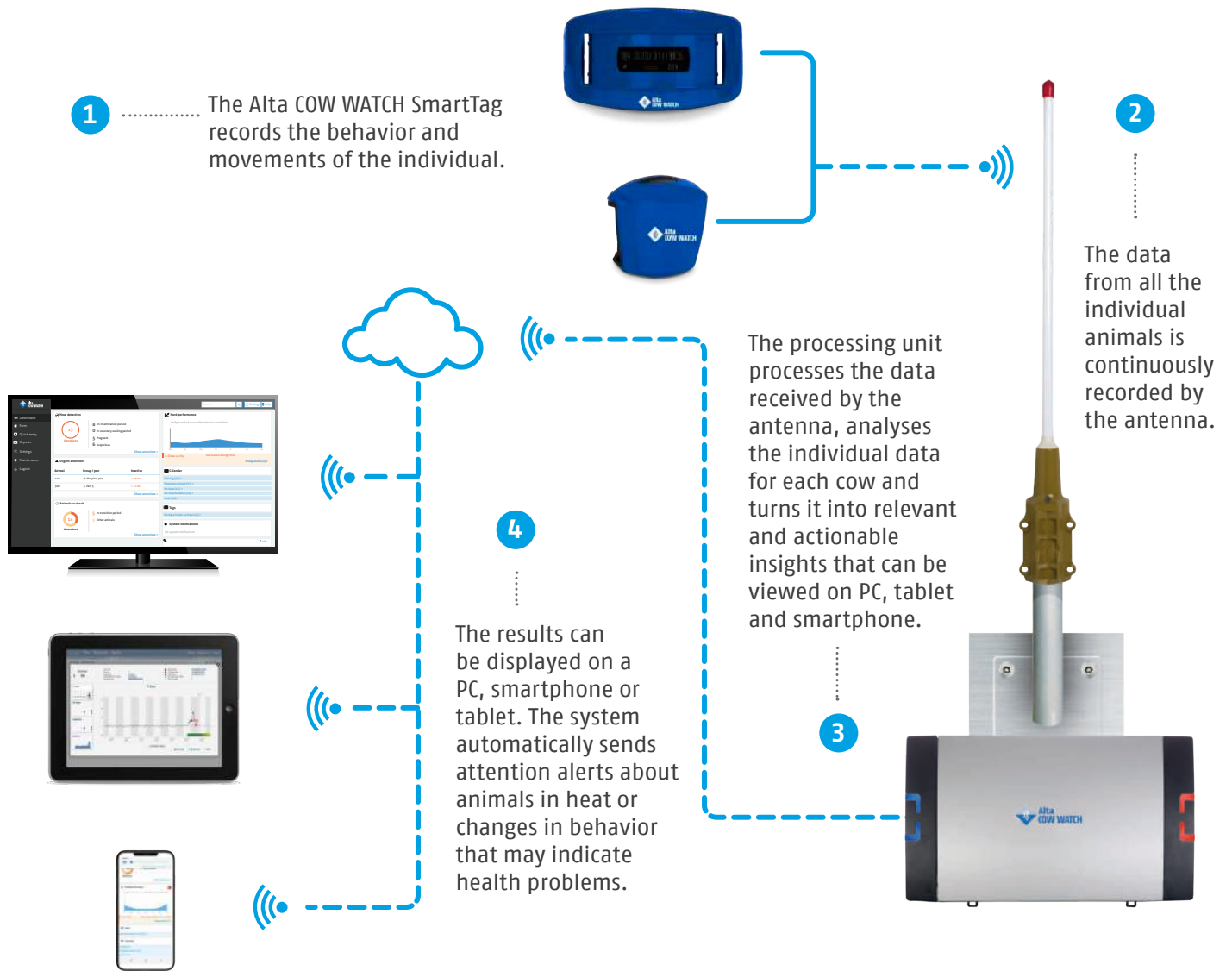


Alta COW WATCH charts the behavior patterns of your groups and entire herd to show you how external factors and management decisions can influence the herd's performance.

In this group alert example, a high percentage of cows in this group had lower than average eating time. Getting an alert like this allows you to make management changes based on what may have caused that alert.

Group alerts, let you use fact-based information to measure and evaluate the impact of new or changed feeding strategies, housing conditions and milking procedures to improve your bottom line.

# HOW IT WORKS



- Wire UTP Cat 5 (Max. 100m)
- - - - - Wireless

**Failure rate of just 0.5% over the lifetime of the tag.**  
*Typical failure rate in other tags is 7%, or more, per year.*