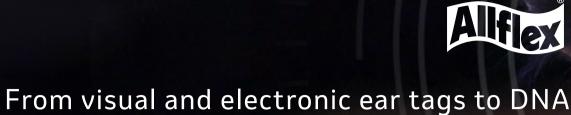
TECHNOLOGY IS TRANSFORMING how animals are raised

Farmers and ranchers are today's pioneers using innovative, data-driven technologies that are revolutionizing better decisions and outcomes for animals, the planet, farmers, and consumers.

BETTER FOR ANIMALS

It all starts with a tag

Unique animal identification is the starting point for providing the best animal care and creating a farm-to-table traceability system.



tissue sampling, farmers can identify and link individual animals with their life stories, genetic background, health history, care protocols and more.



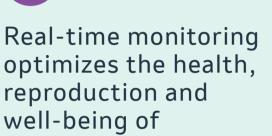
24/7 behavior monitoring enables healthier, more productive animals

Sensors in ear tags and collars monitor animals so farmers can proactively address health concerns and help keep animals healthy and comfortable throughout their entire productive lives.



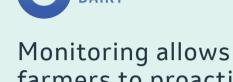
well-being of

individual cows.



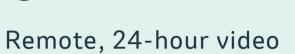
Continuous connection

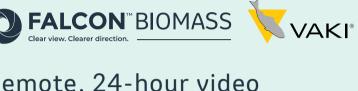
to every animal provides earlier alerts to emerging health needs.



SenseHub[®]

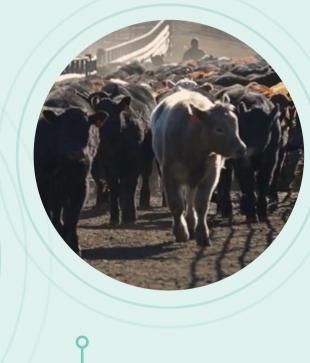
farmers to proactively manage health, optimize reproduction protocols and minimize disruptions to daily routines. In-line milk sensors provide fast, frequent, and reliable milk data.





monitoring and predictive analytics, paired with industry-leading fish handling, provides critical advancements in fish health, welfare and production efficiencies.









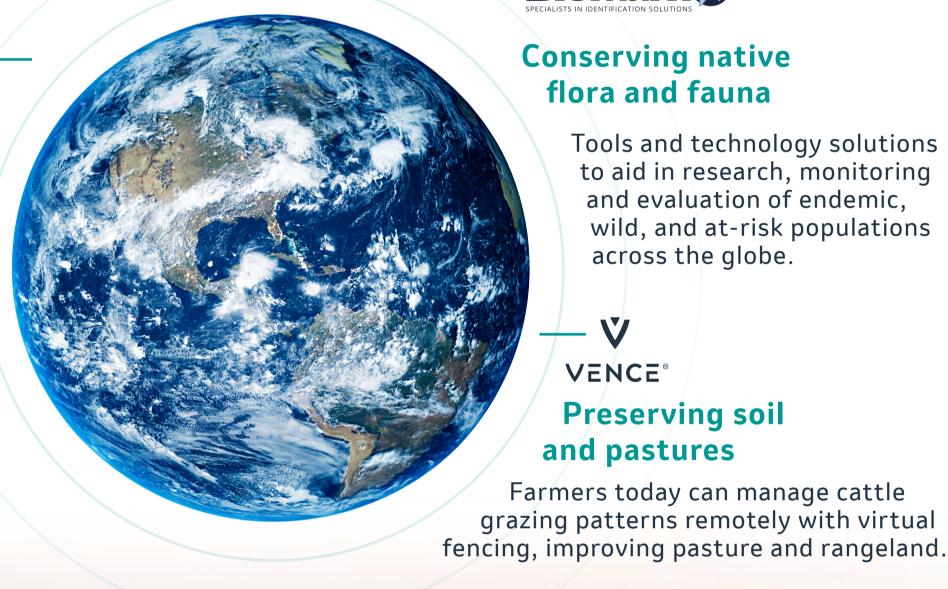
Healthier animals help sustain our environment

Biomark

help farmers keep animals healthy This results in more high-quality protein

Smart technologies

to feed a growing global population and less emissions for the planet.1





Tools and technology solutions to aid in research, monitoring

and evaluation of endemic, wild, and at-risk populations across the globe.



VENCE®

Farmers today can manage cattle



herd management software, sorting gates and milking points, contributing to positive animal welfare outcomes and enabling farmers and their teams to manage animals safely and efficiently.

As farms become more connected through technology, monitoring collars directly integrate with

Technology contributes to improved, safer animal handling

and direct cows to their pens, creating a touch-free, calm environment and minimizing disruption to the herd.

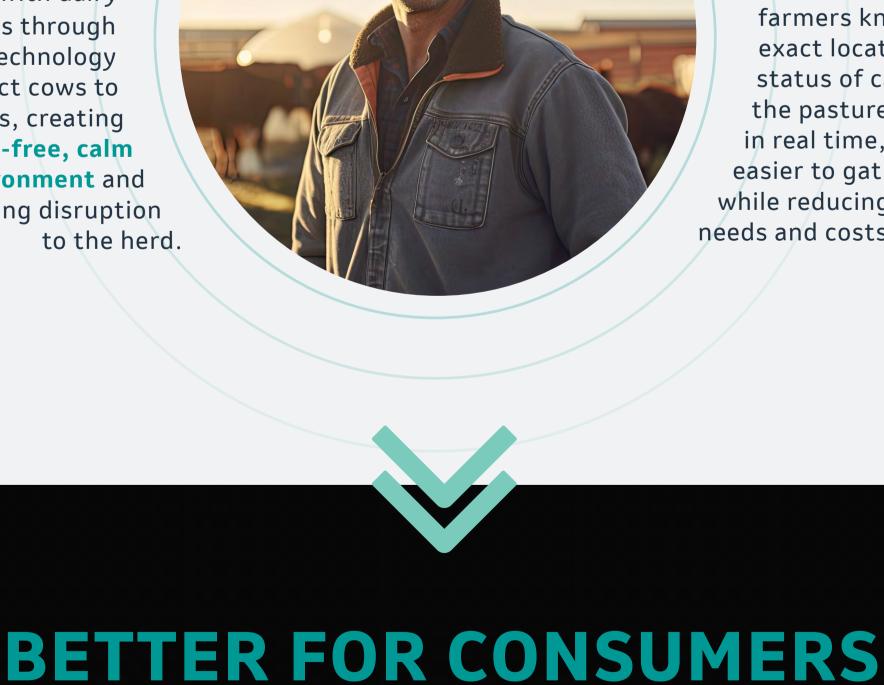
Automated

sorting gates

integrate with dairy

cow collars through

infrared technology



easier to gather them while reducing labor needs and costs.

Geolocation

technology

with Vence helps

farmers know the

exact location and

status of cattle on

the pasture or range

in real time, making it

for meat and seafood products.

Technology enables the transparency and traceability consumers crave today

More than two-thirds of consumers today want greater transparency about how their

food is grown and raised,² and new technology delivers farm-to-table traceability

lee©

nature's barcode — DNA to precisely trace meat and seafood from farm to

A game-changing

meat and seafood

leverages the power of

table and deliver supply

traceability solution

chain insights with verifiable data.

solutions so farmers can continuously track and

analyze health and production practices.

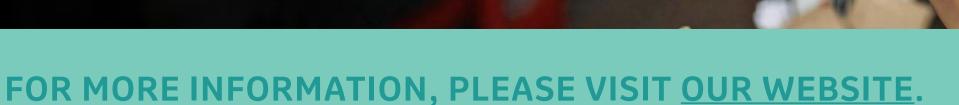
New cloud-based

digital swine

provides real-time

traceability

technology



¹ Oxford Analytica. Animal Health and Sustainability A Global Data Analysis — Summary. A Report Produced for HealthforAnimals. April 18, 2023. https://www.healthforanimals.org/wp-content/uploads/2023/04/AH-and-Sustainability-Report-Summary.pdf. Retrieved Aug. 1, 2023.

² Merck Animal Health, Research on file, 2022: *Transparency in Animal Protein.*

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