

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.

From visual and electronic ear tags to DNA tissue sampling, farmers can identify and link individual animals with their life stories, genetic background, health history, care protocols and more.

Allflex

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.



Real-time monitoring optimizes the health, reproduction and well-being of individual cows.



Continuous connection to every animal provides earlier alerts to emerging health needs.



Monitoring allows 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.



Remote, 24-hour video monitoring and predictive analytics, paired with industry-leading fish handling, provides critical advancements in fish health, welfare and production efficiencies.



BETTER FOR THE PLANET

Healthier animals help sustain our environment

Smart technologies help farmers keep animals healthy

This results in more high-quality protein to feed a growing global population and less emissions for the planet.¹



Conserving native flora and fauna

Tools and technology solutions to aid in research, monitoring and evaluation of endemic, wild, and at-risk populations across the globe.



Preserving soil and pastures

Farmers today can manage cattle grazing patterns remotely with virtual fencing, improving pasture and rangeland.



BETTER FOR FARMERS AND RANCHERS

Technology contributes to improved, safer animal handling

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

Automated sorting gates

integrate with dairy cow collars through infrared technology and direct cows to their pens, creating a **touch-free, calm environment** and minimizing disruption to the herd.



Geolocation technology

with Vence helps farmers know the exact location and status of cattle on the pasture or range in real time, making it easier to gather them while reducing labor needs and costs.

BETTER FOR CONSUMERS

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 for meat and seafood products.



A game-changing meat and seafood traceability solution

leverages the power of nature's barcode — DNA — to precisely trace meat and seafood from farm to table and deliver supply chain insights with verifiable data.



New cloud-based digital swine traceability technology

provides real-time continuously so farmers can analyze health and production practices.



FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE.

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. A Quantitative Consumer Research Report.*