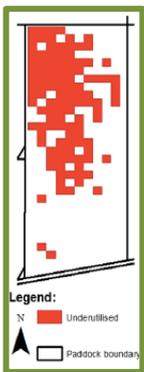


# Monitoring your livestock's location, behaviour and state reduces costs, increases revenue, and gives peace of mind

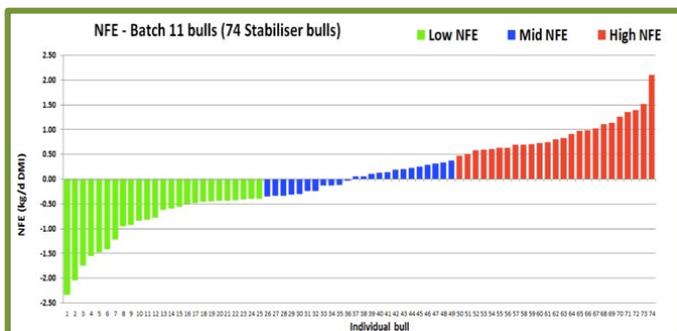
A range of benefits come from using sensors to gather data on your individual livestock. These include management and timing of grazing rotations, understanding grazing utilisation, detection of drinking times/frequency, stock theft, and stressors affecting welfare and performance. There is advantage in gathering, otherwise hard to obtain, management information and comfort from knowing that there is no adverse event(s) occurring. These sensors can support applications around market compliance and assurance, biosecurity, (increasingly important) social license outcomes, and enable on-farm management insight and research.

Good animal husbandry and stockmanship revolve around valuing and acting on certain information about livestock. The critical information that producers are most interested in is the location (where is my animal?), the behaviour (what is it doing?) and its state (is it in a "normal" biological state or is there a problem?). By tradition this would have been done by dedicating time to observing the animals and using years of experience to spot when things are wrong. That time and those skills are an increasingly rare commodity. However, automating the gathering of appropriate data and simple interpretation can make up for this and make your farming operations more profitable, sustainable, environmentally friendly and can promote animal welfare.



Data can be gathered several ways, but the most common is such that the data and the information generated answers one or more of the three critical questions above, in such a way that action can be taken, where required. An example – if you want to know whether your cattle are uniformly grazing your pasture, to know if areas need improvement, it is no use if all you see is where they are now; what you need to know is where they spend their time and what they are doing in each location during that time that way you can identify underutilised areas for further investigation. For this GPS trackers and accelerometers (integrated within, in a single unit) can be used to gather the data and feed the software.

A critical area for livestock is to be able to manage the individual rather than the average. Identifying the best and the worst performers through objective data gathering is immensely powerful and has been demonstrated to great effect on dairy farms. There is no reason why this cannot be achieved on more extensive livestock units, even whilst grazing. Using EID, tracker/accelerometers allow you to build a picture of the individual animal to identify abnormal behavior and the impact of management decisions, and critically, provide an early indication of health problems before they become clinically significant.



Identifying the best and the worst performers through objective data gathering is immensely powerful and has been demonstrated to great effect on dairy farms. There is no reason why this cannot be achieved on more extensive livestock units, even whilst grazing. Using EID, tracker/accelerometers allow you to build a picture of the individual animal to identify abnormal behavior and the impact of management decisions, and critically, provide an early indication of health problems before they become clinically significant.