

# SMA<sup>X</sup>TEC INSIDE MONITORING, THE GLOBAL DAIRY MARKET AND THE INTERNET OF COWS



Global Forum for Innovation in Agriculture  
Utrecht, May 10, 2017

smaXtec animal care GmbH  
Wastfangasse 4 | A-8010 Graz | Austria  
T +43 316 46 15 88-800  
E [support@smaXtec.com](mailto:support@smaXtec.com)  
[www.smaXtec.com](http://www.smaXtec.com)

# The global industrialized dairy market is large with >100 million cows and significantly under pressure by efficiency and sustainability trends

The dairy market ...

**100 million cows**  
in managed dairy farms **globally**



... is significantly under pressure



**Demand**

- Global increase in milk demand driven mainly by Asia



**Cost pressure**

- Highly volatile and reduction in milk prices with an increase in input costs especially feed and labor



**Sustainability and animal welfare**

- Increased demand by customers and consumers for quality, food safety, animal welfare



**Regulation**

- Full transparency along full value chain and reduction in pharmaceuticals

# smaXtec inside monitoring tackles the challenges aggravated by farming intensification

## Farmers react by consolidation and intensification ...



- Larger herd sizes and farm consolidation



- Milk performance driven breeding



- High intensity feeding, nutritional approaches

## ... which leads to a multitude of problems



- Increase in **cow sickness** and **reduced fertility**



- Lower **feed-to-milk** conversion **efficiency**



- **Shorter lifetime** of high-yield animals

## How does smaXtec tackle these issues?

Real-time monitoring solutions smaXtec



Help to proactively manage herds and increase longevity, health and productivity providing full transparency of animal welfare

# smaXtec value proposition

## smaXtec offering



Comprehensive & pro-active **health** monitoring



**Calving monitoring** to prevent calf & cow losses



Reliable **estrus detection**



**Feed** and **water** intake monitoring



**Rumen health** monitoring to improve **feed efficiency**

## Benefits for the cows and the farmer



**Larger** productive **lifetime** of the dairy cows



Increase in **animal welfare** and **health**



**Improved** milk **performance** through better of **efficiency**

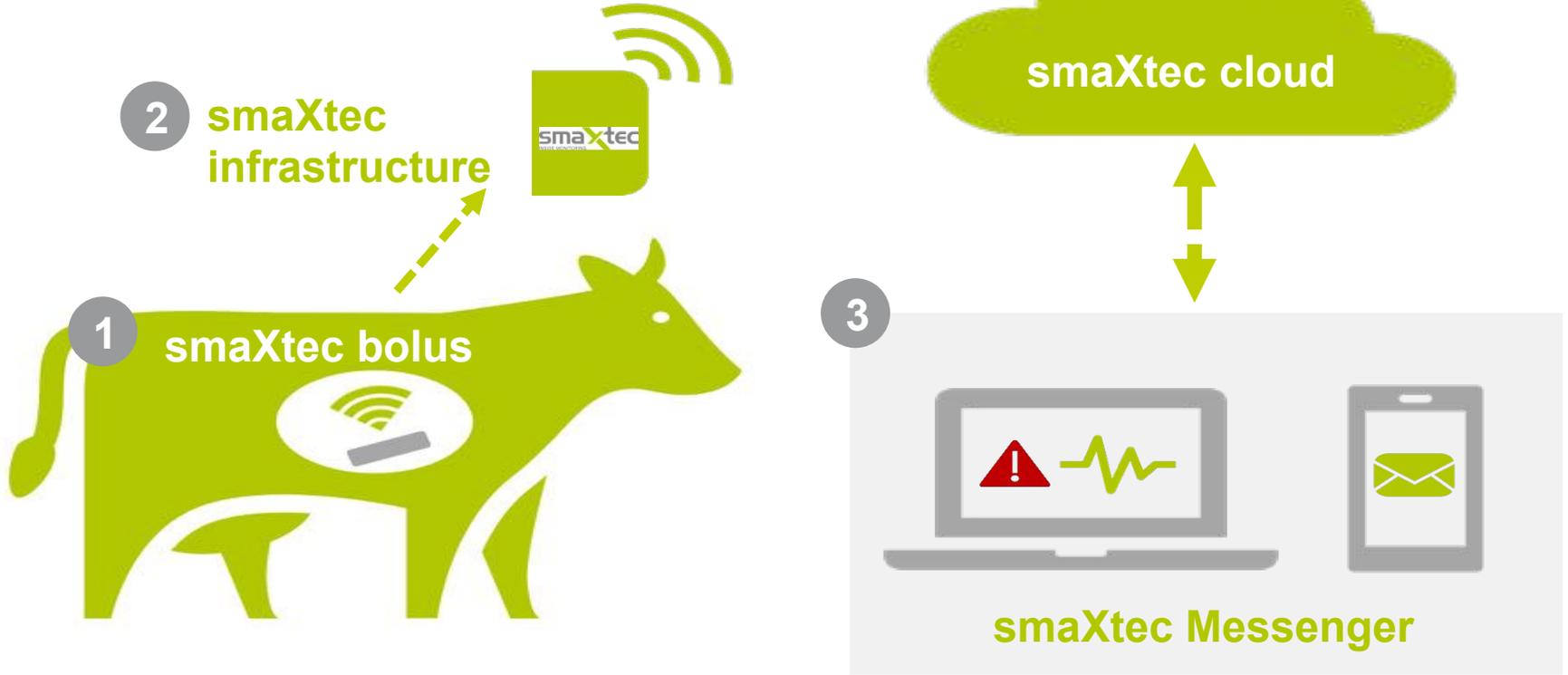


Less **labor** & insemination **costs** (incl. reduction in hormones)

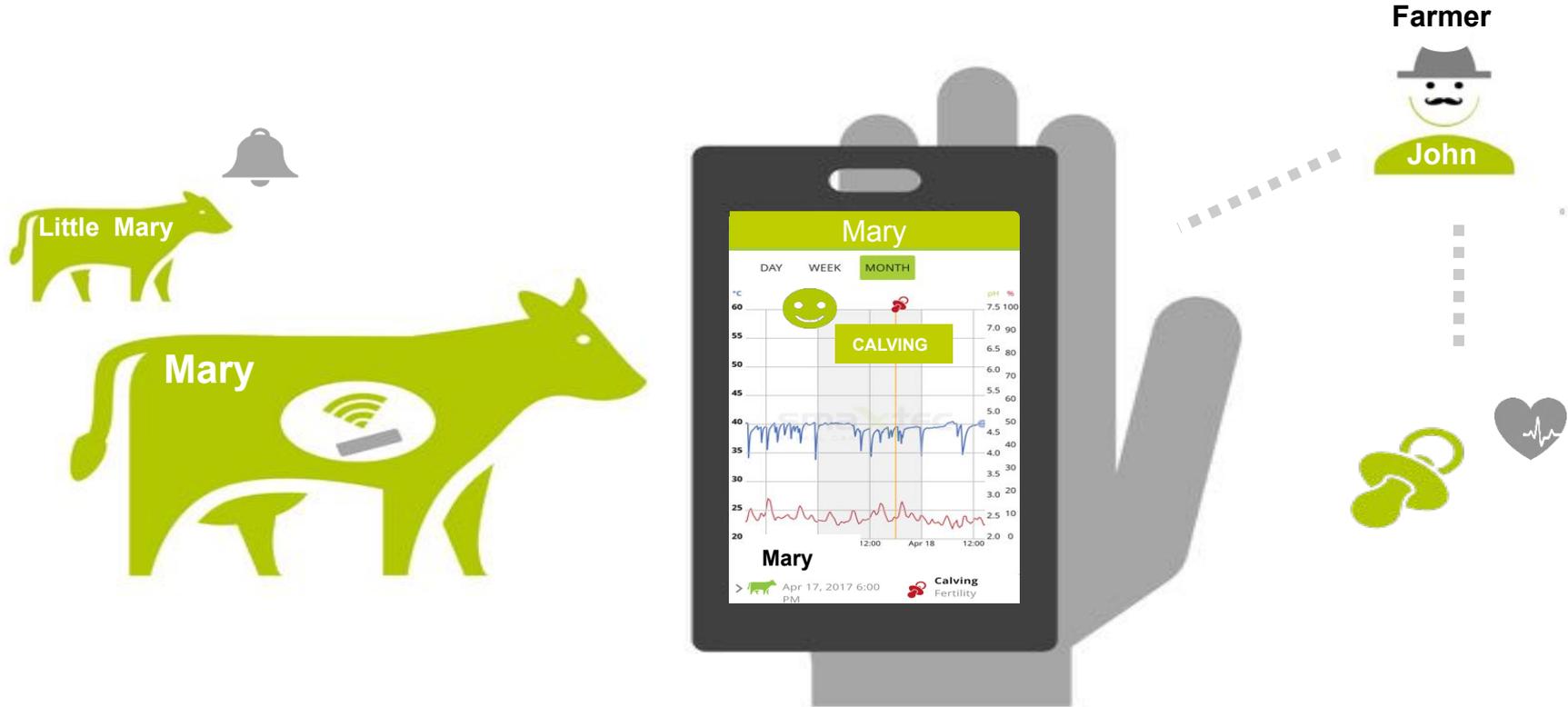


**Reduced** need of pharmaceuticals and **antibiotics**

# How does smaXtec work?



# Example use case – Fertility Management → Calving Detection



# Example use case – Health Monitoring → Rumen Acidosis



# smaXtec embraces animal welfare while boosting efficiency and delivering farmers' peace of mind

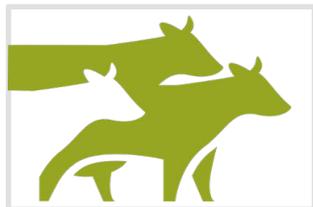
Key value proposition	Description	Potential <sup>1</sup> savings in EUR per year
 <p><b>Animal health &amp; performance</b></p>	<ul style="list-style-type: none"> <li>▪ Early detection of irregular behaviour and disorders (ketosis, mastitis)</li> <li>▪ Improved milk yield</li> </ul>	100-200 €
 <p><b>Reproduction</b></p>	<ul style="list-style-type: none"> <li>▪ Reliable oestrus detection</li> <li>▪ Optimized insemination and conception rates</li> </ul>	80-150 €
 <p><b>Feed efficiency</b></p>	<ul style="list-style-type: none"> <li>▪ Improved feed efficiency</li> <li>▪ Reduction in feed cost</li> <li>▪ Early acidosis detection</li> </ul>	up to 100 €
 <p><b>Time, labor, and peace of mind</b></p>	<ul style="list-style-type: none"> <li>▪ Transparency &amp; insight without vet supervision</li> <li>▪ Pro-active notifications and reducing labor &amp; treatment cost</li> </ul>	up to 50 € & peace of mind priceless

<sup>1</sup> Depending on herd size and current efficiency levels

# smaXtec creates the “internet of cows” and leads the way for the future of dairy farming

smaXtec  
INSIDE MONITORING

leads the  
way for



... **healthy** and more **efficient dairy cows**

... **profitable and more competitive farms**, that produce **high quality** products

... increased **sustainability** in overall **livestock farming**