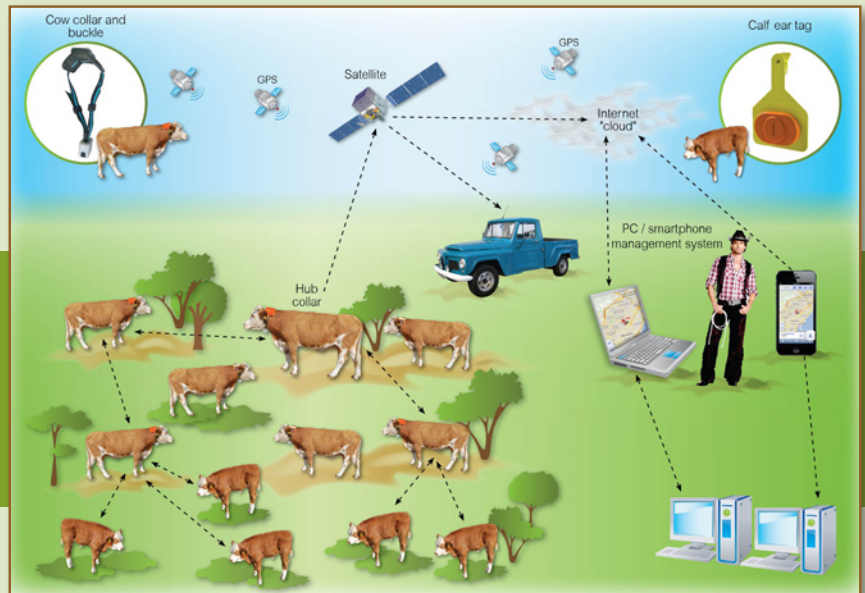


# CattleWatch

Taking care of your herd

- Remote herd's health
- Location & Tracing
- Theft early warning
- Increasing yield (10-40%)



## BACKGROUND

In many locations around the world, herds of cattle graze in large open pastures or spaces, often in remote locations. Currently, farmers and ranchers lack the means to monitor the physical condition of the herd. Lack of real-time information on the nutritional state of the herd, location, pasture quality, heats, pregnancies, and epidemics prevents farmers and ranchers from making informed decisions related to herd management that are important for maximizing yields (no. of weaned calves). As a result, yields of unmonitored herds are significantly lower than those of small, closely supervised herds (~40% to 50% unsupervised vs. ~90% supervised).

## THE PRODUCT

CattleWatch is developing a cost-effective solution for monitoring cattle herds in small and very large remote open pastures, even in areas without cellular coverage. The CattleWatch system components are:

- **Electronic Collar units** with embedded sensors, RF and solar panel (for powering the unit)
- **Communication system** with an intra-herd network hub (collar) and a satellite link for global coverage
- **Herd management software application** for computer or smartphone

The system provides daily status reports on the nutritional balance, location, reproductive events (walking, grazing, drinking, laying, in-heat, pregnancy, calving), and health events of individual cows. Integrating data from all the collars provides information about the entire herd including herd status, pasture quality, adequacy of bull-to-cow ratio, and outbreak of epidemics. By providing all the data required for informed herd management decisions, the CattleWatch system is expected to raise yields from between 40% and 50% to between 80% and 85%, resulting in a substantial increase in farm profits.

## THE ADVANTAGES

- Daily updates on cow's health status and locations
- Data-driven herd management decisions
- Significant increase the number of weaned calves
- Theft early warning
- No need cellular coverage

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