



MooMonitor+ Smart Sensing Technology & Big Data

PRESENTED BY JISKA ROESSEN

Resting time as an indicator for
welfare status on farms.



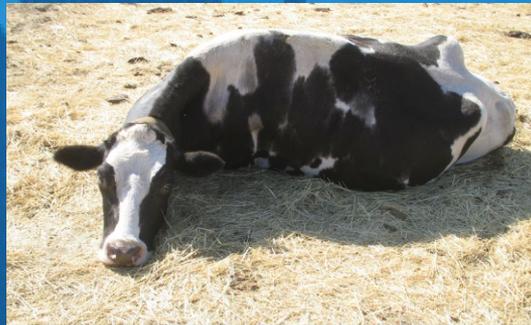
DAIRYMASTER

Experience the difference
www.dairymaster.com

DAIRY COW



What consumers think I do



What the vet thinks I do



What the farmer thinks I do



What milk processors think I do

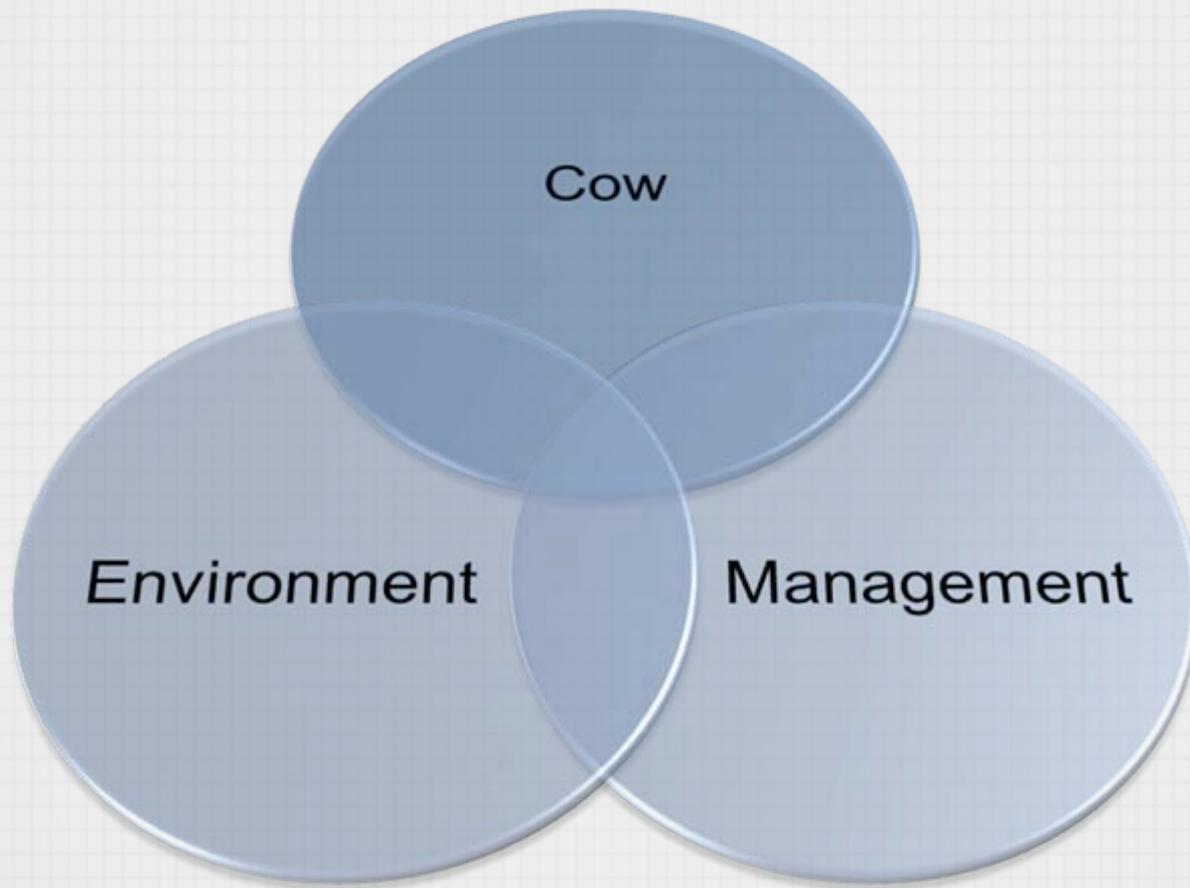


What I think I do



What I actually do

PRODUCTION



A HAPPY COW PRODUCES MORE MILK



DAIRYMASTER – RESTING TIME AS AN INDICATOR FOR WELFARE STATUS ON FARMS.



WELFARE



Lisbon Treaty



DAIRYMASTER – RESTING TIME AS AN INDICATOR FOR WELFARE STATUS ON FARMS.



SUSTAINABLE PRODUCTION



- Full life production
- Health monitoring
- Reproductive performance
- Welfare



DAIRYMASTER – RESTING TIME AS AN INDICATOR FOR WELFARE STATUS ON FARMS.



HOW TO MEASURE COW WELFARE?



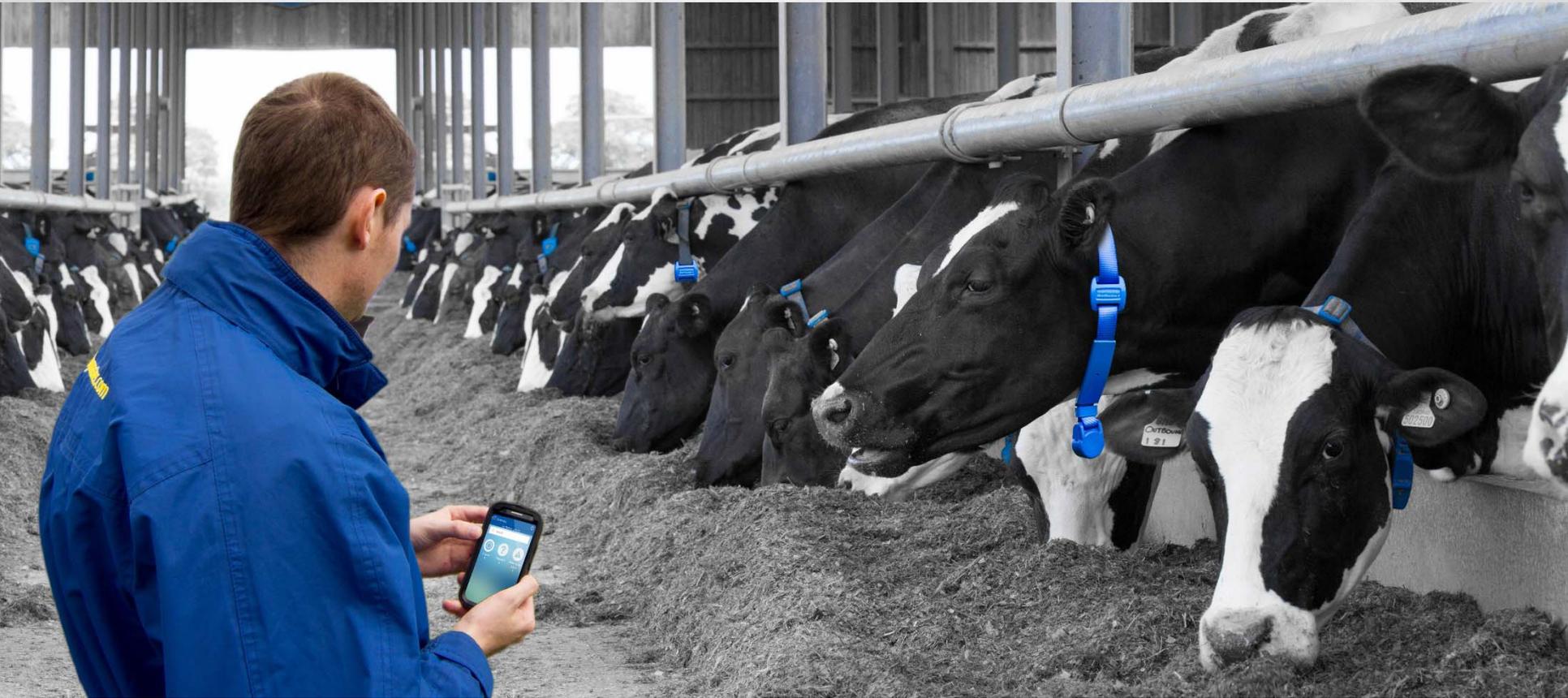
AVMA:

An animal that is healthy, comfortable, well-nourished, safe, able to express innate behaviour, and that is not suffering from unpleasant states such as pain, fear, and distress.

Indicators for animal welfare

- Locomotion
- Flight distance
- BCS
- % culled cows
- Cow hygiene
- Skin and hocks
- Resting time
- Udder and teat

MONITORING BEHAVIOUR



- Rumination
- Feeding
- Resting time

- Activity
- Heat detection
- Health monitoring



AUTOMATICALLY MONITORING BEHAVIOURS

- Every second 3D measurements
- Every 15 minutes communication base station
- Farm scanner cloud server
- Big data
- Always up to date
- From any platform in the world!!!



MEASURING RESTING TIME



Longer resting times

Claw health
Production

Excessive Resting

Sick
Injury

Too little resting

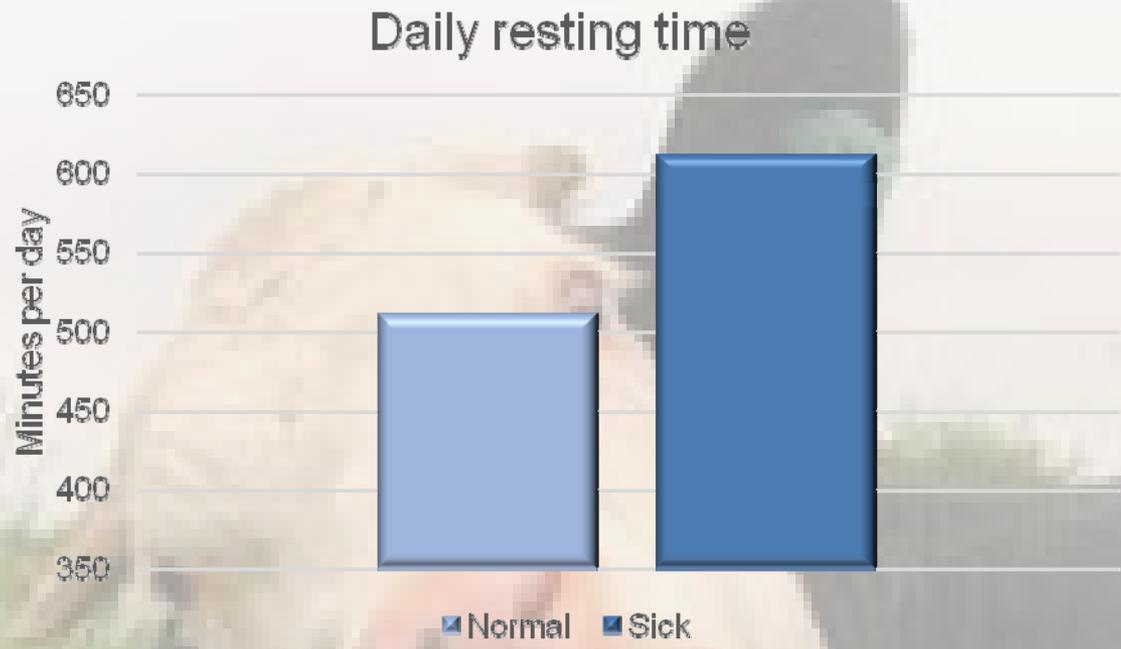
Heat stress
Acute pain



TRIAL

- 172 cows
- 126 days
- Resting time
- 'Sick days' vs normal

RESULTS



	Resting (min/day)
Normal	511
Sick	612
Difference	101



CONCLUSION



DAIRYMASTER – RESTING TIME AS AN INDICATOR FOR WELFARE STATUS ON FARMS.



OTHER FEATURES MM+



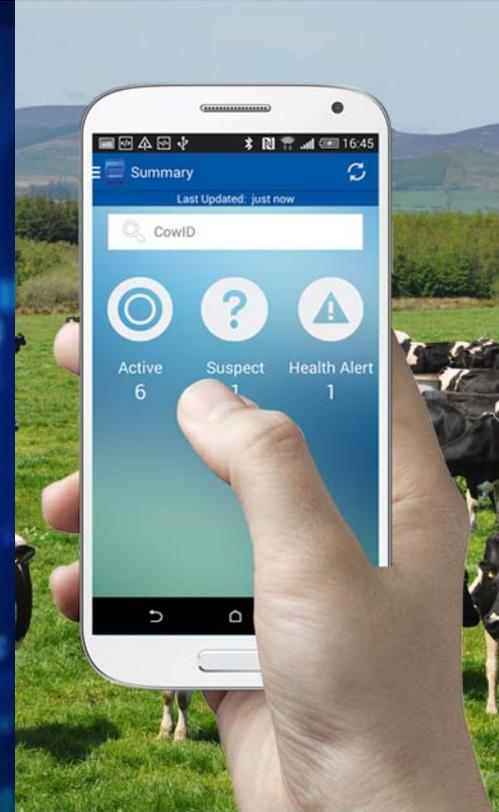
Capture data



Processed with heat engine



Secure and safe data



View data anywhere



OTHER FEATURES MM+



Better Software
Better Apps



Better
Battery Life



Better Range



Much More
Information



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THANKS FOR YOUR TIME



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