



Livestock Intelligence™



## SenseHub™ Beef

Flexible, high-performance  
beef cow monitoring that meets  
your needs today, and long into the future



**The SenseHub® Beef cow monitoring solution brings a new management approach to the beef cattle sector, helping you maximize productivity and improve breeding decisions.**

Powered by market-proven, sophisticated algorithms to analyze behaviors based on activity, rumination, eating and other key behaviors, SenseHub Beef delivers actionable information on the reproduction, health, and wellbeing status of individual cows and groups, in real time. This includes precise cycling information and accurate AI guidance, to optimize conception rates. A smart and modular solution, SenseHub Beef supports AI and natural breeding farms (mother-calf operations), for both penned and grazing cows.

**Advance your reproduction strategies with accurate heat and pregnancy insight**

- Shorten the calving interval and sell more calves each year
- Unmatched heat detection accuracy, including silent heats, that enables precise insemination timing, to optimize conception rates
- Reduced hormone usage and labor costs
- Detection of cows that aborted
- Early-stage detection of anestrous cows

*Cows in Heat Graph >*



**Optimize health treatments, interventions, and overall cow wellbeing**

- Early detection of health issues, enabling preemptive action
- Fast insight into the effectiveness of veterinary treatment
- Online alerts of urgent distress cases
- Monitoring recovery after calving
- Monitoring the mother after calf separation

*Health Monitoring Graph >*



**Improve group and nutrition management**

- Group routine and heat stress monitoring
- Group consistency monitoring, for timely insight on how feeding changes are affecting your cows

*Group Consistency Graph >*



Improve your quality of life with the dedicated beef cattle monitoring solution that provides you with peace of mind and frees you to perform your daily activities. Stay connected to the farm from anywhere at any time, using any device, with real-time alerts when your attention is required.

**SINGLE-BOX CONNECTIVITY**



**SPECIFICATIONS**

Setup	Single box serving as data server and antenna
PoE	SenseHub Controller uses Power over Ethernet (PoE) – No power connection required
Tag compatibility	eSense Flex ear tags, cSense Flex neck tags
Max. number of tags	Up to 5,000
Upgrades	All components remotely upgradeable
Connectivity	Multiple users can connect through various types of devices



## eSense Flex Tag

### Communication

2.4GHz - 802.15.4

Area coverage: 200 x 500 m (656 x 1,640 ft)

### Expected battery lifetime

3 years

### Size

H x W x D: 68 x 38 x 15 mm  
(2.6 x 1.5 x 0.6 in)

### Weight

25 gr (0.88 oz)

### Operating temperature

-30°C to 50°C (22°F to 122°F)

### Housing

Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing



## cSense Flex Tag

### Communication

2.4GHz - 802.15.4

Area coverage: 200 x 500 m (656 x 1,640 ft)

### Expected battery lifetime

7 years

### Size

H x W: 84 x 64 mm  
(3.3 x 2.5 in)

### Weight

98 gr (3.46 oz)

### Operating temperature

-30°C to 50°C (22°F to 122°F)

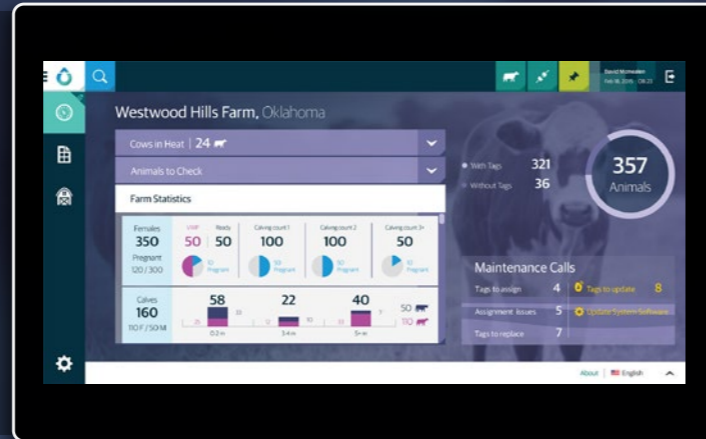
### Housing

Waterproof (IP68) durability and unique plastic composition create a strong, airtight casing



The best-in-class interface enables easy and efficient use and simple configuration to suit different farms and management methodologies. It is specific to the beef sector, with dedicated statistics and KPIs.

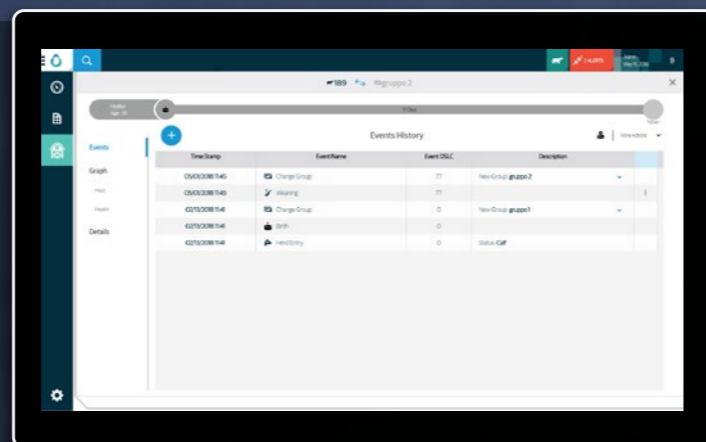
[Farm Statistics >](#)



## RICH SET OF REPORTS AND GRAPHS FOR EFFICIENT AND SIMPLE MANAGEMENT

The system enables you to report a "weaning" event for a calf that becomes a heifer. It can also be used for a bull calf that has been culled or weaned once separated.

[Weaning Event – From Calf to Heifer >](#)



You gain real-time insight into how your groups are coping in warm temperatures, which you can leverage to make more effective heat mitigation decisions.

[Heat Stress Graph >](#)



Separating the calf from its mother when it is weaned can be stressful for both the mother and calf. In cases where the cow is in distress around that period, the system will notify you and send an alert.

[Weaning Event Graph >](#)



The group applications enable you to make better-informed decisions about your herd and farm management to further improve efficiency, reduce costs and gain more control, for more sustainable farming.

[Group Routine Graph >](#)





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#### About Allflex Livestock Intelligence

Allflex Livestock Intelligence, part of MSD Animal Health, is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our solutions empower farmers to act in a timely manner, to safeguard their animals' health, while achieving optimal production outcomes for a healthy food supply.

Through its commitment to the Science of Healthier Animals®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

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