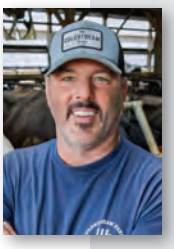
# AN EASIER WAY TO MANAGE COWS

*Two dairies share how pairing CowScout monitoring with sort gates changed daily cow management.*

Coldstream and Wesen Farms rely on GEA's CowScout monitoring system and sort gates to streamline daily tasks, improve herd health and boost reproduction performance.



## GALEN SMITH

***Coldstream Farms*** *Deming, Washington*

**1,800 COWS**
MANAGES IN 300-COW GROUPS WITHOUT LOCKUPS



## MITCHELL WESEN

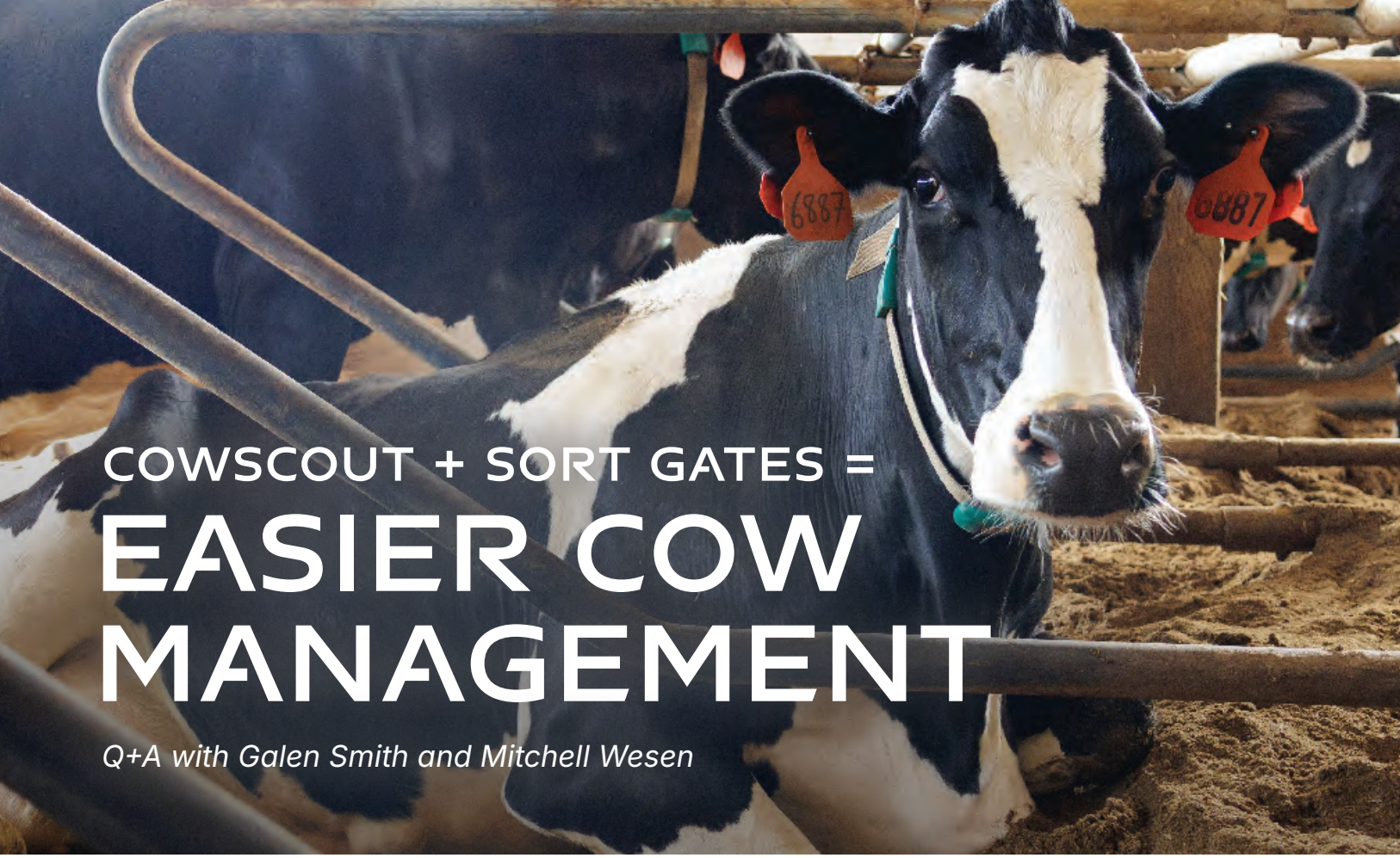
***Wesen Farms*** *Bow, Washington*

**700 COWS, TWO LOCATIONS** MANAGING A2 HERD SEPARATELY

PAGE FORWARD TO READ A Q+A WITH THESE FARMERS

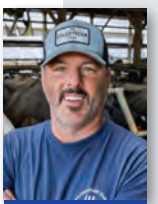


GEA Engineering for a better world.



# COWSCOUT + SORT GATES = EASIER COW MANAGEMENT

*Q+A with Galen Smith and Mitchell Wesen*



## GALEN SMITH

***Coldstream Farms***
*Deming, Washington*

1,800 cows
Manages in 300-cow groups without lockups

98-99% Sort accuracy
↑15% Heat detection rate
↑13% Conception rate
↓50% Death loss by catching health issues earlier

**Watch their story**



## MITCHELL WESEN

***Wesen Farms***
*Bow, Washington*

700 cows, two locations
Managing A2 herd separately

↑20% Heat detected in first cycle
65% Heat detection rate
4-5 Breeding/day vs. <1 before

**Watch their story**

### Why did you invest in CowScout and sort gates?

**Galen:** We first added sort gates back in 2006 to reduce labor costs associated with locating cows in our barns. We built our new facility around that philosophy — no lockups, just targeted management. When it was time to upgrade our ankle pedometers around 2020, we felt like CowScout collars were the natural next step. The collars, paired with upgraded sort gate software, made it easy to continue doing reproduction and herd health management right from the parlor.

**Mitchell:** We didn't have many headlocks at this facility, so catching cows was always a time drain. After converting this herd to A2 genetics and needing to manage breeding at this new facility, CowScout and the sort gate were a no-brainer. The system gave us a way to sort cows easily for everything — breeding, dry-offs and vaccine administration. It just made sense.

### What improvements have you seen since adding CowScout?

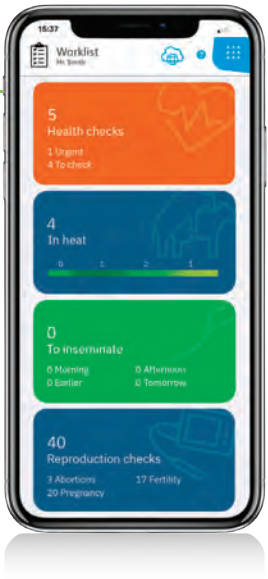
**Galen:** Sort accuracy went from 80% to 98–99% — that alone saves hours of labor and a lot of frustration. Our heat detection and conception rates increased. Plus, we've cut our death loss in half because CowScout picks up early health issues before anyone sees symptoms. It's helping us treat problems earlier, often without antibiotics.

> "SORT ACCURACY WENT FROM 80% TO 98–99% — THAT ALONE SAVES HOURS OF LABOR AND A LOT OF FRUSTRATION."
>
> – Galen Smith

# COWSCOUT CLOUD UNLOCKS POSSIBILITIES

*Herd data. Anytime. Anywhere.*

## TIPS FOR BEST PERFORMANCE




- **Leverage lists:** Put information directly from CowScout Cloud into your herd management software.
- **Automate heat detection:** Lists built in CowScout Cloud can automatically catch those cows in heat on a daily basis.
- **Empower your breeder:** Your breeder can review cows in heat and sort additional cows as needed.
- **Monitor in real-time:** Manage herd remotely from the mobile app, even when you're away from the farm.
- **Combine data in one spot:** With multi-site integration, cow data is streamlined into a central system for easy analysis, making management tasks more efficient.



**Mitchell:** Our heat detection rate jumped by 20% in the first cycle. Before, we weren't even breeding a cow every day — now it's four or five a day. And the accuracy is unreal. If I upload a list of cows, it'll catch all of them. Sometimes it's 25 for 25.

### How has this changed your day-to-day?

**Galen:** It's calmer. Our herdsmen focus on breeding and health tasks in a safe space — not running through barns. We treat every cow like she's our only cow and CowScout lets us do that more effectively. The new CowScout Cloud software is intuitive — even our relief breeder improved his conception rate by 12 points after switching.

**Mitchell:** I can sort cows from my phone while I'm eating dinner. I don't need to be in the barn to know what's going on. Our breeder logs in too and has cows already caught in the morning. It saves us time and keeps things moving.

### What would you say to other dairies considering CowScout paired with a sort gate?

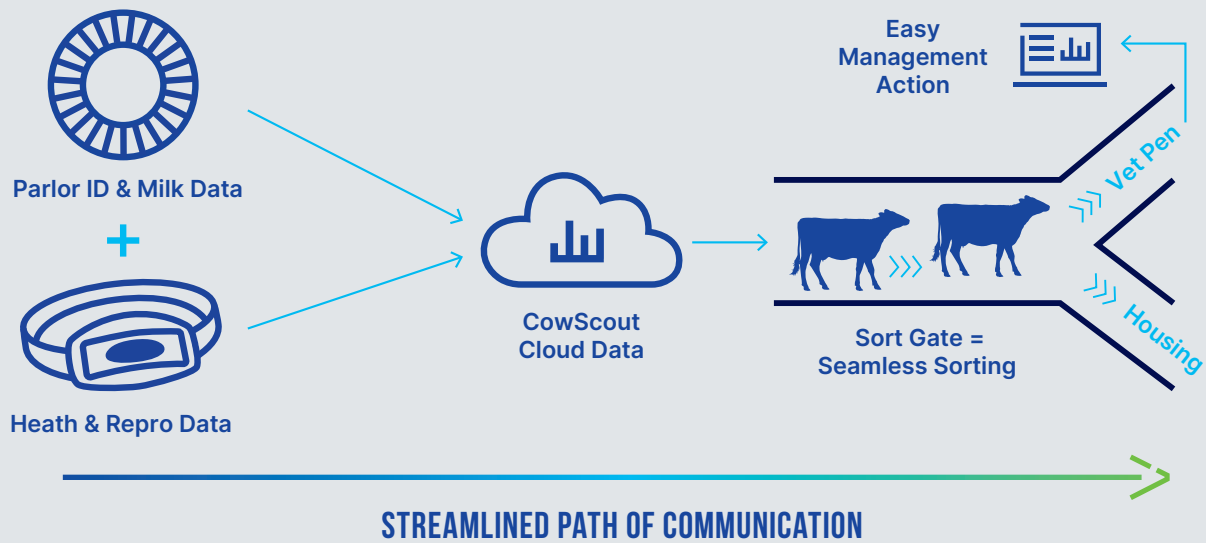
**Galen:** It's not one-size-fits-all, but if you value precision, comfort and efficient reproduction, this system is hard to beat. My only regret is not switching sooner.

**Mitchell:** Even if this isn't your forever facility, the system moves with you. If you're already investing in better reproduction, this tech helps you do it smarter from day one.

> **OUR HEAT DETECTION RATE JUMPED BY 20% IN THE FIRST CYCLE.**
>
> – Mitchell Wesen



## INTEGRATED COW MANAGEMENT THAT'S EASY TO USE




**CowScout monitoring and sort gates work together** to help catch cows efficiently, act on health and reproduction insights sooner and manage cows with less stress — whether you're in the barn or not.

**Behind CowScout is a North American–based team of specialists called the Herd Nerds™.** They help fine-tune herd management protocols over time, helping you get lasting value from your system.

**Ask your local GEA dealer about CowScout and a sort gate system today.**

GEA Engineering for a better world.