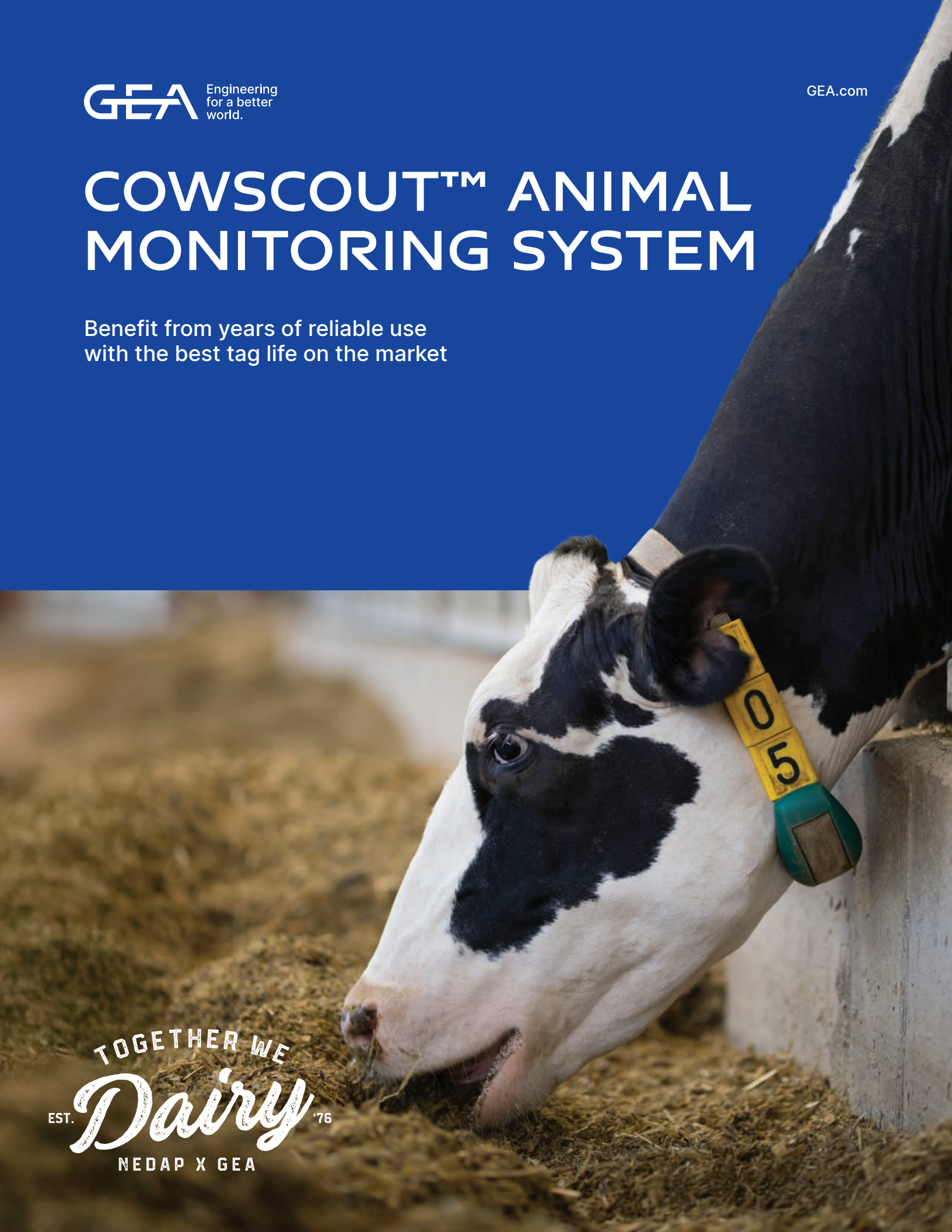
GEA Engineering for a better world.

GEA.com

COWSCOUT™ ANIMAL MONITORING SYSTEM

Benefit from years of reliable use
with the best tag life on the market




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COWSCOUT™ EMPOWERS YOU TO MAKE THE BEST MANAGEMENT DECISIONS

When an animal deviates from their normal behavioral patterns, the CowScout system does the work for you. With an alert sent to your phone or a report waiting for you on your computer in the morning, you will be notified about changes in activity, eating and rumination sooner, so you can improve conception rates and more proactively manage health challenges.

Arm your dairy with technology that helps save you labor, makes your employees better at their tasks, and provides insights that simply helps you take better care of your cows.

The CowScout system is backed by GEA Farm Technologies, and a strong network of dealers, who you can rely on 24/7. We have decades of experience with identification tags and cow management, and have proudly installed over a half million CowScout tags in North America.

This all-in-one herd management and identification solution provides animal health and heat detection monitoring.



CowScout can be used as a standalone monitoring system or be paired with animal identification components such as a parlor, sort gate, or milking robot at any time.

GEA + Nedap: 50 years of innovation built around farmers

For 50 years, GEA and Nedap have worked together to help producers improve daily decisions, support cow health and strengthen the long-term performance of the farm. Our connected technologies, data and expertise support dairy farms in cow monitoring, herd management and workflow efficiency. The partnership brings together Nedap's expertise in animal monitoring, identification and data-driven herd management with GEA's broad portfolio of milking equipment and associated technologies. For dairy farmers, the goal is simple: make information easier to use so you can identify changes sooner, focus attention where it is needed most and manage cows according to their individual needs.



THE COWSCOUT™ DIFFERENCE

1 All-in-one simplicity

Some monitoring systems are standalone systems. Others are all-in-one solutions that integrate with animal identification components — such as a parlor, milking robot, sort gate or cow location. In one tag, CowScout offers the best in behavior monitoring and can be used as the ID tag, simplifying management.

Even if you don't currently have milk meters, a sort gate, or a robotic milking system, choosing an animal monitoring system that integrates with these technologies opens your options for the future.

2 Battery life

Most monitoring systems claim a battery life of 5 to 8 years. Tags that use the battery for parlor ID (three times a day on most farms) and animal monitoring in the barn will drain the battery faster and impact longevity. CowScout utilizes a passive ID system for parlor ID, which helps preserve battery life. It's why CowScout has the best tag life on the market and a <1% failure rate on farms worldwide. Plus, with passive ID, even if the tag's battery fails, the cow will still be identified in the parlor as usual.

With all of these features, we are proud to say that CowScout is backed by a full 5-year warranty.*



Did you know?

CowScout™ has the best tag life on the market and a <1% failure rate on farms worldwide.

** 5-year warranty is based on manufacturing date. See your local GEA dealer for details.*

3 Herd management software integration

Most monitoring systems interface with herd management software, such as DairyComp and PCDART, but capabilities vary. CowScout can integrate with these popular herd management programs. Many customers automate reproduction and health tasks using their software, to make them faster and easier. It also reduces dependence on skilled labor. These capabilities increase ROI by ensuring the right cows get attention at the right time.

4 Multi-site integration

As today's farms grow in size and scope, it is critical for your management team to be able to easily monitor multiple locations. CowScout allows users to manage more than one farm site, from one system. This means your cow data and information is streamlined into a central system, making your tasks more efficient.

5 Customer support

Only some monitoring system companies have a local technical support team or a 24/7 hotline you can call. CowScout has a North American-based staff of specialists that proudly carry the name “Herd Nerds.” They help farms transition to animal monitoring and can help optimize herd management protocols over time to get the most out of your system.

Benefits at a glance

- **Identify** health concerns earlier
- **Improve** overall herd management
- **Monitor cows** on an individual and group basis
- **Obtain** accurate heat detection 24/7
- **Gain more control** over every cow’s health and production with less labor
- **Access data from wherever you are** via computer, phone or tablet
- **Interfaces** with most herd management software (e.g. DairyComp, PCDART)
- **Receive alerts** when tag is incorrectly fastened
- **Have flexible options** easily adapted to any herd size or management style
- **Multiple purchase options are available** to fit your farm's investment needs



The full capabilities of CowScout are available on the neck collar. If you don't need ID, ask about the new CowScout ear tag option.

TECHNOLOGY MADE EASY



How the data works

1. **Measured continuously + independent capture** — CowScout uses the latest version of accelerometer technology for the most accurate readings. You will always have the latest information and receive immediate alarms. Data is displayed and analyzed in two-hour increments and can be stored in the tag for up to 24 hours. It will not interfere with any other cow ID system currently used on the farm.
2. **Transmission is not deterred** — ultra high frequency (UHF) wireless signals are not obstructed by dirt, manure or internal building components, which can be common with other systems using infrared devices. The UHF technology also provides a wider read-range of up to 500 feet radius with a standard antenna or up to 1,500 feet radius with a long-range antenna.
3. **Transmitted to a wireless receiver** — CowScout can be used anywhere with minimal system implementation for cows or heifers. It does not require a trip to the parlor or walk-through portal or panel reader, so cow flow won't be affected. The wireless system also makes CowScout an ideal choice for cows on pasture.



Data is accessible anytime, anywhere.

CowScout Cloud — unlock new possibilities in cow and herd management

- **New cloud-based** CowScout platform
- **Use with neck tags, ear tags**, or a combination within the herd
- **Access data 24/7** — from anywhere
- **Integrates seamlessly** with herd management systems and third-party stakeholders
- **Access more** historical data over longer periods of time



CowScout is a low-cost start-up — no complex software is required.

Real time, live location at your fingertips.

CowScout location provides quick, real-time location of cows for breeding, hoof care or other health checks. It transmits the exact location of single or multiple cows. You can follow each cow as it makes its way through the barn.

Whether using a PC, tablet or smartphone, you can keep an eye on your screen and see a full overview of the whole herd.

- ✓ **Eliminates** the need for separation
- ✓ **Reduces time** spent looking for cows
- ✓ **Minimizes pen** disruptions and lockup time
- ✓ **Fully integrates with CowScout** health and reproduction management lists



- **Create customized work lists** with relevant insights for each team member
- **Allow selective access** for team members or consultants
- **Combine data in one spot** for easy analysis and insights
- **Quickly identify anestrus cows** or potential pregnancy losses

Get the accuracy and reliability of the GEA monitoring tags with the processing power and scalability of cloud computing.

COWSCOUT™ NECK TAGS

Accurate heat detection

The CowScout neck tag works around the clock to provide 24-hour heat detection even when no one is around. It measures various ways cattle express heat, such as standing, mounting, chin resting, sniffing and increased activity to accurately identify cows in heat.

With CowScout, some farms have been able to reduce or eliminate the number of animals they enroll in a timed AI program. They also can improve reproductive performance with lower labor inputs.



Proactive health monitoring

CowScout's eating and rumination data allow you to identify sick cows earlier — helping minimize treatment costs and drops in milk production. Changes in eating, rumination behavior and activity, may indicate potential health challenges like ketosis, rumen acidosis and lameness.

The CowScout neck tag detects specific movement patterns related to forage intake, recording the time individual cows spend eating. It also records when the animal is regurgitating food and resting peacefully to measure her rumination time.



Eating and rumination times combined with inactive times, offers the most accurate data for early detection of health problems.

COWSCOUT™ EAR TAGS

Now dairy producers can capture insights on activity, reproduction, rumination and eating time with a lightweight, streamlined design.

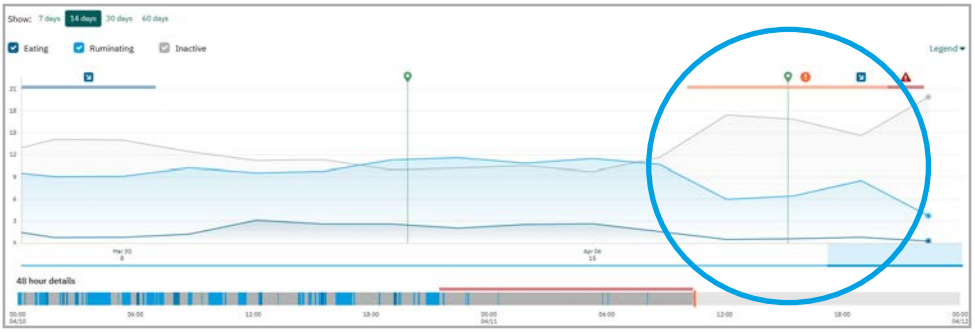


- Tag lifetime of **7+ years**
- **Easy to apply** in routine animal handling facilities
- **Lightweight, sleek design**
- **Maintenance-free** on animals 12+ months of age
- **Data storage of 24 hours** on tag
- **Removable and reusable** for other animals
- **Built on long-lasting**, proven infrastructure
- **Reliable data** transmission
- **No EID function**



Neck and ear tags can be combined in your herd.

24/7 Monitoring of Activity and Behavior



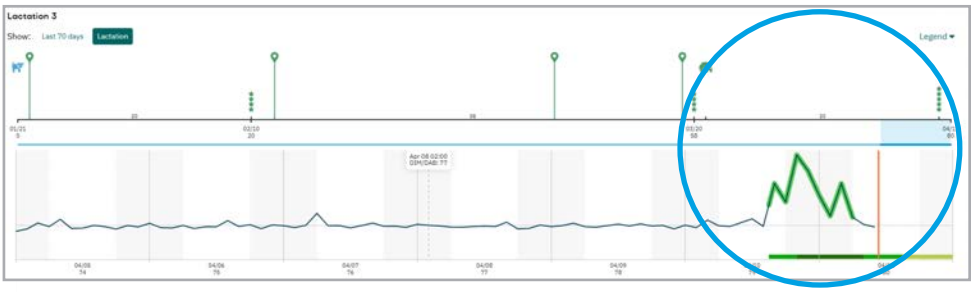
Individual eating, rumination and inactive time

Animals are measured on deviation from their own individual baseline. An urgent attention appears when a cow shows abnormal behavior for too long, which can indicate a serious health issue.



Group eating, rumination and inactive time

Comparing eating, rumination and inactivity can determine issues for an entire group. For this cow group, rumination decreased and inactivity increased, indicating a possible error in feed composition. The farm should investigate the ration.



Activity monitoring

Attentions were generated for this cow's increased activity. The optimum insemination time is shown by the green coloring; she should be inseminated accordingly.



My 21-day preg rate now averages 35%, up from 25% before installing CowScout. We still use a synchronization program for cows not detectable in heat, but the number of shots has decreased by 50% or more, saving money and improving performance.

Fred Van Beek, Van Beek Dairy
1,100 cows



We've been able to turn cows around before they become clinical or lose production – saving 30% of those cows from ever needing to go to the hospital barn.

Nathan Moroney, Del Rio Dairy
8,000 cows



COWSCOUT™ KICKS IT UP A NOTCH

Q&A with Steve Kayhart, Kayhart Brothers Dairy

Can you give an overview of your facilities?

Today, we operate two milking parlors — a double-10 herringbone from the 1970s and a new double-16 GEA parallel parlor we built in 2017, expandable to a double-24.

Why did you choose GEA CowScout?

After evaluating various systems, we chose the GEA CowScout system for its reliable information and local dealer support. Our local dealer has been a great partner for many years.

How has your reproduction management evolved?

We use CowScout on the lactating herd and youngstock, totaling over 1,300 collars. Our goal is to put a collar on breeding-age heifers a month before we want to breed them so we can start seeing their natural heats. Since installing the system, our hormone use has decreased, and our pregnancy rate has increased about five percentage points year-over-year.

What surprised you about the system?

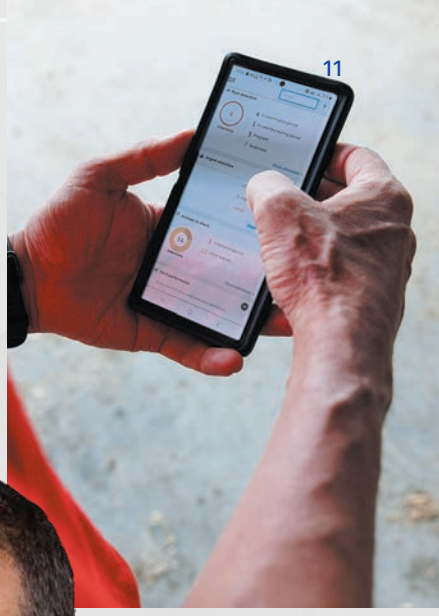
Initially, we bought the system for its reproduction benefits but quickly found that the health information was just as important — if not more. I can count numerous examples of when we've been alerted to an animal needing attention, and almost always, there was a reason to intervene. By intervening quicker, the outcome is better.

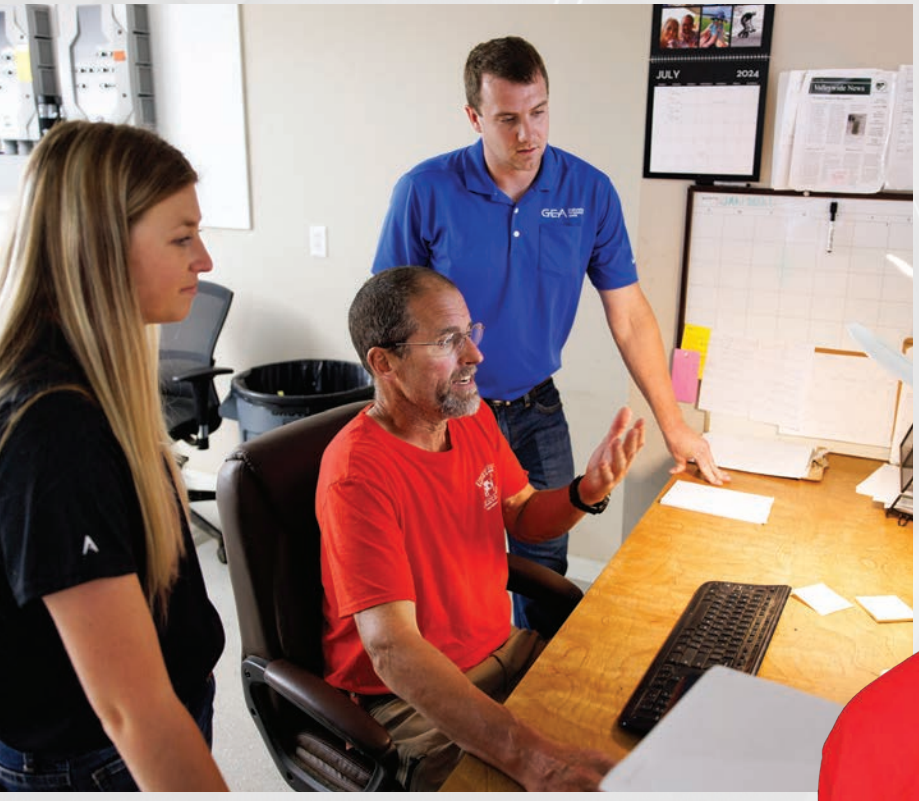
What impact has it had on your bottom line?

Today, we have more pregnant cows in our herd on a percentage basis, and our herd has grown more naturally. We have fewer "do not breed" cows because we failed to get them pregnant. Those things all trickle down to driving the economic success of our business.

Scan the QR code to watch a video and hear Kayhart's story.









HANDS DOWN, COWSCOUT IS ONE OF THE BETTER INVESTMENTS WE'VE MADE OVER THE LAST COUPLE OF YEARS.

Steve Kayhart
Kayhart Brothers Dairy
Addison, VT
1,300 collars

Engineering for a better world.

GEA.com

BACKED BY A TEAM OF HERD NERDS™

Our Herd Nerds™ thrive on herd management data and are committed to helping your dairy get the most from CowScout™. Whether they're analyzing data, solving challenges on-farm or advancing dairy tech, this team of dairy enthusiasts, strategists and tech experts, is here to help you optimize herd health, reproduction and productivity.



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