CowManager®

Accuracy. No less.
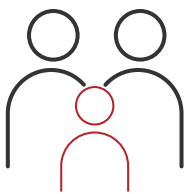
Monitoring your cows' health, fertility and nutritional status with impressive accuracy.
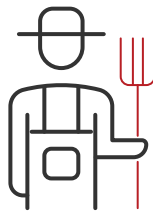
The CowManager story

CowManager is developed by dairymen to improve productivity and profitability of dairy farms worldwide. Our innovative and user-friendly technology provides easy accessible data about cows' performance. Our vision is to continuously develop smart and easy to understand solutions to make farmers lives easier and achieve a successful future in global dairy farming.

Family owned
CowManager is family owned (since 1984) and has it's own dairy farm.

By dairymen
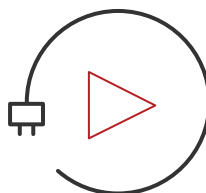CowManager is developed for and by dairymen.

Global Reach
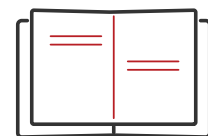CowManager has customers in over 30 countries.

Proven technology
Sensor on the market since 2012. Never outdated due to updates.

Simplicity
Userfriendly technology with plug-and-play installation.

Research
CowManager is used in research conducted by 25 universities worldwide.

Accuracy. No less.

Accurate information about cow health is essential to success in dairy farming. The better you know how your animals feel, the better equipped you are to take the right action at the right time. CowManager was developed to provide you with that real-time information. By monitoring your cows' condition with great precision you'll be able to give them the attention they need. Using this technology will save you time and medical expenses, improve your herd's general health and increase milk production. All in all, CowManager will make you money. You'll see.

"To be able to look up any cow, at any time, on my phone and make decisions about her in real time when I am at the farm or at home has been very beneficial to me."
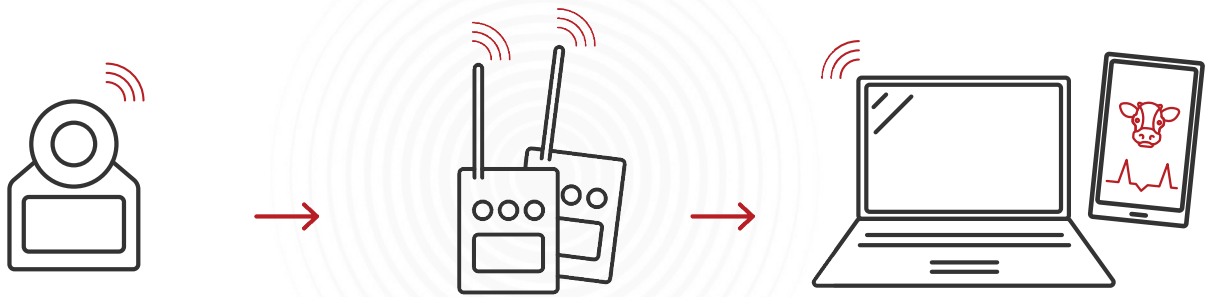
Trailside Dairy, MN - 500 cows

We make your life easier

A proven combination of sensor, router and software, combined with dairy experience and years of research, testing and development. Through regular updates to both hardware and software, CowManager is always equipped with the latest developments. With CowManager, you know everything about your animals' fertility, health and nutrition 24/7. Even when you're not there.

Ear sensor

CowManager is a revolutionary ear sensor technology for dairy farmers. It provides accurate information about your herd's fertility, health and nutritional status. It's easy to install too: there is no need to recharge batteries or change collars. The sensor device fits around an "840", or official animal identification RFID tag; both can be placed in your cow's ear in a single action.

- ☑ Effective attachment mechanism ensures that the sensor remains firmly in place
- ☑ Culling a cow? Simply remove the sensor and attach it to the tag of another cow

Router

CowManager is a complete plug-and-play system that is compatible with your farm management system. The data transmitted by the sensors is collected by (solar) routers that can be installed in your barns, pastures or feed lots. A coordinating device connected to your computer ensures optimal data flow.

- ☑ Extremely accurate data
- ☑ 7 days internal data storage
- ☑ Optimal data flow offering a clear, comprehensive overview of your herd's wellbeing

Real-time alerts

CowManager monitors your herd 24/7 in any situation, regardless of farm size. It's the ultimate tool to continuously monitor your cows' fertility, health and nutrition and receiving real-time information on your smartphone and/or other devices. Through updates every 8 weeks to pc-application and mobile app, CowManager is always equipped with the latest developments.
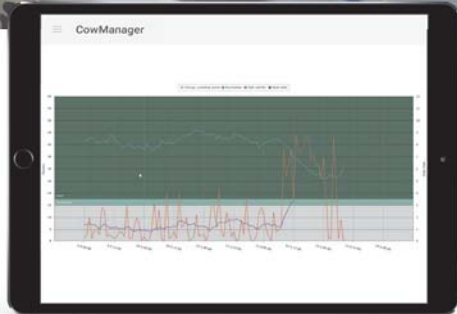
- ☑ Suitable for all farm and herd sizes
- ☑ Available for iOS and Android
- ☑ MultiView functionality allows you to give important parties, such as your herdsman, the vet and researchers access to selected data

We offer three modules

CowManager provides the most accurate and real-time information about three areas: fertility, health and nutrition. These modules are based on ear temperature, activity, rumination, eating and resting time.
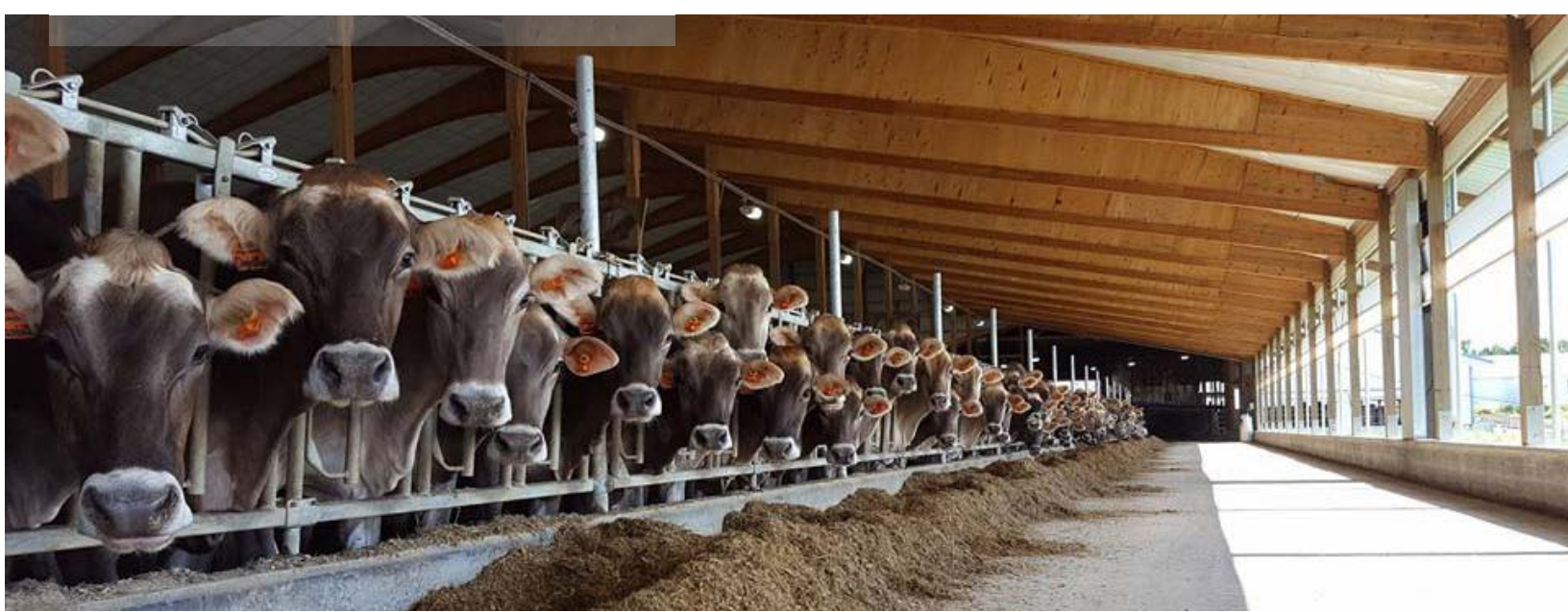
Fertility - heat detection

Maximized profits with timely insemination
For years, dairy operations have depended on timely and efficient breeding in order to maximize profit. The biggest challenge dairy farms face in this area is 'heat detection', or knowing when an individual cow goes into heat.

CowManager is the most accurate heat detection system on the market. It will provide reliable data about heat intensity and heat stage. By combining these alerts with cow data, CowManager provides valuable insights into the cycles of your individual cows. All the information you need for maximizing heat detection.

"I don't watch for cows in heat anymore.
I trust CowManager to do that for me."
Speedling Graner Farms, MN - 340 cows
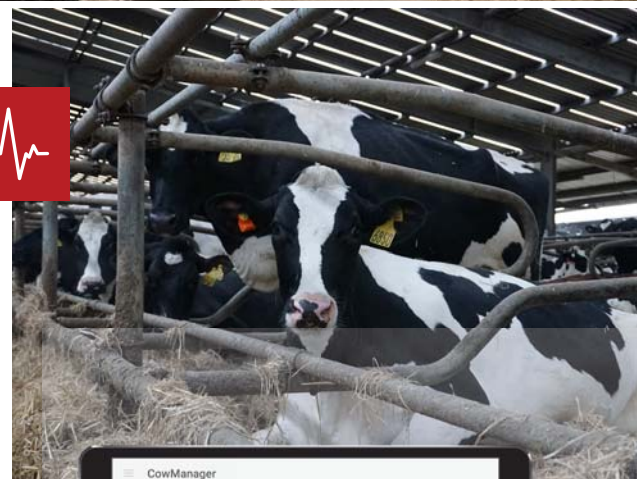
Health - sickness alerts

Early disease detection based on individual cow behavior

The key to success in all transition and fresh cow programs is to keep cows healthy. The transition period is also when a cow's peak for lactation will be determined. CowManager will alert you immediately whenever a single cow is not eating or ruminating. The resulting early intervention will save you money on labor and antibiotics and reduces milk drops.

CowManager is also an outstanding tool for monitoring the recovery of sick cows, providing you with ongoing insights into substandard cow behavior and ear temperature.

"Walking the pens twice a day to check for visual signs of illness just isn't necessary anymore."
North Road Dairy, WI - 600 cows

Nutrition - rumination and eating

Improved health and milk production with balanced eating and rumination

Keeping your cows eating and ruminating is key to maintaining their health and maximizing milk production. Any decline in this area may be an early indicator of health issues, and possible extra costs.

With CowManager, you will have accurate measurements of the time each cow spends eating and ruminating. With this insight into the eating behavior of individual cows, management groups and the entire herd, you will know exactly how to ration your herd. CowManager is also an excellent tool for monitoring your cows' eating behavior in the transition period.

"Whenever I change the ration, I always keep an eye on my group overview of the nutrition module."
Mts. Nooren, The Netherlands - 110 cows

We have two payment plans

CowManager is available for all situations. You can choose for 1 or more modules and for 2 different payment options. Of course it is up to you if you want to tag a part of your herd or your whole herd.
Tag, transmit, transform!

What payment term would you prefer?

Subscription+

Unlimited* **warranty** on sensors
Unlimited* **software** license
Low **investment** at start
Monthly, quarterly or annual fee

pay monthly	pay quarterly	pay annually
◯	◯	◯

*As long as the subscription fee is paid for.

Prepaid License

5 year **warranty** on sensors
5 year **software** license
Higher **investment** at start
no subscription or service fees

pay once every 5 years
◯

"A money-saver? CowManager is a money-maker," says happy customer Brody Stapel of Double Dutch Dairy LLC.

"The Fertility module has paid for itself in one year with lower days in milk, timely and cost effective artificial insemination, and better heat detection. We actually paid for the Health module with the results of the Fertility module."

Double Dutch Dairy, WI - 215 cows

"If only cows could speak!"

"I was very reluctant when the first computerized 'cow translators' came out, but have to admit: they work! Why? Because the computer observes and reads the cow 24/7 non stop, there is no way we will ever be able to do that."

Van Bedaf Dairy, ND - 1800 cows

We let our customers tell you

CowManager supports dairy producers by developing a simple to install and easy to use ear sensor system. Everything CowManager does is focused on the producers. Today, thousands of dairymen in more than 30 countries rely on CowManager to accurately monitor their herds.

Hilltop Dairy, SD - 2000 cows

"CowManager gives us the most accurate and timely health alerts, combined with excellent heat alerts." Just a few months after having purchased the CowManager system, Wilfried Reuvekamp of Hilltop Dairy says his cows have improved their pregnancy rate by 7%. He now also has fewer cows to cull.

His herd manager Filipe, really likes CowManager's **easy-to-use smartphone app** with its colored graphs depicting **eating, rumination and ear temperature.** Filipe also uses the app to monitor the recovery of cows after treatment.

Wilfried concludes, **"CowManager is a game changer**. I recommend it to any producer. With CowManager, you can accurately monitor every cow in the herd. And it's not just an activity system, **it's a complete monitoring program**. I think in the future dairy farms will no longer be able to operate without tools like this one for tracking fertility, health and nutrition."

North Road Dairy, WI - 600 cows

Bob Schindler, the owner of North Road Farm (Colfax, Wisconsin), installed CowManager in March 2015. Installing ear tags in his 550 cow herd was a quick process for Schindler. "It only took one day to get 550 cows tagged."

"Since installing CowManager, I often feel like I'm cheating," laughed Schindler. "The system makes herd health checks effortless. I get an alert anytime an animal is sick or acting suspiciously."

"The health module has been a life-saver for us," said Schindler.

The benefits of CowManager
- ☑ Keep an eye on your herd 24/7, using your computer, tablet or smartphone
- ☑ The most accurate and reliable product on the market
- ☑ Save labor and ensure a sustainable herd
- ☑ User-friendly technology with a plug-and-play installation
- ☑ Fantastic 24/7 support at your disposal
- ☑ Through regular updates always equipped with the latest developments

Global reach ensured by a worldwide partner network

CowManager develops and produces innovative cow monitoring solutions for the modern dairy farm. We believe in strong customer relationships with professional local expertise, therefore we cooperate with several dealers worldwide. Our dealers are carefully selected based on their reliability, local presence and expertise in the dairy industry. They are trained to provide excellent support and take your experience with CowManager to the next level.

CowManager BV
Gerverscop 9, 3481 LT Harmelen, The Netherlands
www.cowmanager.com

Accuracy. No less.

SELECT SIRES INC. Our mission: To enhance the productivity and profitability of dairy and beef producers, Select Sires is committed to be the premier provider of highly fertile, superior genetics accompanied by effective reproductive- and herd-management products and services.

P.O. Box 507
Burlington, WA 98233
1-800-426-2697
contact@allwestselectsires.com
www.allwestselectsires.com