

## What is CowSmart?

A specialised reporting and consultancy service that delivers clear, practical insights when it matters. Reports are timed to align with key points in the farming calendar, helping you make smart, well-informed decisions.

We pull together data from wearables, herd records (like MINDA), and milk production to give you a full picture of your herd's performance.

## More from the tech you already have

CowSmart turns your existing herd data into clear, practical reporting — transforming information overload into focused, data-driven insights that save time and support sharper decisions.

Delivered through your vet clinic, this reporting service helps you track performance, spot issues early, and build on existing practices to drive continuous improvement.

### Includes the following reports:

- ✓ **Transition cow Reports**
  - Transition Rumination & Health Monitoring.
  - Weekly reports from PSC.
- ✓ **Pre-mating Reports**
  - Heat activity Monitoring.
  - Age groups, Days to first Heat, % cycling.
  - Weekly starting eight weeks from PSM.
- ✓ **Mating Reports**
  - Submission rate, cows without matings, projected in-calf rate, Non-Return Rate, Phantom Cow estimate.
  - Weekly throughout mating.
- ✓ **Reproductive analysis**
  - Complete mating season Review, pulls together key data that affects conception and mating performance
  - Wearables data, treatments records, milk production metrics.



### **Data-driven. Better performance. Fewer surprises.**

*Identify what's working well — and where there's room to improve — so you can make confident, informed decisions heading into the next season.*

*To learn more or get started, talk to your veterinarian.*