



MooHero

SMART COLLARS

MORE DETECTED HEATS FOR MORE MILK



Heat Detection



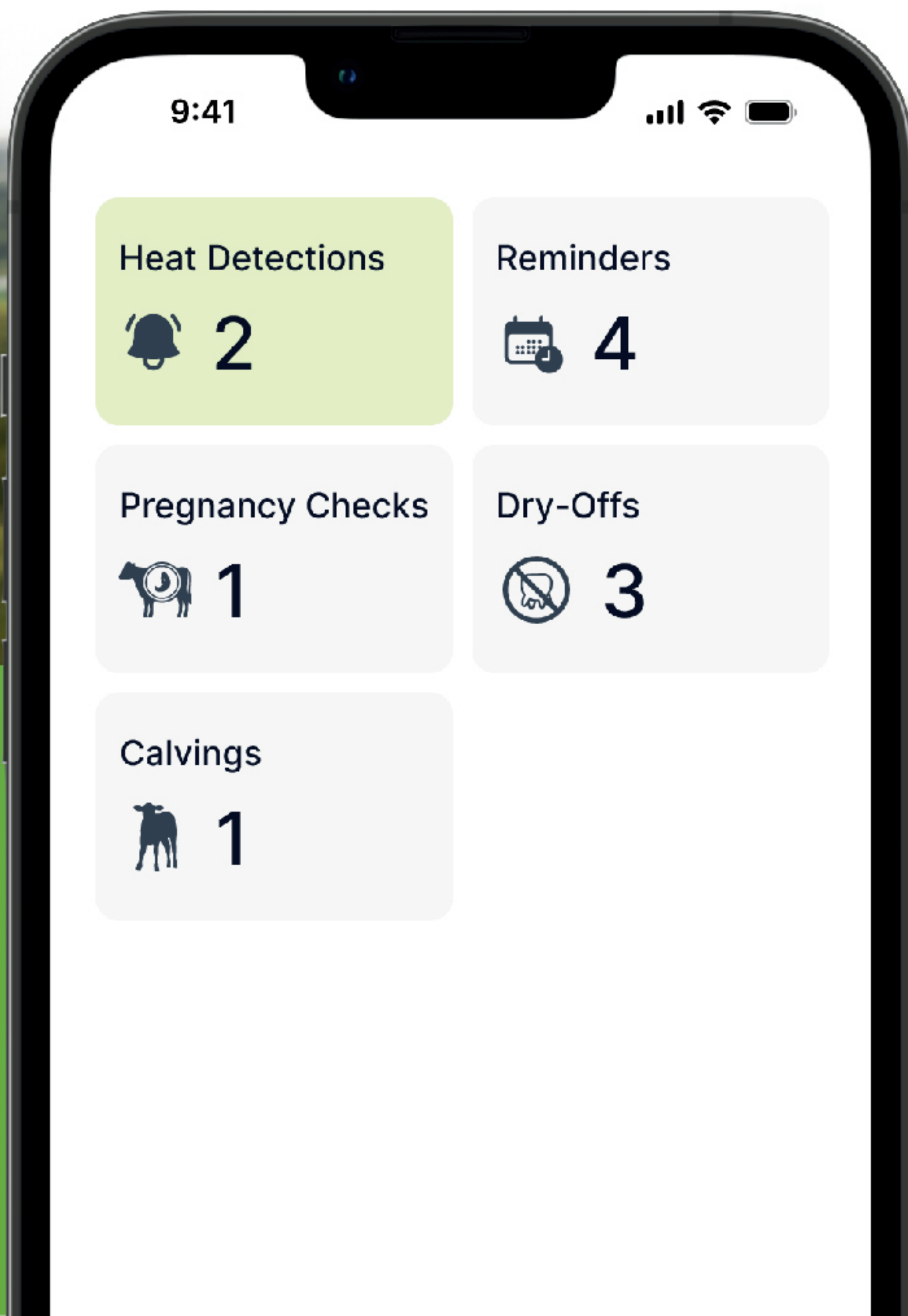
Monitor Eating and Ruminating



Simple Reproduction Management



Return on Investment in the First Year



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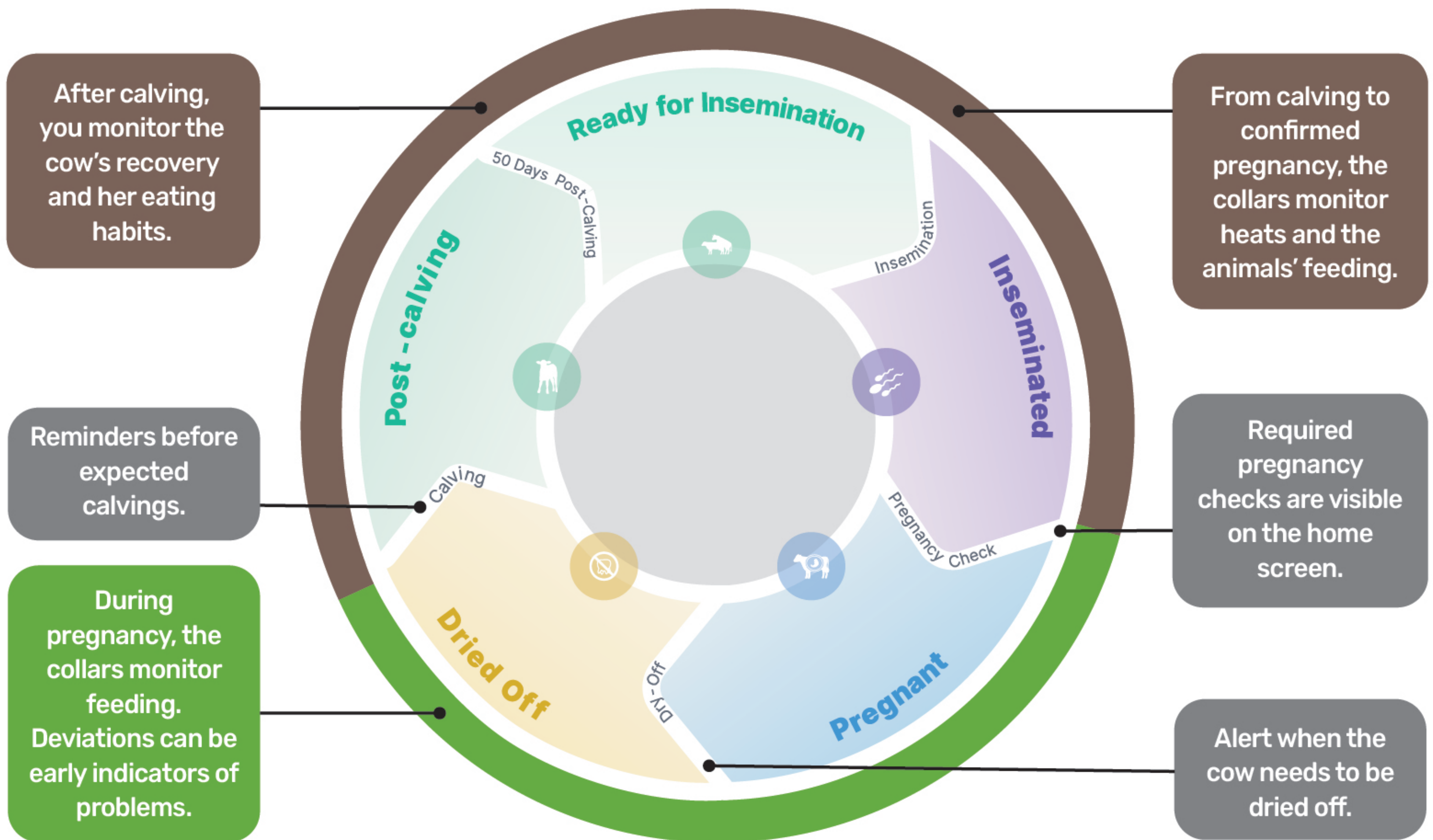
info@moohero.com



moohero.com

WHAT IS MooHero ?

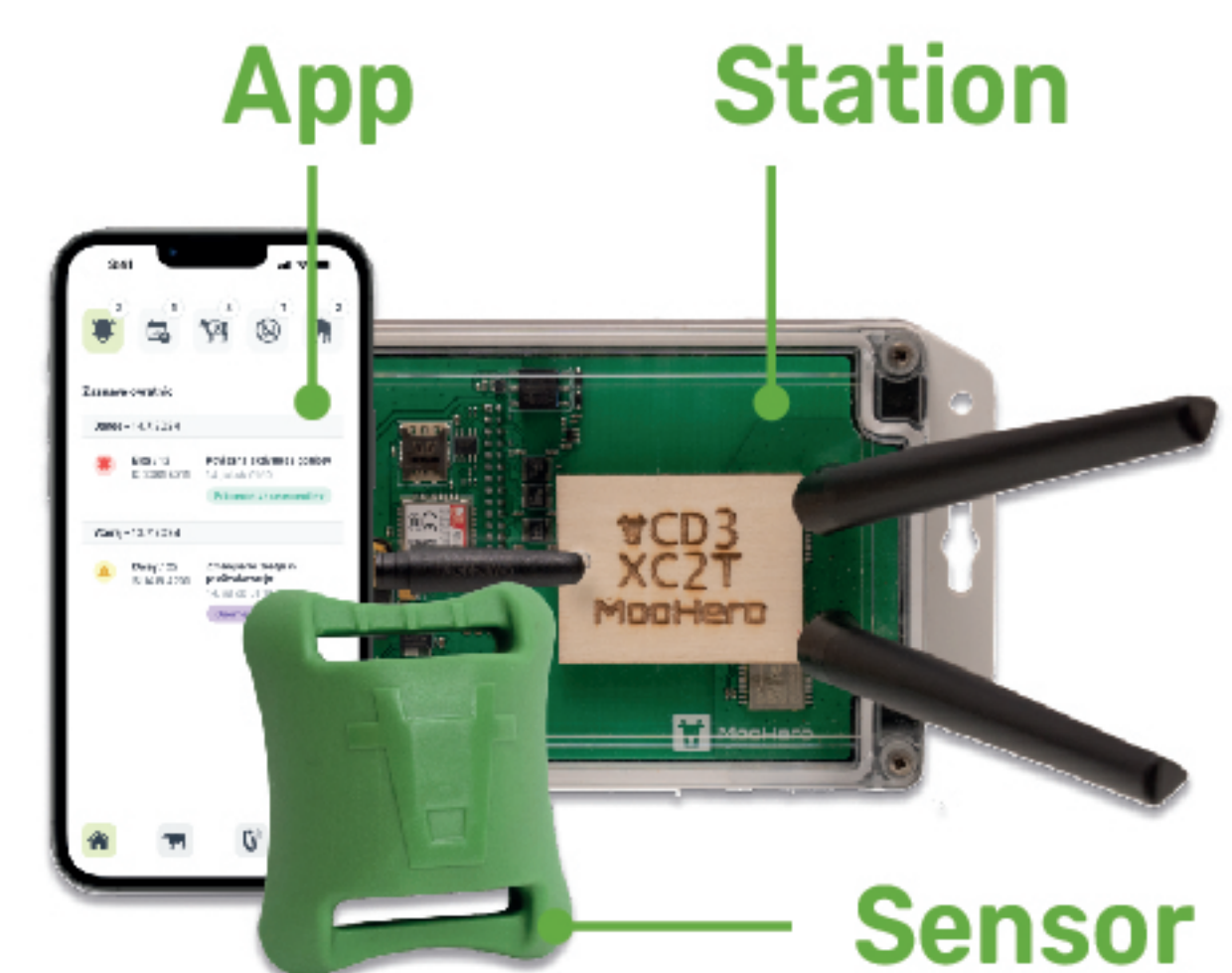
With smart collars and the app, you monitor heats, eating, ruminating, and the activity of your animals. The app helps you keep records of inseminations and pregnancy checks, and also reminds you of dry-offs and calvings.



The MooHero system is very easy to use. Sensors are attached to the animals with a collar. They are compatible with all standard collars on the market.

The long battery life ensures uninterrupted operation for several years.

A receiver station is placed in the barn, requiring only an electrical connection. The receiver station sends all data to the MooHero app via the built-in SIM card.



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MooHero 9:41 AM
Heat detected for animal - Elsa / 12 <https://moohero.com>

You'll receive notifications about heats or drops in rumination via text message. The MooHero app lets you check which cows need your attention at any time, whether you're using your phone, computer, or tablet.



RETURN ON INVESTMENT IN 1 YEAR!

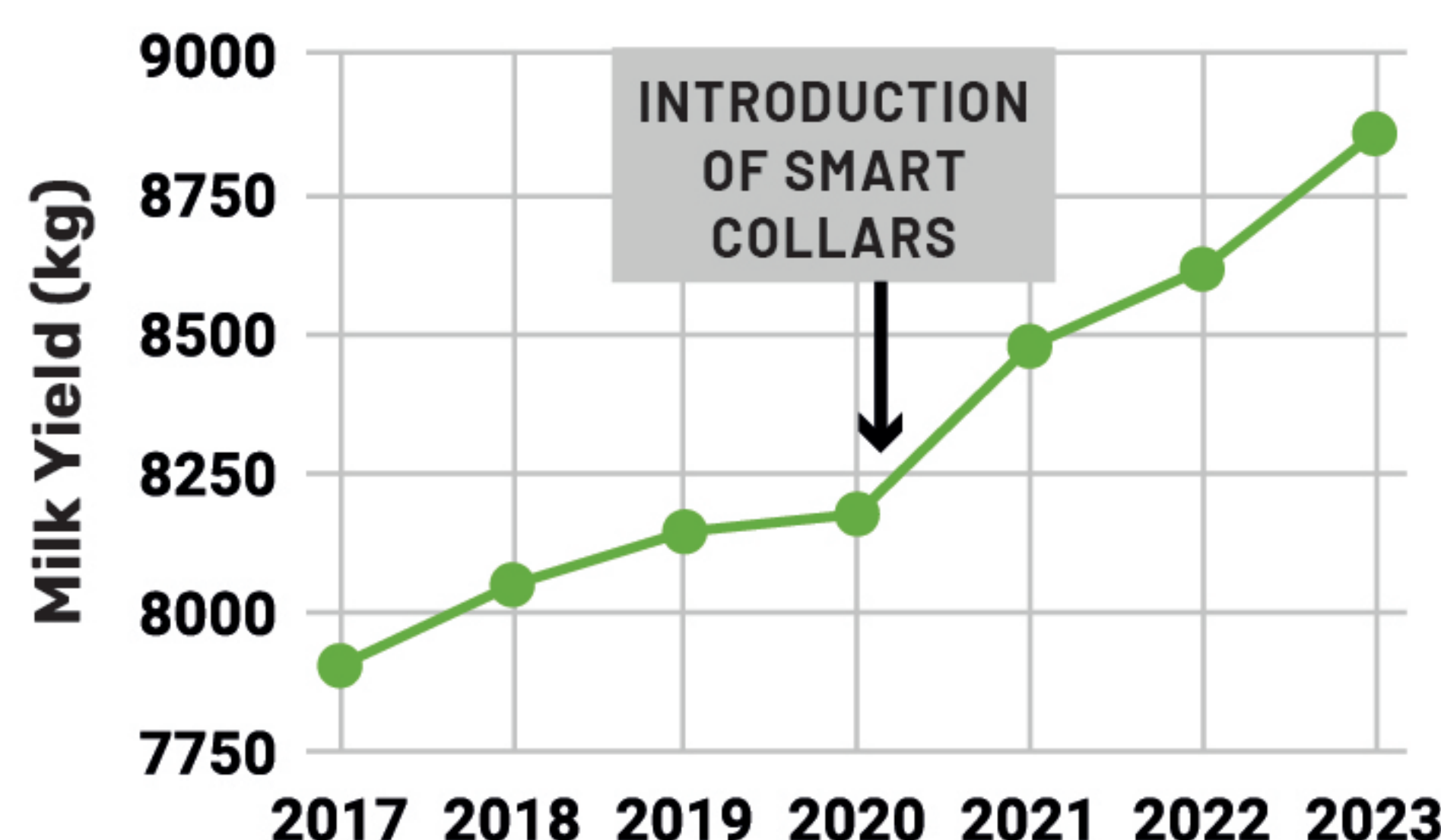
We can assess the impact of using MooHero collars from milk control data. The data below is summarized from the records of our reference farm, which began using the smart sensor system at the end of 2020. The comparison is shown before (years 2019 and 2020) and after (years 2021, 2022, and 2023) the introduction of smart collars.

	Without Collars		With Collars		
Year	2019	2020	2021	2022	2023
Number of Cows	71	72	78	84	75
Number of Calves Born	58	62	75	82	71
Total Milk (tons)	575	591	664	719	664
Calving Interval (days)	548	492	510	431	416
Calves/Cow	0,82	0,86	0,96	0,98	0,95
Milk/Cow (kg)	8144	8175	8476	8615	8858

Before using smart collars, the farm had issues with the postpartum interval.

Improvement is noticeable already in the first full year of use. The average number of calves per cow improved by more than **15%** in the first year. **The calving interval** significantly improved by **20%** in 2022 and 2023. Milk yield per cow is the most important economic indicator. The increase in milk yield compared to 2020 was **4%** in the first year, **6%** in the second year, and **9%** in 2023.

The farm installed a collar system for 75 cows. The initial cost of such a system was €3250, and the annual subscription for 75 cows is €2700.



Trend of average annual milk yield on the farm (smart collars were introduced in the latter half of 2020).

The table below shows the financial impact of using collars. The contribution due to increased milk yield is considered. The increase in milk revenue is calculated considering an average milk price of €0.4/kg and the increased cost of feed.

FINANCIAL IMPACT	With Collars		
Year	2021	2022	2023
Increase in Milk per Cow Annually (kg)	316	455	698
Increase in Feed Cost per Cow (€)	44	63	79
Cost of MooHero System per Cow (€)	5950	2700	2700
Increase in Milk Revenue (€)	6454	9882	13623
Net Contribution of the System (€)	504	7182	10923

It can be observed that on the farm, the investment paid off in the first year solely by considering the increased milk yield.

In addition to the contribution to milk yield, it is important to mention other advantages such as more calves per cow, reduced worries, and time savings in monitoring the herd, as well as reduced costs for insemination and veterinary services, which were not even considered in the calculation.

Contact us! We will help you calculate the potential of the collars on your farm.



How has MooHero helped our customers?



Toni Kukenberger • Organic cheese dairy Kukenberger

"MooHero often detects heats at night that would otherwise be easily missed. By monitoring rumination, I can see how quickly an animal recovers after treatment. Although we already achieved good reproductive results before using the system, it really pays off by saving us a lot of worries."



Bojan Miklavžina • 50 cows

"With expert help, we have significantly increased milk yield on our farm in recent years. However, we found that heats are harder to spot in high-producing cows. By using smart collars, we can finally improve the interval between calvings."



Štefan Hudobivnik • 110 cows

"MooHero allows us to detect heats that were previously hidden, both at night and during the day. The system provides insight into past heats, helping us identify potential issues such as cysts or other abnormalities. We can also quickly check the status of the entire herd; all right on the phone."



Ivan Šenk • 70 cows

"MooHero has been one of the best investments on our farm in recent years. I regret not investing in the system sooner. It reliably detects all heats, and monitoring rumination helps identify issues with the cows. In fact, it can even detect mastitis a day earlier than usual. The app is excellent, as all the data is in one place and I can update everything in real time using my phone."



Frančišek Rotnik • 80 cows

"Heat detection is of utmost importance. Just by improving the postpartum interval and insemination index, the investment in the system pays off very quickly. A drop in feeding and rumination tells me in advance that a cow is going to get sick before the acute phase begins."

We offer a 100% satisfaction guarantee. If our system doesn't meet your needs, you can return it at any time.