



## **CowManager introduces Sort my Cow**

### **Labor-saving sort gate technology seamlessly integrates with the CowManager monitoring system**

December 11, 2024 – CowManager, the proven ear sensor monitoring system with more than 10 years of helping U.S. dairy producers improve cow management, is excited to introduce Sort my Cow, the newest sort gate technology that combines labor savings, technology integration and operational efficiency.

After receiving alerts from CowManager ear sensors, Sort my Cow allows producers to automatically or manually via the app divert cows that need attention, all while maintaining smooth cow flow and minimizing disruption to the rest of the herd. Its double ID system ensures fast, accurate sorting, and the pneumatic-free design features minimal noise during operation, helping to reduce cow stress. Sort my Cow is standard RFID compatible and integrates with DairyComp and PCDART for easy sorting via the CowManager app.

“More than just a gate, Sort my Cow is a cow-friendly service that seamlessly integrates CowManager ear sensor monitoring with smart sorting technology to reduce labor needs, increase efficiency, shorten lock-up times, and improve cow welfare and profits,” says Gerard Griffioen, founder of CowManager. “With Sort my Cow, producers don’t have to search for a cow that needs attention. If she’s on the list, she’ll be diverted one direction while the rest of the herd goes the other direction back to their pen. We’re thrilled to launch yet another tool to help producers stay one step ahead.”

Sort my Cow is crafted from premium U.S.-made stainless steel and uses electromagnets for locking, eliminating the need for a compressor. Built to last in extreme temperatures and tough conditions, it is designed with minimal points of mechanical wear and tear, ensuring durability and reliable performance. In addition, Sort my Cow is easy to install and requires only one day to set up the service.

For more information on Sort my Cow and CowManager, contact your CowManager Specialist at Select Sires and visit [CowManager.com](http://CowManager.com).

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## **About CowManager**

At CowManager, we believe a successful dairy producer is a prepared dairy producer. With our revolutionary cow monitoring ear sensors, we ensure they're always ahead, prepared for what's coming, with actionable insights. We believe in working together to help producers reach their goals, whatever their ambitions are. Whether they have 20 or 20,000 cows, with CowManager they'll have eyes on all of them. In the United States, CowManager is distributed and supported by Select Sires Inc.