



CowManager introduces Youngstock Monitor **Optimizes rearing for future herd health and productivity**

December 3, 2024 – CowManager, the trusted ear sensor monitoring system with more than 10 years of helping U.S. dairy producers improve cow management, is excited to launch Youngstock Monitor, a new comprehensive solution to monitor calf behavior. This innovative system provides real-time alerts for early disease detection and notifies producers when a calf may be falling behind its herdmates. With Youngstock Monitor and the new lightweight CowManager ear sensor, producers need just one sensor per animal for its entire lifetime, from calf to cow.

Powered by artificial intelligence with ever-evolving algorithms, Youngstock Monitor adapts to each operation and the behavioral development of each calf, allowing producers to make farm-specific predictions on the health of their individual calves and focus treatment in a targeted way.

The calf health alerts come in three levels: suspicious, sick and very sick, and detect subtle behavioral changes associated with illness often missed through visual observation. These alerts help facilitate quicker interventions, lower treatment intensity, reduce reliance on antibiotics and decrease mortality rates. Effective calf health management leads to increased future milk production and a healthier, more productive herd.

“With our innovative calf alerts, we can now monitor from calf to cow, for an animal’s entire lifetime. That is the CowManager vision,” says Gerard Griffioen, founder of CowManager. “This approach helps producers maximize performance and build the foundation for a productive and healthy herd.”

Youngstock Monitor earned a Silver Medal Innovation Award at EuroTier 2024 and is now available in the United States.

For more information on Youngstock Monitor and CowManager, contact your CowManager Specialist at Select Sires and visit 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.