



Bou-Matic® CowTrakker™ Tag

Keep your highest producers in the herd longer

Solving reproductive and health problems can be time consuming and expensive. That is why we have developed the CowTrakker to help you detect cows in heat as well as cows with health problems. The CowTrakker from Bou-Matic is a unique reproductive management tool that can help you:

- Reduce your number of cull cows due to reproductive and health problems
- Reduce inseminations per cow
- Reduce calving intervals
- Increase your average milk production per cow
- Accelerate genetic improvements in your herd
- Save time and labor

+Activity = Heat

-Activity = Health Problems

The Bou-Matic CowTrakker uses state-of-the-art electronic motion sensing technology to monitor cow activity. The CowTrakker is easily installed and worn around the cow's neck. Not only safer to put on cows, this minimizes damaged and lost tags commonly

associated with leg-worn pedometer tags as well as sore legs resulting from pedometer tags improperly installed on cows.

Other Bou-Matic CowTrakker Features Include:

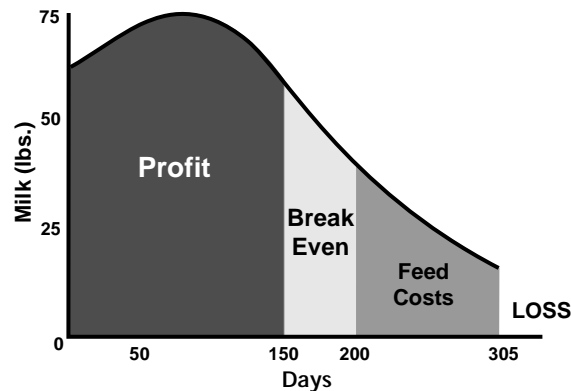
- **Doubled reliability.**
All activity tags use batteries. The Bou-Matic CowTrakker is uniquely designed with two batteries. In the event one battery fails, the second battery takes over.
- **Passive identification.**
The cow identification part of the CowTrakker is uniquely separate from the motion sensing part. In the unlikely event that both batteries should fail, the CowTrakker will still identify the cow.
- **Non-mercury activity monitor.**
Pedometer tags typically use mercury switches to measure activity. Designated as a hazardous material, mercury-based switches pose costly handling and disposal problems. The CowTrakker utilizes a non-mercury motion detector that completely eliminates any potential usage, handling and disposal burdens. Unlike mercury-based pedometer tags, tag orientation with the Bou-Matic CowTrakker tag is not a problem.



The one billion dollar challenge -

Calving intervals longer than 12.5 months cost U.S. and Canadian dairy producers more than \$1,000,000,000 per year. Reproduction problems are the #1 reason for culling on many dairy operations. In fact, more cows are culled for reproductive reasons than for milk production reasons.

For every day that a cow milks over 305 days, you could be milking her at a loss. In order to achieve a 12.5-month calving interval, cows should not stand open more than 100 days. Reproductive experts calculate that it costs approximately three dollars per day for each cow in your herd that is open over 100 days.



Estimated cost of breeding problems* –

When you add it all up, reproductive problems could cost you \$89 per cow annually.

Milk losses (income over feed)	\$48
Replacement cost	\$21
Calf losses	\$ 9
Veterinary services and medication	\$ 6
Added breeding cost (1/2 service/conception)	\$ 5
Annual cost per cow in herd	\$89

* This table is predicated on a 13.5 month calving interval, a loss of 1.5 pounds of milk per day of productive life, milk price of \$12.50 per hundredweight, concentrate \$150 per ton, hay \$90 per ton, a \$700 differential between replacement cost and slaughter value, calf value of \$80 at birth, a ten percent culling rate due to reproductive failure, and a breeding cost of \$10 per service.

Your local Bou-Matic dealer can show you how the CowTrakker tag can help you with your reproduction and cow health strategies.



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