

# *Farmer's Guide to* **SMARTER HERD MANAGEMENT**



CATTLE  
EYE



# Contents

Introduction	1
1. Effective Herd Management, Better Business Profitability	2
2. Health Monitoring and Disease Prevention	4
3. Nutrition and Feeding Strategies	6
4. Deploying Technology for Compliance	7
5. Record Keeping and Data Management	8
6. Integrating CattleEye in Herd Management	9
7. Economic Considerations and Profitability	10

# Introduction

Challenges like rising costs, labour shortages, and the need to meet strict regulations means running a successful dairy farm requires both skill and innovation.

Herd management is at the heart of your farm's success. But how can you keep up with the demands of managing a productive, healthy, and sustainable herd?

Technology has become a game-changer in agriculture, and CattleEye's accredited AI technology is leading the way. By using simple security cameras and advanced AI, CattleEye takes the guesswork out of herd management.

From spotting health issues like lameness early to ensuring optimal nutrition and breeding cycles, CattleEye gives farmers the tools to make smarter decisions that save money and time. This guide explores how smart technology can transform your herd management, helping you achieve better results with less effort.

## CHAPTER 1

# Effective Herd Management, Better Business Profitability

Healthy cows produce more milk and are less likely to face issues like lameness, which can cost the average UK herd over €38,500 annually\* due to treatment, reduced milk yield, and early culling.

By focusing on three key objectives – animal health, productivity, and sustainability – you can:

- **Save Money** Preventing problems is always cheaper than fixing them. CattleEye's lameness detection system can spot issues early, saving farmers up to €200 per cow each year (this is a minimum figure; savings can increase due to regional feed costs / milk price).
- **Increase Productivity** Healthier cows are more efficient, producing more milk and requiring less intervention.
- **Meet Regulatory Standards** With stricter rules around animal welfare and environmental impact, staying compliant can be challenging. Smart tools help you monitor your herd and provide the data you need to prove compliance.
- **Boost Fertility** Lameness and low body condition are major barriers to successful breeding. CattleEye's system helps identify cows at risk, improving conception rates and reducing the number of empty days in your herd.

# €3.85

cost per lame cow per day\*\*

# 10%

decrease in  
lameness

# =

# 0.57t

carbon reduction  
per cow per year

\*\* AHDB (2023)

\*2024 Stride Report

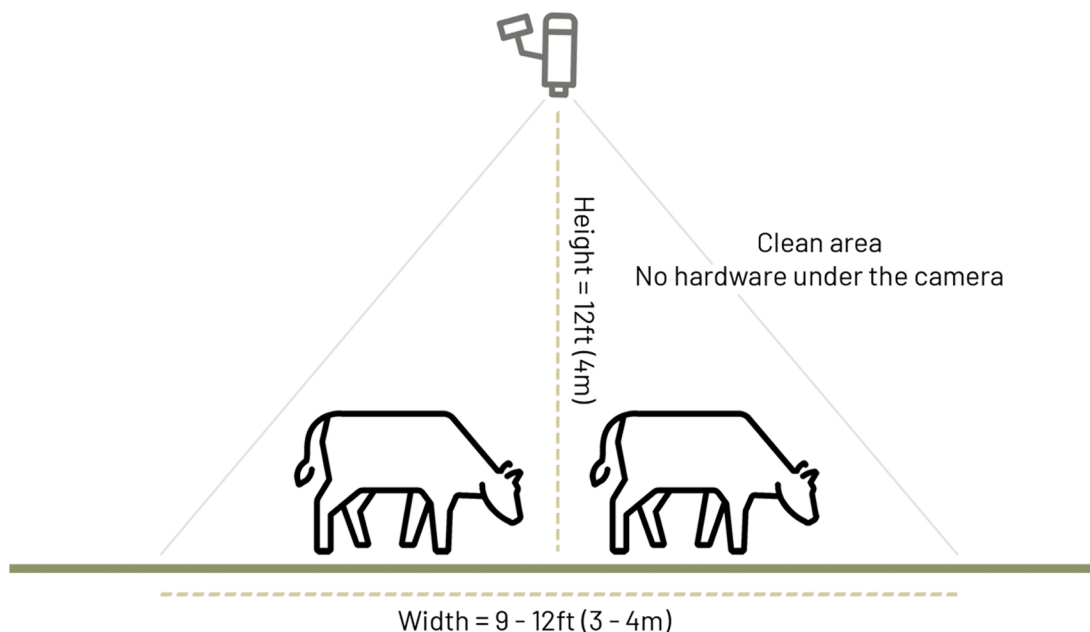
[https://ruminants.ceva.com/app/uploads/sites/9/2024/06/Stride-Report-2024\\_Published.pdf](https://ruminants.ceva.com/app/uploads/sites/9/2024/06/Stride-Report-2024_Published.pdf)



## The Role of Technology

Traditionally, managing a herd relied heavily on manual labour and observation. Enter CattleEye and its use of AI and video analytics to do the hard work for you.

A camera placed in a milking parlour can monitor your cows then send alerts if something needs attention.



The benefits of this smart, technology-enabled approach include:

- **Accuracy** AI is now as reliable as a trained human observer for identifying issues like lameness, often catching problems before they're visible to the naked eye (as confirmed by this [University of Liverpool study](#)).
- **Efficiency** Automated systems save time and reduce the need for constant manual checks.
- **Sustainability** Better monitoring leads to reduced waste and lower carbon emissions - up to 0.57 tons in carbon footprint reduction per cow per year using CattleEye\*\* - helping farms stay eco-friendly.

With CattleEye's technology, you can focus less on troubleshooting and more on growing a profitable, sustainable business.

\*\* CattleEye Website  
<https://cattleeye.com/>

## CHAPTER 2

# Health Monitoring and Disease Prevention

### Early Disease Detection

Healthy cows are the foundation of a successful dairy farm. But keeping a close eye on every cow in a large herd can be daunting. Lameness can sometimes go unnoticed, causing significant issues to the cow and to a farm's profitability. That's where early detection makes all the difference.

Mobility problems may start affecting milk yields and fertility weeks before becoming visible to the naked eye. Catching these problems early can prevent larger losses and costly treatments. On average, lameness costs about €385 per case, with the average herd losing up to €38,500 annually.

### How CattleEye Helps

CattleEye's technology uses video analytics to monitor cow movement and detect even subtle changes in gait. This allows farmers to:

- Spot lameness early preventing chronic lameness
- Take timely action to treat affected cows
- Prevent long-term productivity losses



Farmers using CattleEye have reported up to a \*75% reduction in severe mobility issues, leading to healthier herds and better financial outcomes.

\*Erw Fawr, a Farming Connect demonstration site near Holyhead  
<https://businesswales.gov.wales/farmingconnect/news-and-events/news/cow-mobility-issues-nearly-halve-welsh-dairy-farm-after-video-monitoring>

## Case Study: Triple G Farms

At Triple G Farms, early detection of lameness through CattleEye's system resulted in significant savings.

By addressing problems before they escalated, the farm saw a marked improvement in herd health and milk yields.

*"We just had an audit yesterday and out of a 100 cows (our vet) didn't find a single one that he would have scored as a lame cow. That's just a humbling feeling knowing that... [Using CattleEye] our guys, instead of looking for cows, they're working on cows. "*

**Skylar Gericke, Manager at Triple G Dairy,  
Arizona, which works with 5,000 to 6,000 cattle.**



## CHAPTER 3

# Nutrition and Feeding Strategies

A balanced diet ensures cattle produce high-quality milk and stay healthy. An incorrect energy balance can lead to issues like reduced fertility, lower milk yields, and higher veterinary bills.

By integrating smart technology into your feeding strategy, you'll see healthier cows, higher milk yields, and lower feed costs - a win-win for your farm.

### Optimising Feeding with Technology

CattleEye doesn't just monitor health - it can also help farmers improve feeding strategies. By observing cow behaviour and body condition, the system provides insights into whether a herd's diet is meeting their needs. For example:

CattleEye's AI calculates Body Conditions Scoring accurately, helping farmers to adjust feeding plans to maintain optimal body weight.

By tracking how cows respond to feeding routines, farmers can identify waste and optimise resources.

### Case Study: UK farm owner

Using CattleEye, an owner of a 450-acre farm managing 1000+ cattle was able to refine the feeding strategy, reduce feed waste and increase milk production, thereby significantly boosting profitability.

*"Before we started using CattleEye, detecting the early signs of issues relating to herd health was time-intensive and placed a huge burden on me as the farm owner. Using real-time updates on body condition, we've been able to adjust feeding to make sure each cow gets what she needs and when she needs it. Our cows are healthier and are producing more milk, which has really boosted our farm's overall productivity."*

**UK Farm Owner**

## CHAPTER 4

# Deploying Technology for Compliance

### Staying Ahead of Regulations

Compliance with animal welfare and environmental regulations is non-negotiable in modern farming. From ensuring proper housing and feeding to reducing emissions, meeting these standards can be challenging without the right tools.

### How CattleEye Simplifies Compliance

CattleEye helps farmers stay compliant by:

- Providing data on mobility, body condition, and overall health to demonstrate high welfare standards
- Improved herd health leads to better feed efficiency and lower methane emissions
- Automated data collection reduces paperwork and provides the evidence needed for audits

### Practical Tips

By adopting smart technology, you can turn compliance from a challenge into an opportunity, improving both your farm's sustainability and profitability.

- The system enables farmers to ensure compliance with regulations such as the **Animal Welfare Act 2006**, which mandates that livestock must not suffer unnecessary harm.
- The system's automated lameness detection and mobility scoring helps farmers meet standards for **Welfare of Farmed Animals (England) Regulations 2007** by ensuring regular and consistent monitoring of cow health.

## CHAPTER 5

# Record Keeping and Data Management

### The Importance of Accurate Records

Record keeping isn't just a legal requirement—it's a cornerstone of effective herd management. Accurate data helps farmers track herd performance, identify trends, and make informed decisions. Poor record keeping, on the other hand, can lead to missed opportunities and costly mistakes.

### How Technology Simplifies Data Management

Using CattleEye's AI platform, farmers can:

- Automatically collect data on cow health, feeding, and mobility, saving you hours of manual work.
- Turn raw data into actionable insights to improve productivity and profitability.
- With comprehensive, up-to-date records, you'll always be prepared for inspections and audits.

### Case Study: Highfields Farm

Highfields Farm, a 1,000-herd farm in England, integrated CattleEye into their record-keeping system, drastically reducing the time spent on paperwork. The automated platform ensured accurate, real-time data, leading to better decision-making and compliance.

*"It has taken a lot more of the guesswork out of it. It is like having a mobility scorer assess your cows every day."*

**John Riley, office manager at Highfields Farm**

<https://www.fwi.co.uk/livestock/health-welfare/foot-health/how-a-low-cost-camera-improves-lameness-detection-for-dairy-farm>



## CHAPTER 6

# Integrating CattleEye in Herd Management

## Why Choose CattleEye?

CattleEye stands out as a game-changer in modern farming. Its hands-free, sensor-free system makes it easier than ever to monitor herd health and productivity. Here's why customers love it:

- **Ease of use** simple setup with minimal training required and low cost set up
- **Cost-effective** save money on wearables and manual labour
- **Proven results** farmers report improved herd health, higher milk yields, improved fertility, reduced lameness and lower costs.

## Getting Started

Adopting CattleEye is straightforward. This is all it takes:

1. Place an off-the-shelf security camera (c.€175) in a key location like a milking parlour.
2. Get quickly onboarded onto the software and download the mobile app.
3. Begin using the dashboards to track health and productivity metrics.

## Our Integrations



## CHAPTER 7

# Economic Considerations and Profitability

### Understanding the Financial Impact

Investing in new technology is a big decision, but the financial benefits of using CattleEye make it an easy choice for many farmers. By addressing key issues like lameness, poor feeding efficiency, and compliance, the platform helps reduce costs and boost profits.

- The average case of **lameness costs around €90**, but early detection can significantly reduce these expenses.
- Optimised **feeding strategies can save up to £75 per cow annually** by reducing waste and improving efficiency.
- Stay ahead of regulations and avoid costly fines and ensure long-term sustainability.

### Maximising Return on Investment

Farmers using CattleEye often see a return on investment within months. By improving herd health and productivity, the system directly impacts your bottom line.

## About CattleEye

CattleEye is a pioneering agritech company revolutionising livestock management with its innovative, AI-driven, hardware-free monitoring solutions. By providing real-time insights into herd health and welfare, CattleEye empowers farmers to:

- Detect lameness early, prevent chronic lameness and reduce treatment costs
- Optimise feeding strategies to save money and improve milk yields
- Stay compliant with animal welfare and environmental regulations

Add your herd to the 200,000 cows benefiting from smarter herd management. Visit [www.cattleeye.com](http://www.cattleeye.com) to learn more or book a demo. For updates, insights, and success stories, follow CattleEye on LinkedIn and Facebook.



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