

Moocall : Le détecteur de vèlage



A propos Moocall



- En 2010, l'agriculteur Niall Austin a perdu un veau et une vache pendant le vèlage.
- Il a fait des recherches et il n'y avait aucun produit existant sur le marché qui lui permettrait de l'aider à ce que cela ne se reproduise plus.
- Le détecteur de vèlage Moocall a été lancé en 2014, après près de quatre années de recherches et développement.

Des statistiques

- 3% des vêlages entraînent la mort du veau.
- 17 - 18% des taures ont un premier veau difficile et auront besoin d'assistance pendant le vêlage.
- 7 - 8% de toutes les vaches connaissent des difficultés au vêlage.



- Le détecteur de vêlage MooCall envoie l'alerte environ une heure avant que le vêlage commence avec plus de 95% de précision dans toutes les races.

Implantation sur le marché



- Plus de 25 000 détecteurs vendus jusqu'à présent.
- Actuellement, les capteurs de vêlage MooCall surveillent les veaux dans 40 pays.
- MooCall vend aux clients principalement par l'intermédiaire de partenaires de distribution et de compagnies génétiques.



La technologie



- Works anywhere in the world with GSM signal
- Quick attachment
Adjustable to any size tail
- LED status indicator
- No additional hardware required
- Rechargeable battery lasts 30+ days per charge
- Suits all cattle breeds
- Tail-mounted, non-invasive, safe and secure design
- After calving, just move to the next cow due to calve
- Texts up to two phone numbers
- Emails up to three email addresses
- Unlimited notifications via companion app



L'utilité de MooCall Value of MooCall



Troupeau de bœuf canadien moyen

Please choose your calving system

- All year round calving
- Block calving once per year
- Autumn and Spring Calving

What size is your herd?

40

What is your average calf worth?

\$ 750

# of MooCalls recommended 2 devices	Cost \$ 598	Profit year 1 (after costs) \$ 752	Profit year 2 (after costs) \$ 1,104
----------------------------------------	----------------	---------------------------------------	-----------------------------------------



Value of Moocall Large Canadian beef herd



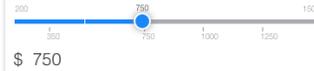
Please choose your calving system

- All year round calving
- Block calving once per year
- Autumn and Spring Calving

What size is your herd?

500

What is your average calf worth?



of Moocalls recommended
26 devices

Cost
\$ 7,774

Profit year 1 (after costs)
\$ 9,101

Profit year 2 (after costs)
\$ 13,677



Moocall et la sécurité à la ferme



Save yourself, not just the euros

By Peter Young on 15 June 2017

"In some cases farmers buy technologies that have a secondary safety aspect to them," said Hazel. One such example she gave was Moocall, the device that alerts a farmer when a cow is calving. "If a farmer who uses this can get a good night's sleep they are less likely to make a mistake the following day due to sleep deprivation," she said.

AgTech is flooding into all areas of farming, with billions of euros being pumped into sensor technology, drones and big data – but why not in farm safety asks Peter Young.

Despite all the new technologies that are emerging, the one area that is still lacking is around basic health and safety.

"Si un agriculteur qui utilise cela peut avoir une bonne nuit de sommeil, il est moins susceptible de faire une erreur le lendemain en raison de la privation de sommeil."



Vidéos d'instruction



Installation et guide de l'utilisateur

<https://www.youtube.com/watch?v=nQVPP9tpwe4&t=4s>

Queues larges

https://www.youtube.com/watch?v=wVvXAcmh_0w

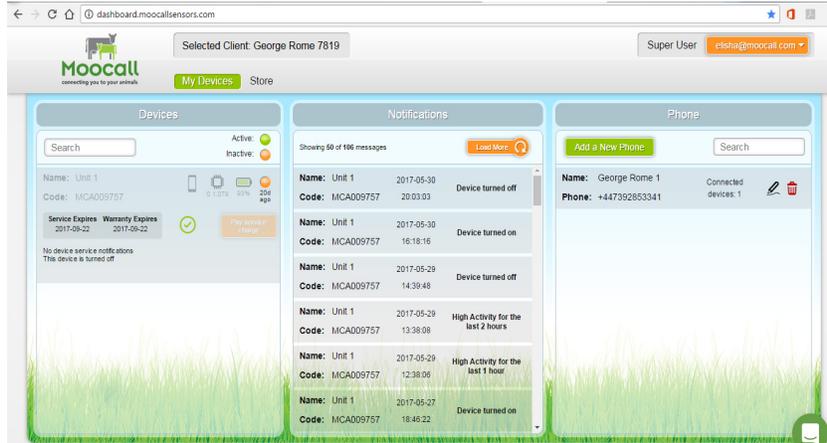
Queues étroites

https://www.youtube.com/watch?v=kJLGuBzV_r4



Démonstration





Selected Client: George Rome 7819 | Super User: elisa@mooCall.com

Devices

Name: Unit 1
Code: MCA09757

Service Expires: 2017-09-22 | Warranty Expires: 2017-09-22

No device service notifications
This device is turned off

Notifications

Showing 56 of 196 messages

Name: Unit 1	2017-05-30 20:03:03	Device turned off
Name: Unit 1	2017-05-30 16:18:16	Device turned on
Name: Unit 1	2017-05-29 14:39:48	Device turned off
Name: Unit 1	2017-05-29 13:38:08	High Activity for the last 2 hours
Name: Unit 1	2017-05-29 12:38:06	High Activity for the last 1 hour
Name: Unit 1	2017-05-27 18:46:22	Device turned on

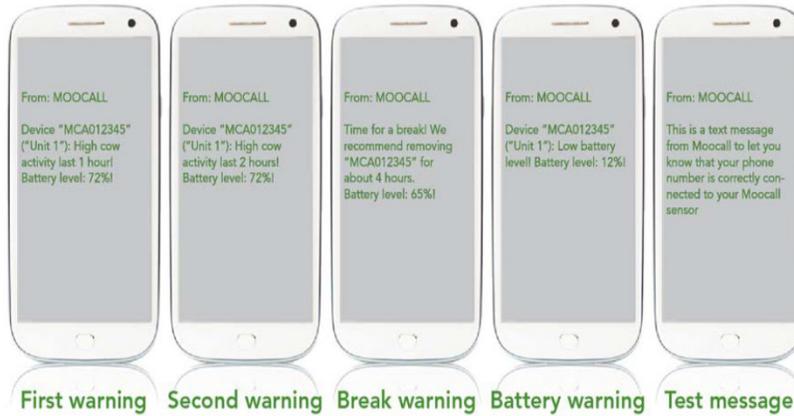
Phone

Add a New Phone

Name: George Rome 1 | Connected devices: 1

Phone: +447392853341

<http://www.mymooCall.com/>



From: MOOCALL

Device "MCA012345"
("Unit 1"): High cow activity last 1 hour!
Battery level: 72%

First warning

From: MOOCALL

Device "MCA012345"
("Unit 1"): High cow activity last 2 hours!
Battery level: 72%

Second warning

From: MOOCALL

Time for a break! We recommend removing "MCA012345" for about 4 hours.
Battery level: 65%

Break warning

From: MOOCALL

Device "MCA012345"
("Unit 1"): Low battery level!
Battery level: 12%

Battery warning

From: MOOCALL

This is a text message from MooCall to let you know that your phone number is correctly connected to your MooCall sensor

Test message

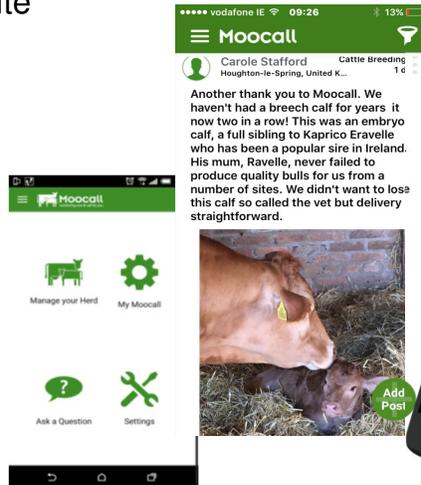


New off Tail Alert



L'application MooCall

La communauté

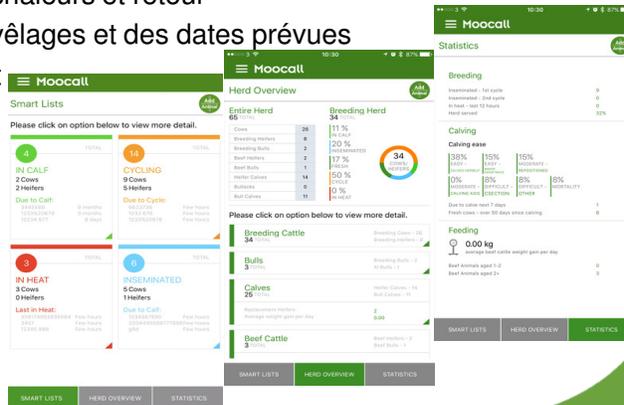




Gestionnaire d'élevage par Moocall

Le gestionnaire d'élevage

- ✓ Détection des chaleurs et retour
- ✓ Détection des vélages et des dates prévues
- ✓ Toujours gratuit



Commentaires des clients



Plus de 220 commentaires positifs sur le site à ce jour.
Utilisé par Breed Societies Internationlly

★★★★★

A Real Life saver

Nicholas Thompson on Feb 02, 2016

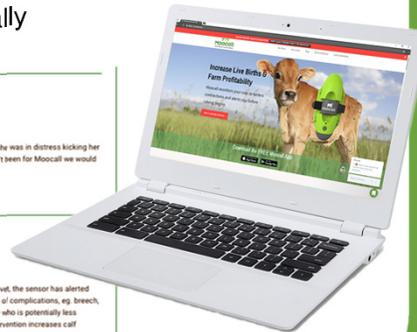
Thanks to our new midwife Mrs Moocall she is a real life saver. We got an alert from the sensor and went to check the cow and she was in distress kicking her stomach. We suspected a foetised calf bed and phoned the vet. The vet was there within 30 mins and delivered the calf. If it hadn't been for Moocall we would have had a dead calf for sure.

★★★★★

From a vet's perspective: great product!

Sigalor Aytem on Feb 07, 2016

Several of our farmers now regularly use Moocall Sensors to remotely monitor cows that are due to calve. In my experience as a vet, the sensor has alerted the farmer to the onset of calving, prompting him to visually check the animal. In certain cases, this has led to early identification of complications, eg. breech, very big calf, legs back. If veterinary intervention is requested, we have a better chance of pulling/retrieving a live calf from a cow who is potentially less compromised and at lower risk from complications. Prompt identification of calving difficulties coupled with early veterinary intervention increases calf viability and aids cow recovery time. Great product especially for busy farmers: allowing them to get on with regular jobs and reminding them to check on vulnerable cows at high risk times.





Service à la clientèle



- MooCall gère tout le support client directement auprès des clients.
- MooCall s'assure que les clients utilisent leurs capteurs avec succès grâce à des appels d'information et de formation directement au client.
- Chaque capteur a des frais de service annuels un an après l'achat.



Points de vente uniques

1. Connexion simple avec n'importe quel téléphone mobile et réseau.
2. Aucun Wifi, station de base, téléchargements de logiciels ou batteries requis.
3. Notification une heure avant le vêlage par message texte, email and MOO...MOO alerte.
4. Application gratuite a toutes les notifications au bout des doigts.
5. Garantie d'1 an.
6. Capteur non encombrant.
7. Coût réparti sur une moyenne de 30 vaches.
8. Économie sur le temps, le sommeil et le diesel. Aide à sauver les veaux et les vaches.
9. Service après-vente au bout du téléphone.
10. Produit établi.