



# Measure where it matters

## **The SenseHub In-Line Somatic Cell Count Sensor**

*Providing individual SCC results in under 2 minutes*

# Transform control over milk quality and herd health



## Get automated somatic cell count readings at the milking point

Want more control over milk quality and herd health? Then you need actionable milk insight where it matters. The SenseHub In-Line Somatic Cell Count (SCC) Sensor from MSD Animal Health provides automated somatic cell counts for individual cows at the milking point. It delivers clear, reliable results in under two minutes. Now dairy farmers can confidently identify high SCC cases before each cow has finished milking, and act quickly to protect milk quality, herd health and profits.

SCC threshold (cell/ml)	50,001-100,000	100,001 – 200,000	200,001 – 300,000	300,001 – 400,000	>400,000
Annual milk production loss for each SCC threshold, L/yr <sup>2</sup>	177	351	485	544	601

Cost of milk yield loss only to 100 cow herd at various milk prices (mastitis treatment, culling, heifer replacement costs, labour, stress & penalties not incl.)

Milk Price					
0.60	€10,620	€21,060	€29,100	€32,640	€36,060
0.50	€8,850	€17,550	€24,250	€27,200	€30,050
0.40	€7,080	€14,040	€19,400	€21,760	€24,040
0.30	€5,310	€10,530	€14,550	€16,320	€18,030



For a more detailed calculation visit the [Animal Health Ireland Cost Calculator](#)

## Protect milk quality, herd health and profits

### 1 Detect high somatic cell counts earlier

Quickly see the SCC of each individual cow at the milking point, and identify potential issues much earlier than with visual identification or monthly lab testing.

### 2 Make faster and more informed decisions

Confidently determine the best approach for each animal. Save time, money and stress with faster actions.

### 3 Improve overall cow health and welfare

Give your herd the best chance of positive health outcomes through earlier detection of high SCC and timely control procedures, all while reducing unnecessary interactions with your animals.





## Integrate into any parlour type to streamline routines

The standalone SenseHub In-Line SCC Sensor works with any existing parlour technologies and fits into your milking routine with no additional steps. Unlike pre-stripping and manual testing, farmers can quickly and definitively identify high SCC cases without any specialist training.

### Make quick more informed decisions using the simple-traffic light system

As milking begins, the SenseHub SCC Sensor takes a 2ml milk sample for each cow. Within two minutes the result is clearly displayed using a simple traffic light system, enabling farmers to quickly distinguish between high risk and low-risk animals.

### Maintain milking schedules with expert installation and support from MSD Animal Health

Irrespective of whether you're a SenseHub customer today, you can take advantage of enhanced insight and milk quality control. Our customer services and on-site teams will work with you to ensure rapid installation with no disruption to milking schedules.

#### SCC Alerts

SCC level 0-200

1 Green



SCC level 201-400

2 Orange



SCC level 401-800

3 Orange



SCC level 801-2M

4 Orange



SCC level >2M

4 Red



#### Guides on bulk tank SCC levels (cells/mL)<sup>1</sup>

< 150,000 cells/mL	Excellent mastitis and SCC control
150,001 - 200,000 cells/mL	Good control of mastitis and SCC
200,001 - 400,000 cells/mL	Unstable control of mastitis and SCC review mastitis control
> 400,000 cells/mL	Indicates little/no control of mastitis in the herd and urgent action is needed - seek help

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## Measure where it matters with the new SenseHub In-Line Somatic Cell Count Sensor

Contact your local EFS representative or visit the Allflex Ireland website for more information



Open the camera on your phone and scan the QR code to visit our website

MSD Animal Health is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our solutions empower farmers to act in a timely manner, to safeguard their animals' health, while achieving optimal production outcomes for a healthy food supply. Through its commitment to the Science of Healthier Animals®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services. MSD Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

#### References

1. [https://animalhealthireland.ie/assets/uploads/2021/06/FarmGuidelines-V6\\_001\\_WebVersion\\_Introduction\\_001.pdf](https://animalhealthireland.ie/assets/uploads/2021/06/FarmGuidelines-V6_001_WebVersion_Introduction_001.pdf)
2. Geary, U., Lopez-Villalobos, N., Begley, N., McCoy, F., O'Brien, B., O'Grady, L. and Shalloo, L., 2012. Estimating the effect of mastitis on the profitability of Irish dairy farms. Journal of Dairy Science, 95(7), pp.3662-3673.

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*This product is not intended to diagnose, treat, cure, or prevent any disease in animals. For the diagnosis, treatment, cure, or prevention of disease in animals, you should consult your veterinarian. The accuracy of the data collected and presented through this product is not intended to match that of medical devices or scientific measurement devices.*