DATAMARS
Livestock™



Better insights. Smarter decisions.

Smart farming solutions for more informed and efficient livestock management.

Tru-Test™
DATAMARS

DATAMARS
Livestock

Our philosophy is rooted in the belief that better information leads to better decisions.

Every day, livestock farmers make decisions that influence animal health, reproductive performance, productivity and the efficiency of their operations. Access to reliable information at the right time helps them respond to challenges, plan ahead and manage their livestock with greater confidence.

Datamars Livestock, a division of the international Datamars group, offers a range of smart farming technologies designed to address the practical needs of modern livestock farming. From animal monitoring and automatic weighing to automated drafting and electric fence monitoring, our solutions bring together innovative technologies and valuable farm information.

Through trusted Tru-Test technologies and connected data management solutions, farmers can monitor individual animals, recognise important changes, automate routine activities and maintain greater visibility across their operations.

Our approach combines practical innovation with a deep understanding of everyday farming challenges, delivering solutions that support animal wellbeing, simplify farm management and make better use of time and resources.

Better insights. Smarter decisions. More time for what matters.



General Index

ANIMAL MONITORING 6-9

AUTOMATIC WEIGHING 10-15

AUTOMATED ANIMAL DRAFTING 16-19

ELECTRIC FENCE MONITORING 20-22

Why Farm Smarter?

Successful livestock farming has always relied on experience, observation and the ability to recognise when something needs attention. Understanding animal behaviour, monitoring performance and maintaining efficient daily operations are all essential to managing a productive and healthy herd.

However, not everything that matters can be seen during routine farm activities. An animal may show signs of heat overnight, changes in body weight may develop gradually, or an electric fence may lose voltage in a remote part of the property. These events can be difficult to detect through occasional observations and manual checks alone, particularly as herds grow and farming operations become more complex.

Smart farming technologies help bridge this gap by providing a more consistent picture of what is happening across the farm. Continuous animal monitoring can reveal behavioural changes associated with reproduction and health, while automatic weighing makes it possible to follow individual weight trends without frequent handling. Automated drafting simplifies the separation of selected cows for breeding or treatment, and remote fence monitoring helps identify areas where maintenance may be needed.





The value of these technologies goes beyond collecting data. By making relevant information available when it is needed, they help farmers recognise changes earlier, organise their work more effectively and focus attention on the animals or activities that require it. At the same time, automating repetitive tasks can reduce manual handling, save valuable time and support more efficient use of farm resources.

Technology does not replace the knowledge and judgement of the farmer. Instead, it complements everyday experience with information that would otherwise be difficult or time-consuming to obtain, creating opportunities for more timely interventions and better long-term management.

Ultimately, farming smarter means combining practical experience with connected technologies to manage livestock, time and resources more effectively, while supporting animal wellbeing and farm performance.


Search animals by VID
Support
EN (GB)
Joe Bloggs
Group1
701 animals
Add animals
Activities
Rumination
Feeding
Standing
Lying
Resting
Weight 554 kg
Animals 701
History
Weights
Static
Walk Over Weigh
ANIMALS 701
AVERAGE WEIGHT 554
MIN WEIGHT 390
MAX WEIGHT 736
ADG 0.19
WEIGHED ON 26 Aug 2024
Weight
Plan: 92 days
30 days
60 days
90 days
120 days
365 days
1 Aug 2024
1 Sept 2024
1 Oct 2024
Target
ADG
Weight distribution
Group by weight
Below
and above
Group by ADG
Top and bottom 10%
Below
and above



Animal Monitoring

Understand animal behaviour. Stay ahead of herd needs.

Changes in animal behaviour can signal reproductive events or potential health concerns. Recognising these changes through routine observation alone can be challenging, particularly in larger herds or outside normal working hours.

Continuous monitoring records activity patterns over time, providing a clearer picture of individual animals and the herd as a whole. Behavioural information helps reveal events and changes that might otherwise go unnoticed.

This allows farmers to identify breeding opportunities, prioritise animals requiring closer examination and plan timely interventions. It also supports a more focused approach to herd management, without relying exclusively on visual observation.

Main Features:



Continuous Behaviour Monitoring

Follow activity patterns throughout the day



Reproductive Insights

Identify heat events to support breeding plans



Health-Related Alerts

Highlight animals that may need checking



Herd Activity Overview

Review individual and group-level information

Active Tag

Know your animals better. Act at the right time.
Tru-Test Active Tag uses wearable Collar or Ear Tag devices, a Farm Network Gateway and Datamars Livestock software to collect and display animal behaviour information.

Its monitoring system generates heat detection and health-related alerts, together with individual and group activity views.

Farmers can access these records remotely and review animals flagged for attention.

Dedicated algorithms are available for dairy heifers, dairy cows and beef cow-calf herds, reflecting their different reproductive and management needs. The choice of wearable device provides options for farm installation and animal identification.

KEY FEATURES:

- ✓ Continuous animal monitoring, day and night
- ✓ Heat detection to support reproductive management
- ✓ Health-related alerts based on behavioural changes
- ✓ Individual and group activity views
- ✓ Dedicated algorithms for dairy heifers, dairy cows and beef cow-calf herds
- ✓ Monitoring information through Datamars Livestock software

Active Tag Collar

Wearable monitoring device with a battery life of up to 8 years.



Active Tag Ear Tag

Lightweight monitoring device weighing approximately 25g with a battery, with a battery life of up to 5 years.



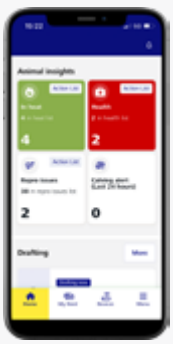
Farm Network Gateway

Provides data transmission with a communication radius of up to 500 m and 360° line-of-sight coverage.



Datamars Livestock Software

Displays monitoring data, alerts and herd activity records via the web platform or mobile app.



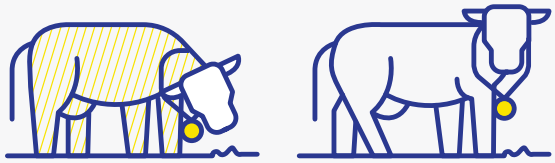
How Active Tag Works?

1



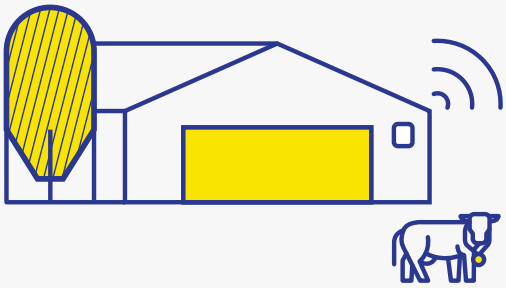
Individual cow behaviour is recorded 24/7 and linked to each animal's ID.

2



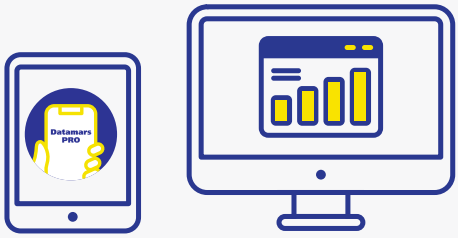
Cow behaviours are tracked based on cow position (standing and laying down) and state (ruminating, feeding, resting, other).

3



Data is automatically uploaded to Datamars Livestock software any time an animal is within approximately 500 metres of the Gateway.

4



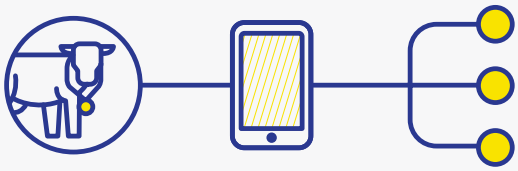
Insights are accessible via the web or mobile app and displayed on an easy-to-understand dashboard.

5



Access data from almost anywhere. Datamars Livestock is a cloud-based online program so your data is accessible from any device with an internet connection.

6



All behaviour data, heat and health insights are integrated through Datamars Livestock software and can be easily shared with third parties including veterinarians and AI technicians.



Automatic Weighing

Track weight changes.
Understand animal performance.

An individual weight provides a snapshot, but changes over time reveal much more about animal development and performance. Collecting regular measurements through conventional weighing can be labour-intensive and may require additional animal handling.

Automatic weighing systems capture individual weights as cattle move through familiar locations, such as milking exits or pasture access points. Electronic identification connects each measurement to the corresponding animal, building a consistent weight history.

These records allow farmers to assess growth, recognise unexpected weight changes and evaluate responses to feeding or management adjustments. This provides a more complete picture of individual animal performance across different stages of production.

Main Features:



Automatic Weight Collection

Record weights during routine movements



Individual Animal Records

Match readings to electronic identification



Weight Trend Analysis

Follow changes between measurements



Reduced Handling

Avoid dedicated weighing sessions

Dairy WOW 4000

Monitor weight trends. Support better dairy performance.
Tru-Test Dairy WOW 4000 automatically weighs individual cows as they walk across a platform integrated into their normal milking routine.

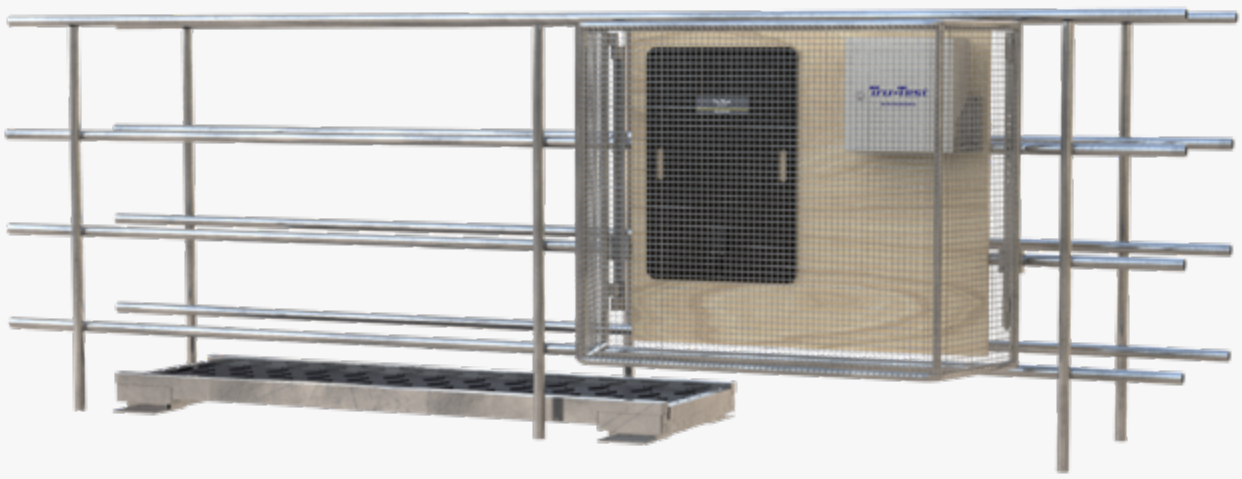
Designed for demanding dairy conditions, the platform uses automatic zeroing to compensate for dirt and manure build-up.

Cows can continue moving through the exit without stopping for separate weighing sessions.

Weight records are matched to electronic identification and transferred to Datamars Livestock software. Farmers can monitor weight trends throughout lactation, identify excessive weight loss and assess responses to feeding or management adjustments.

KEY FEATURES:

- ✓ Automatic individual cow weighing during milking routines
- ✓ Weight records linked to electronic identification
- ✓ Weight trend monitoring throughout lactation in Datamars Livestock software
- ✓ Automatic zeroing for dirt and manure build-up
- ✓ Robust platform for dairy environments
- ✓ Wi-Fi, mobile or satellite connectivity, depending on configuration



Flexi Mobile 4000C

Automatic weighing, wherever your livestock graze.
Tru-Test Flexi Mobile 4000C is a relocatable Walk Over Weighing system developed for cattle managed on pasture, where fixed weighing facilities may be difficult to access.

Installed near an attractant such as a water point, the platform captures weights as animals cross its natural-looking surface. Electronic identification associates each reading with the correct animal.

Datamars Livestock software makes the records available for reviewing growth, comparing performance and checking progress towards target weights. The mobile unit can be moved between locations as grazing plans and access to water change.

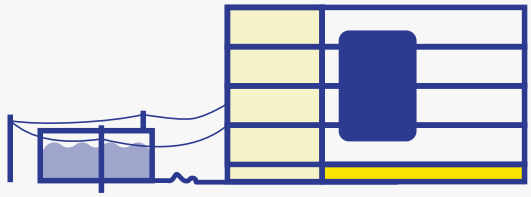
KEY FEATURES:

- ✓ Automatic individual cattle weighing at pasture
- ✓ Relocatable design for changing grazing arrangements
- ✓ Natural-looking walking surface
- ✓ Individual readings matched to electronic identification
- ✓ Growth and weight trends in Datamars Livestock software
- ✓ Connectivity options for remote farming locations



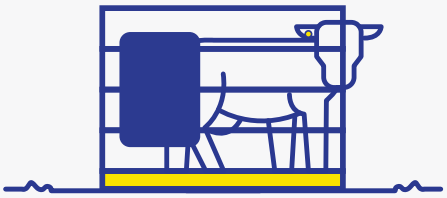
How Automatic Weighing Works?

1



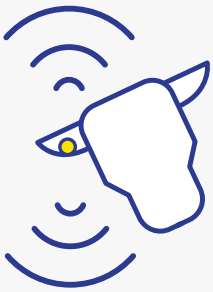
Place the unit near an attractant such as water or supplement for walk over weighing.

2



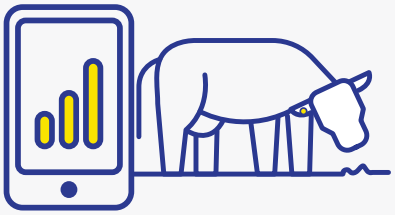
Depending on the configuration, livestock walk across or on to the weigh platform.

3



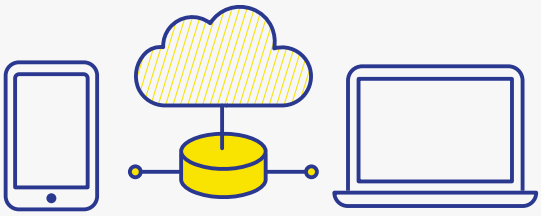
The electronic identification ear tag is scanned and the animal weight is matched to this.

4



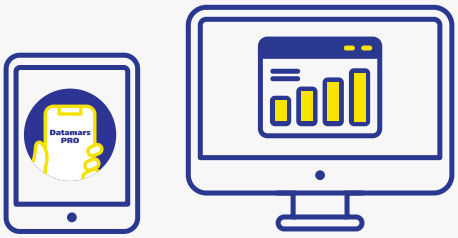
Algorithms calculate the animal's liveweight and adjusts for gutfill.

5



Data is processed and delivered through online software, Datamars Livestock, that translated daily weighing data into easy-to-understand reports and charts.

6



Powerful insights are generated to help identify trends and better manage your livestock year-round.


DATAMARS
Livestock

Automated Animal Drafting

The right cows. In the right place. At the right time.

Separating cows for insemination, veterinary examinations or treatment is an essential part of dairy herd management. Identifying and moving selected animals manually can interrupt established routines, particularly when several cows require attention.

Automated drafting systems identify cows as they leave the milking parlour and direct those selected in advance into a designated area.

The remaining animals continue along their normal route, without additional sorting.

This makes it easier to prepare animals for individual attention and coordinate breeding, veterinary and management activities with the milking routine. By reducing the need for manual sorting, automated drafting saves staff time and supports a more efficient daily workflow.

Main Features:



Automatic Cow Sorting

Separate selected cows at the parlour exit



Identification Options

Select EID or Active Tag-based ID-My-Cow



Planned Drafting

Prepare lists for routine farm activities



Reduced Manual Handling

Limit sorting of the wider herd

Dairy Drafter

Automate cow drafting. Simplify herd management.
Tru-Test Dairy Drafter combines animal identification with pneumatic gates to direct selected cows into designated areas as they leave the milking parlour.

Staff can prepare drafting lists in Datamars Livestock software for breeding, veterinary work, treatments or changes in management groups.

The system automatically sorts cows according to the selected drafting lists.

Two versions accommodate different identification technologies: EID reads conventional electronic ear tags, while ID-My-Cow works exclusively with Tru-Test Active Tag Collars or Ear Tags. Durable construction and gentle, soft-closing gates are designed for intensive dairy environments.

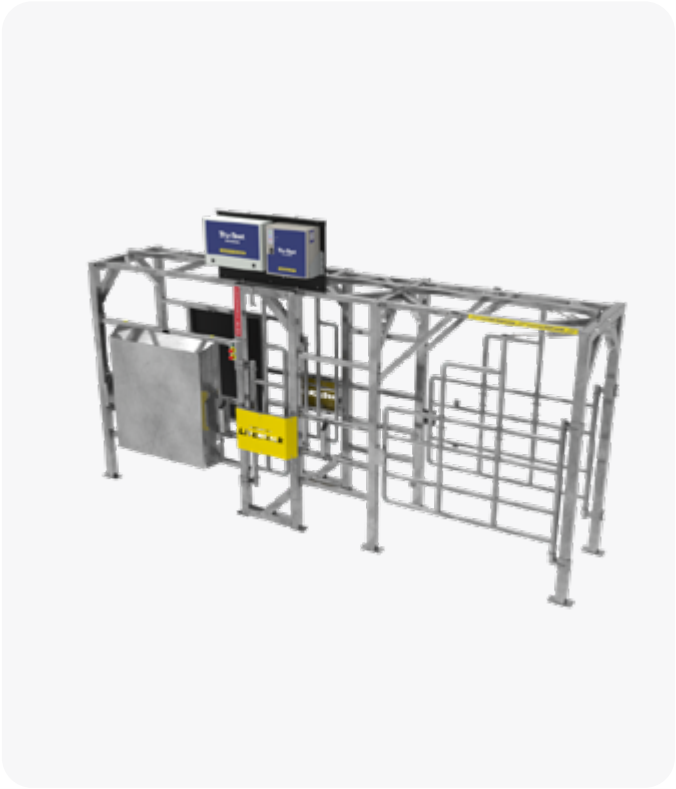
KEY FEATURES:

- ✓ Automatic cow identification and drafting at the parlour exit
- ✓ Choice of EID or Active Tag-based ID-My-Cow versions
- ✓ Manual or automatic drafting lists based on heat and health events
- ✓ Drafting list management and monitoring via Datamars Livestock and Datamars Pro
- ✓ Adjustable pneumatic gates with gentle, soft-close operation
- ✓ Durable construction for intensive dairy environments

Available versions:

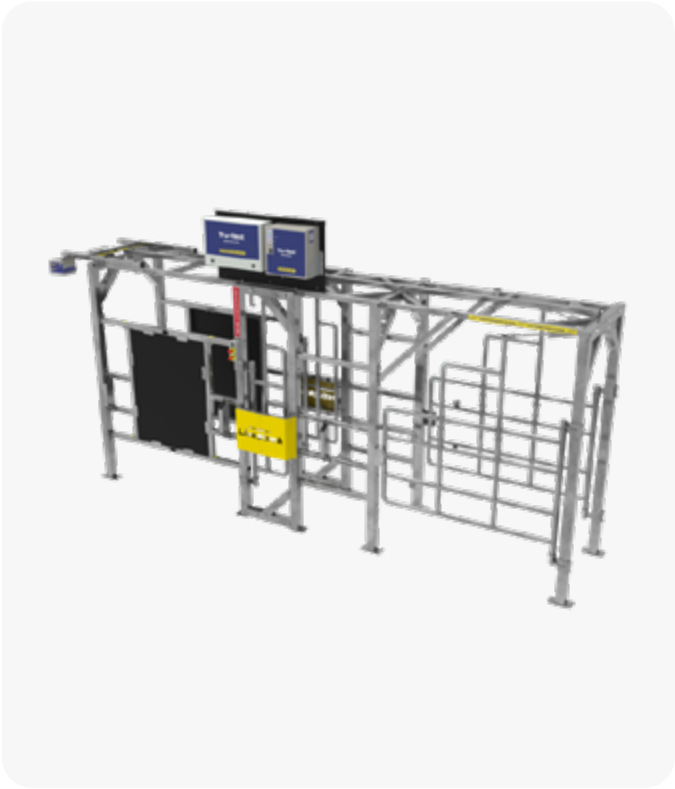
Dairy Drafter EID

Identifies cows through conventional RFID electronic ear tags.



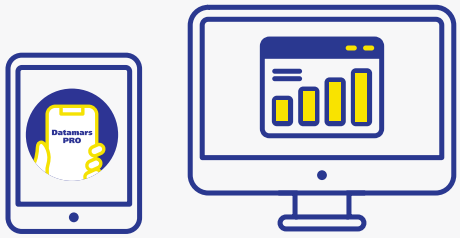
Dairy Drafter ID-My-Cow

Uses patented identification technology for Tru-Test Active Tag Collars or Ear Tags only. Designed for reliable identification in environments affected by electromagnetic interference, without requiring direct line of sight.



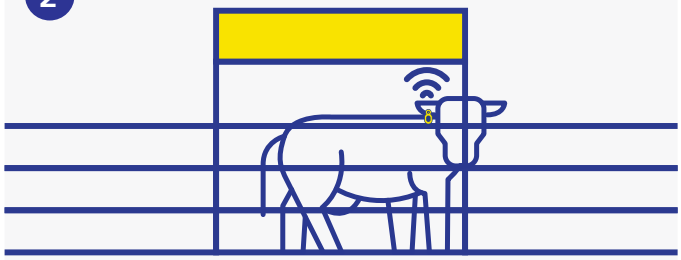
How Dairy Drafter Works?

1



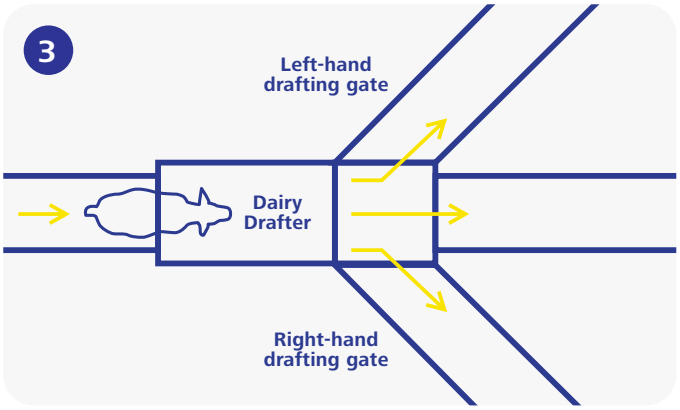
Create and manage drafting lists via the web platform or mobile app, with automatic selection based on heat and health events where supported.

2



Recognise cows through EID or Active Tag, depending on the installed version.

3



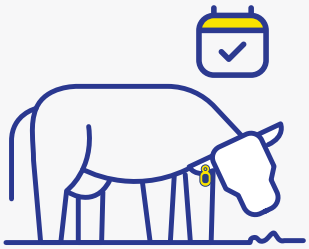
Direct selected cows into the designated drafting area.

4



Check through the web platform or mobile app whether each cow has been successfully drafted.

5



Carry out planned breeding, veterinary or herd management activities.


Tru-Test
DATAMARS

Electric Fence Monitoring

Stay informed.
Keep your fences performing.

Electric fences play an important role in livestock containment and grazing management. Vegetation, damaged wires and other faults can reduce voltage, while inspecting extensive or remote fence lines can take considerable time.

Remote monitoring systems measure fence voltage at selected points and make readings available without requiring farmers to visit each location.

Changes in voltage and threshold alerts help indicate which monitored sections may need attention.

With a clearer view of fence conditions, farmers can prioritise inspections, organise maintenance more effectively and reduce unnecessary journeys across the property. Regular monitoring supports reliable fence operation while remaining complementary to physical checks.

Main Features:



Remote Voltage Checks

View readings from monitored fence points



Threshold Alerts

Receive notice when voltage falls too low



Affected-Area Visibility

Identify which monitored point needs checking



Targeted Maintenance

Focus inspections on relevant fence sections

Fence Monitoring

Know your fence is working, wherever you are.
Tru-Test Fence Monitoring combines solar-powered voltage-monitoring nodes, a wireless network and a Gateway to collect readings at selected points across the property.

Nodes measure voltage every two minutes and relay information between neighbouring units towards the gateway. Readings and historical trends are available through Datamars Livestock web platform or the Datamars Pro mobile app.

Users can set voltage thresholds and receive alerts when readings fall below them. Compatible with existing electric fencing and any energizer, the system adds remote monitoring without requiring replacement of the energizer.

KEY FEATURES:

- ✓ Automatic fence voltage measurements every two minutes
- ✓ Solar-powered monitoring nodes with battery backup
- ✓ Wireless links up to 500 m line of sight between nodes
- ✓ Configurable voltage thresholds and automatic alerts
- ✓ Datamars Livestock web platform and Datamars Pro app access
- ✓ Compatibility with existing fences and any energizer

Fence Monitoring Node

Solar-powered unit that measures voltage and transmits data through the monitoring network.



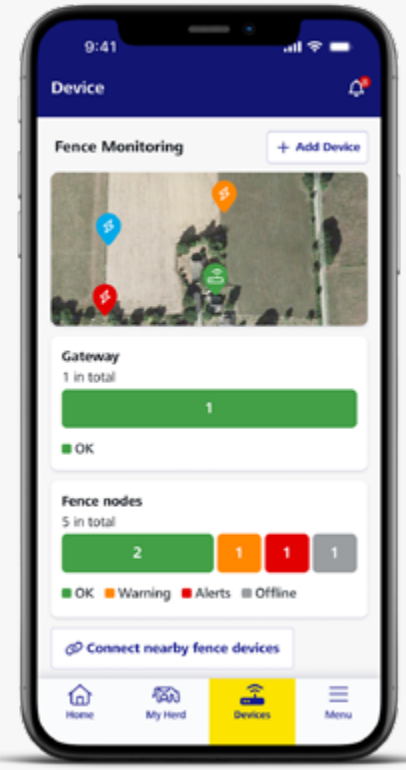
Gateway

Transfers data from the monitoring network to the cloud through Wi-Fi or Ethernet.



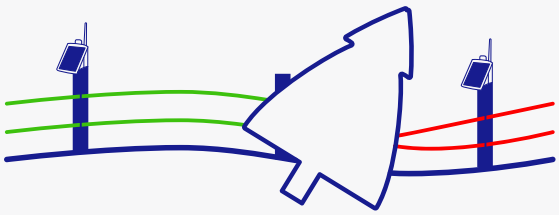
Datamars Livestock web platform & Datamars Pro App

Provide access to voltage readings, historical trends and alerts for monitored fence locations.



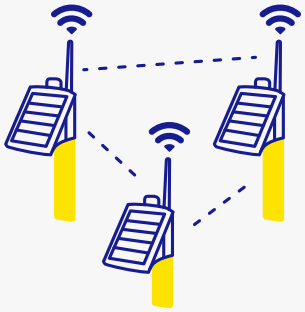
How Fence Monitoring Works?

1



A tree falls on the electric fence causing a drop in fence voltage.

2



The electric fence voltage data is broadcast out from the nearest Fence Node and bounced up to 500m from node to node creating a shared network of data across the farm.

3



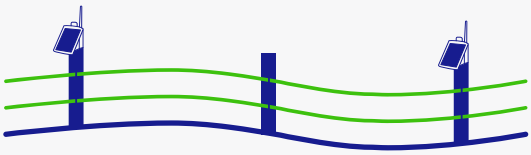
Once the data from the nodes reaches the gateway installed at a shed or barn it is sent up into the cloud.

4



When voltage drops, you'll automatically receive an alert you can view on the Datamars Livestock web platform or Datamars Pro mobile app.

5



The farmer fixes the electric fence.


7996

DATAMARS
Livestock



THERE IS ALWAYS SOMETHING NEW TO LEARN

Discover the Datamars Livestock Training Academy, a free online learning platform offering courses on animal monitoring, automatic weighing, automated drafting, electric fence monitoring and connected data management solutions. Designed to help farmers make the most of Tru-Test technologies, the Academy provides practical knowledge to turn farm data into meaningful insights, simplify daily operations and support smarter, more efficient livestock management.

- Free Access
- Reviewable Courses
- Training Materials
- Digital Certifications

For more information, visit our website:
👉 academy.livestock.datamars.com

DATAMARS

Livestock™

Join our community on Instagram

marketing.eu@datamars.com

livestock.datamars.eu