

## **“ProDairyWelfare” – proactive productivity and health management in Dairy Farming**

Mario Fallast

*smaXtec animal care GmbH, Austria:* [mario.fallast@smaXtec.com](mailto:mario.fallast@smaXtec.com)

In the presentation, the H2020 Project “ProDairyWelfare” by smaXtec will be presented. The dairy industry has been changing significantly over the last decades. Cost pressure has been leading to farming intensification and consolidation, resulting in an increase in cow sickness and fertility, shorter lifetime of high-yield animals and lower per cow productivity. Other factors such as the increase in milk demand and the increase in regulations have also been influencing the work of dairy farmers in Europe. smaXtec developed a globally unique inside sensor-based monitoring solution for continuous management of heat, calving, health status and feeding of dairy cows. The objective of the project “ProDairyWelfare”, funded via EU H2020 SME Instrument, is to further develop a decision-making tool for dairy farmers based on intensive field research which enables farmers to produce milk both in a cost-effective and sustainable manner. The benefits of using this tool will be increased animal welfare and cow’s lifetime as well as the reduction of medication, especially antibiotics. European farmers will be able to satisfy the increasing demand in milk while working in a resource-saving and environment-friendly way thanks to optimised processes and feeding on the farm. Transparency plays a key role for consumers and all companies who are part of the food production chain. Milk production should be clearly traceable to ensure that the best quality is produced. A clear indication of origin and observation of methods of processing are indispensable to guarantee that high quality is given. With a sensor providing all relevant data over the cow’s lifetime transparency will be reinforced.

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