DATAMARS
Livestock™

Tru-Test™
DATAMARS

Automated

weighing

made easy

with **Tru-Test Autonomous WOW**

Automated weighing without a person in sight

Automated insights

Weight data gives you powerful insights to understand individual animal performance, so you know when to cull, when to sell, and how to tailor your management activities.
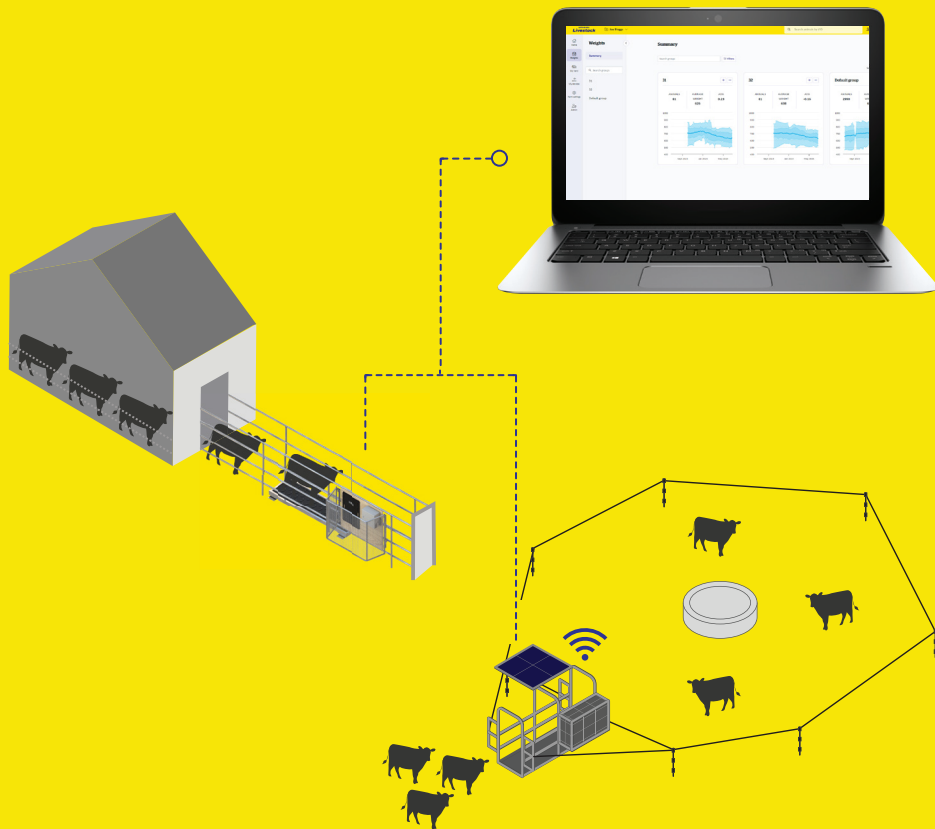
Save time

Tru-Test Walk Over Weighing works with daily animal routines to automate weight collection, removing the time and labour required to manually weigh animals.

Reduce stress

Our integrated weighing systems take the unit to the animal, reducing the stress on animals and staff.

Powerful animal performance insights at your fingertips

The Tru-Test Autonomous WOW systems provide you with powerful insights about animal performance. With options for parlour or pasture applications, our systems automatically collect weights and send them to the Datamars Livestock software, giving you information at your fingertips.

✓ Animals weigh themselves as part of their normal daily routines

✓ Weights are transmitted to Datamars Livestock software

✓ Built-in EID readers automatically read tags to record individual animal weights

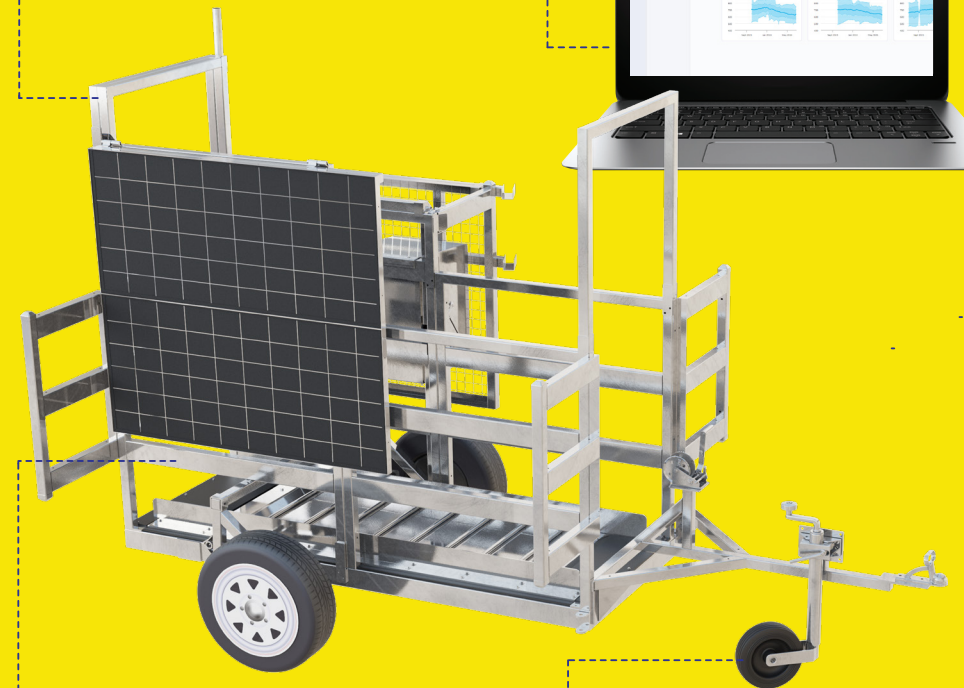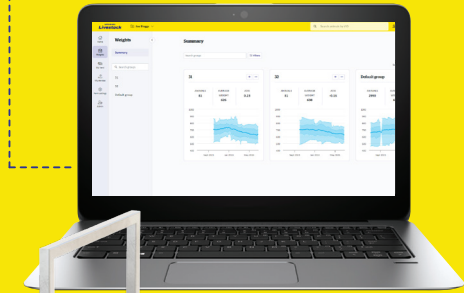✓ Make informed management decisions through actionable weight insights

POWERED BY

DATAMARS
Livestock™

Easily weigh animals in pasture with

Flexi Mobile 4000C

○ Simply install near a water source and place electric fencing around the unit and trough, requiring animals to walk over the unit to water

○ View animal data and weight insights in with Datamars Livestock software

○ Complete system eliminates the need for expensive infrastructure

○ An exclusion cage keeps animals away from the control box, leads, and EID antenna

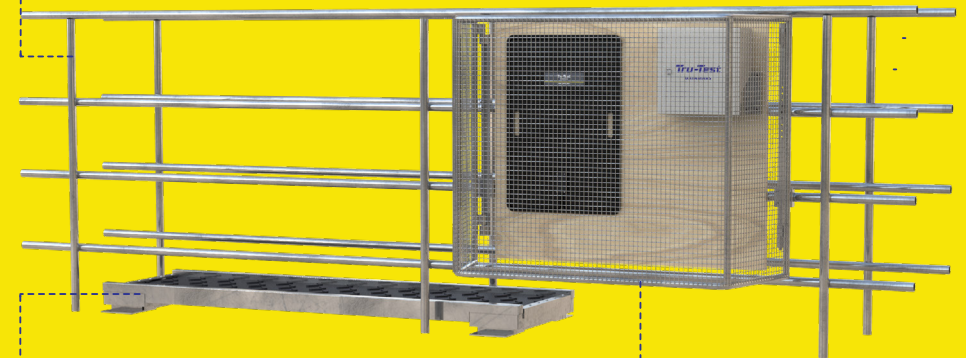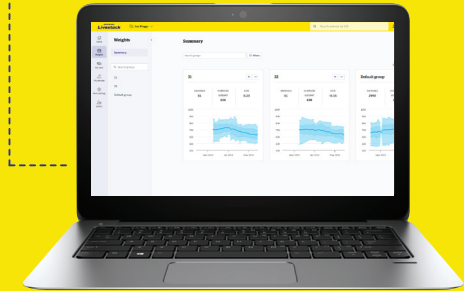○ Easily towed behind any vehicle

○ Designed for fast and easy setup

Easily weigh cows exiting the parlour with Dairy WOW 4000

- Simply install in an exit alleyway to collect weights as animals exit the parlour

- Engineered for the dairy parlour environment to stand up to daily weighing

- Comes in 4G, satellite, or Wi-Fi connection options to cover all regions

- View animal data and weight insights with Datamars Livestock software

- Non-slip walking surface

- Modular design with easy setup to suit all parlour types

- Designed to handle high pressure cleaning procedures

- An exclusion cage keeps animals away from the control box, leads, and EID antenna

Support at every step

Once you purchase a Tru-Test solution, we won't leave you high and dry at the farm gate.

We'll partner with you to improve your business outcomes, helping you at each step to integrate the technology into your business.

Whether your needs are simple or more complex, our support team are there when you need us, from getting started to maximising the use of your solution, including integration with your chosen herd management system.

WORLD CLASS
SUPPORT
DATAMARS
Livestock.

Peak performance, sustainable investment.

MURRAY GREY
GLENFORRIE STATION

"It's becoming harder and harder to remain profitable in this game, these sorts of developments are huge drivers in maintaining our profitability.

I like to think that on the whole it's making us markedly better animal managers and land managers."

PICTURED:
Alicia Grey and Murray Grey

ANDREW ATKINSON
DEVON, UK

"I wanted to monitor weights daily to drive feed efficiency by targeting groups that need more or less supplement. Traditionally if we were short of feed, I would feed the whole herd of 600, but now I can target the herd and split off a thin group, saving money.

There's no effort required for me to get them weighed, they literally walk over it daily and the information is displayed on the screen."

To learn more visit
tru-test.com