

Farmers' verdict: What is the best cow wearable technology?

At British Dairying's inaugural editorial steering panel meeting with a range of stakeholders and readers, and followed up by our reader survey, you told us you wanted independent product reviews. We're delighted to bring you the results from the first of those reviews, in partnership with Kingshay. So what do the results show?

Choosing the right equipment or service for a dairy farm can be an expensive and critical decision. Real life reviews from other farmers offer invaluable insights that glossy sales brochures cannot match. "Reviews like these give farmers a sense of confidence," says Sarah Bolt, Kingshay's Technical Knowledge Exchange Manager. "When they read that others have had a good experience with a product, they feel more assured they are making a sound investment."

Evidence-based

Kingshay's renowned Tried and Tested reports have long helped farmers make informed, evidence-based decisions, earning them the fond reputation as the 'Which? Magazine for dairy farmers'. Their thorough approach, based on rigorous farmer surveys, have previously covered everything from diet feeders and calf jackets to hoof blocks.

We are delighted to announce the results from the inaugural British Dairying / Kingshay Tried and Tested cow wearable technology survey. This generated strong interest from our readers, with farmers across a range of herd sizes and farming systems providing their detailed feedback.



Collars are the most popular choice for herd monitoring technology, followed by ear tags and other systems

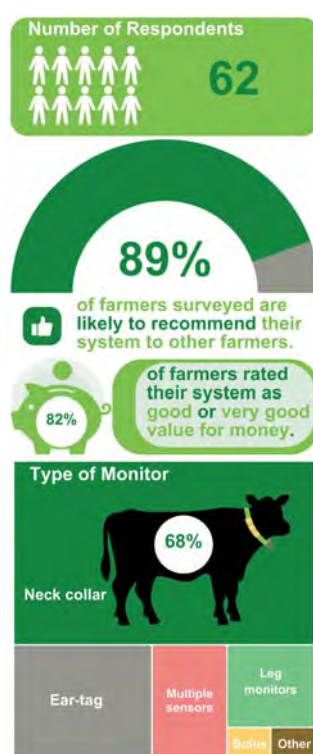
Their insights offer a valuable and highly practical snapshot of how wearable monitoring technology is being used on farms today, along with honest assessments of satisfaction levels, reliability, ease of use, and overall product performance. When it comes to the type of wearable

technology currently in use, the neck collar was by far the most popular choice, with 68% of respondents using on their farms.

This was followed by ear-tag monitors, which emerged as the second most common option. These findings suggest that while newer, smaller technologies continue to emerge, neck collars remain a trusted and proven format for cow monitoring among many dairy farmers.

Seventeen different cow monitoring systems were reviewed as part of the survey, providing a broad and diverse range of user experiences. The system attracting the highest number of farmer reviews was SenseHub, with CowManager and Lely Horizon also well represented.

This breadth of feedback allows for more robust and meaningful comparisons between leading systems. To maintain the reliability and accuracy of the rankings, products with fewer than three



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COW WEARABLE MONITORS TRIED & TESTED 2025

The tables below summarises the scores from the Cow Wearable Monitor Survey.

The table shows the average of scores given by respondents.

It is divided into two, the top part of the table is for products that received 3 or more reviews, and is ranked with the highest scoring product at the top. The second part of the table reflects products with two reviews or less with the results listed in alphabetical order.

	Your opinion: 1-poor to 5-good						Features: 0-not available to 5-wouldn't be without						Rating 1-low to 5-high						Score		
	Ease to attach device to cow	Reliability of device	Ease to use software	Ease to interpret data	Accuracy of data	Notifications provided	Device website	Device mobile app	Heat detection	Rumination / feed intake	Mobility / Lameness	Health alerts	Heat stress	Location of cow	Technical support provided	Recommend the system	Value for money	Training			
PRODUCTS WITH 3 OR MORE REVIEWS																					
SenseHub (Allflex)	4.4	4.6	4.7	4.7	4.6	4.4		3.1	4.2	4.9	4.1	1.1	0.3	4.6	1.9	0.1	3.9	3.8	4.5	4.6	68.6
CowManager (World Wide Sires)	4.1	4.0	4.6	4.3	4.4	4.5		3.8	4.8	4.6	3.6	0.5	1.1	3.5	1.5	1.8	4.6	4.1	4.5	4.3	68.5
DeLaval DelPro	5.0	4.7	4.7	4.0	4.3	4.3		3.3	3.3	4.0	3.7	1.3	1.3	3.7	1.3	3.7	4.3	4.7	3.3	3.3	68.3
Nedap	3.8	5.0	4.5	4.5	4.5	4.0		2.8	3.5	4.8	3.3	0.3	2.0	3.8	0.5	0.5	4.8	3.5	4.3	4.8	64.8
Lely Horizon (SenseHub)	3.5	4.4	4.1	4.0	4.3	3.9		3.5	4.4	4.9	4.4	0.8	0.8	4.1	1.5	0.1	3.6	3.4	3.9	4.4	63.8
AfiMilk	3.8	4.6	4.7	4.7	4.6	3.8		1.5	3.3	4.0	4.0	0.8	1.0	3.5	1.5	2.0	3.9	3.8	4.0	4.0	63.4
CowScout (GEA)	4.0	4.5	4.3	4.2	4.3	4.0		3.8	3.0	4.8	4.2	0.3	0.5	3.5	1.0	-	3.7	2.7	4.8	4.7	62.3
Breeder Tag (Genus)	3.0	3.3	4.3	3.7	3.7	3.7		1.7	2.7	4.0	1.3	2.0	2.3	2.3	1.3	0.7	3.7	3.0	3.7	3.3	53.7
PRODUCTS WITH LESS THAN 3 REVIEWS																					
Cow Watch (Alia)	3.5	5.0	3.5	4.0	4.5	4.0		3.0	5.0	5.0	4.0	-	1.5	4.0	0.5	-	5.0	2.5	4.5	4.0	63.5
CowAlert (Peacock Tech/ IceRobotics)	5.0	4.0	5.0	5.0	5.0	4.0		4.0	1.0	5.0	-	-	3.0	1.0	-	-	4.0	3.0	5.0	4.0	58.0
Datamars	4.0	4.0	4.0	4.0	4.0	4.0		4.0	5.0	5.0	3.0	1.0	2.0	3.0	1.0	2.0	4.0	4.0	3.0	5.0	66.0
Heatime (Allflex / SCR)	4.0	5.0	4.0	5.0	4.5	5.0		1.0	2.5	5.0	1.0	0.5	-	1.0	-	-	4.0	3.5	4.5	4.5	55.0
Ingenuity (Genus ABS)	3.5	3.5	4.0	4.0	3.5	3.5		2.0	2.0	4.5	2.0	0.5	0.5	2.0	0.5	1.1	3.0	3.5	3.5	4.0	51.5
MooCall Calving Sensors	5.0	3.0	5.0	5.0	5.0	5.0		1.0	1.0	-	-	2.0	-	2.0	-	-	5.0	4.0	5.0	5.0	53.0
MooMonitor+ (DairyMaster)	5.0	3.0	3.0	3.0	4.0	2.0		5.0	3.0	5.0	4.0	-	2.0	3.0	3.0	-	4.0	3.0	4.0	4.0	60.0
SmartDairy (Bournatic)	5.0	5.0	5.0	5.0	5.0	5.0		4.0	1.0	5.0	4.0	1.0	1.0	4.0	1.0	-	4.0	3.0	5.0	5.0	68.0
SmaXtec	5.0	5.0	5.0	5.0	5.0	5.0		5.0	4.0	5.0	5.0	4.0	2.0	5.0	2.0	-	5.0	5.0	5.0	5.0	82.0

reviews were excluded from the final leaderboard. However, we have included the data for these systems in the data table, so interested readers can still view the individual feedback where available (see table, left).

An important theme highlighted in the survey is the role of financial support in the uptake of these technologies. Some 58% of all system installations reported were supported by grant funding, underlining just how vital such funding can be in enabling farmers to invest in innovation and adopt new practices.

Top-ranked systems

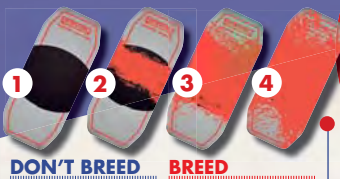
After analysing the survey results, the leaders emerged:

- SenseHub (Allflex) – 68.6 points out of 95
- CowManager (World Wide Sires) – 68.5 points
- DeLaval DelPro – 68.3

This strong showing by all three brands shows that farmers are extremely satisfied with their purchases, with no stand-out leader above the others. Importantly, 89% of all farmers surveyed said they

Continued on page 30.

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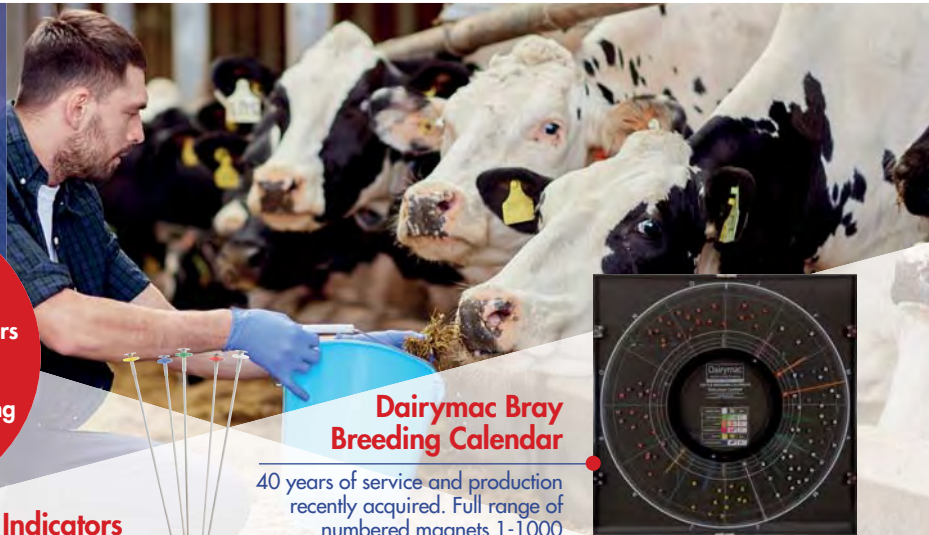
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Continued from page 29.

would recommend their system to others, and 82% rated their system as good or very good value for money, an encouraging endorsement of the wearable technologies currently available.

One of the primary reasons for investing in wearable cow monitoring technology is to improve overall dairy herd management, enhancing productivity, animal welfare, and farm efficiency. As part of the survey, farmers were asked to share how effectively their systems have delivered benefits across a range of areas.

Better heat detection

Among the various management tasks, heat detection stood out as the area showing the most noticeable improvement. "Farmers consistently reported that wearable systems provide a moderate improvement compared to their previous methods," says Sarah.

"Reliable heat detection plays a crucial role in maintaining good fertility rates and ensuring timely breeding, and the survey results



Collars are shown to have multiple benefits, improving herd fertility and health, but are not a silver bullet

suggest that wearable technology is giving farmers greater confidence in identifying cows in heat, ultimately helping to reduce missed cycles and improve conception rates."

In addition to better heat detection, farmers noted moderate improvements in both fertility rates and labour savings. This suggests that wearable monitoring not only aids reproductive performance but also helps streamline day-to-day management tasks.

"Early detection of health issues can enable quicker interventions."

"Systems that automatically track activity and behaviour reduce reliance on manual observation, freeing up valuable time for farm staff to focus on other essential work," says Sarah. "For many farms, this translates to more efficient use of labour resources and smoother management of herd health and breeding programmes."

Some farmers reported small improvements in veterinary costs and mastitis management following the introduction of wearable systems. "Early detection of health issues through monitoring devices can potentially enable quicker interventions and reduce the severity or spread of disease."

Although the improvements reported were relatively modest, they nonetheless indicate that wearable technology can contribute to better preventative herd health strategies,

potentially lowering vet bills and improving cow wellbeing over time.

Notably, no significant improvements were observed in milk yield, lameness rates, or calving difficulties. "This highlights an important reality, that while wearable systems offer useful tools for monitoring individual cow health and behaviour, they are not a silver bullet capable of solving every on-farm challenge," notes Sarah.

Herd management

"Factors like nutrition, genetics, housing, and overall herd management practices still play a major role in influencing these more complex outcomes.

"As a result, while wearables can support better management decisions, they should be viewed as part of a broader, integrated herd management strategy rather than a standalone solution. They complement, rather than replace, good stockmanship and broader herd management practices."



SenseHub (Allflex)

CowManager (World Wide Sires)

DeLaval DelPro

- Best rated* 'Value for money' - CowScout (GEA)
- Best rated* 'Technical support & training provided' - DeLaval DelPro
- Best rated* 'Reliability of device' - Nedap
- Best rated* 'Ease of use of software' - SenseHub (Allflex), DeLaval DelPro & Afimilk
- Best rated* 'Ease to interpret data' - SenseHub (Allflex) & Afimilk
- Best rated* 'Accuracy of data' - SenseHub (Allflex) & Afimilk

*Best rated product where 3 or more reviews were received

Win £100 by sharing your views

We invite all farmers to take part in the next Tried and Tested survey – automatic milk feeders for calves. If you have purchased an automatic milk feeder in the past 10 years, we need your input! Your insights will contribute to a review that helps farmers across the industry make informed choices, explains Sarah. "By sharing your experiences, you'll help build a vital, independent resource for the whole dairy community, providing honest, evidence-based detail, grounded in everyday farming reality."

To take part in this Tried & Tested report, please visit <https://forms.office.com/e/nPPDccQaG7>. Everyone completing a survey will be entered into a prize draw to win a £100 Amazon voucher and can receive a copy of the full report, normally reserved for Kingshay members. The lucky winner of the £100 voucher for the wearable technology survey was David Irwin from Benburb, Northern Ireland – congratulations!



IMPACT since using their cow monitoring system, farmers reported...

- Moderate improvement in:**
 - Heat detection (avg. score 2.4)
 - Fertility rates (avg. score 2.2)
 - Labour saving (avg. score 2.2)
- A little improvement in:**
 - Vet costs (avg. score 1.2)
 - Mastitis (avg. score 1.0)
- No improvement in:**
 - Milk yield (avg. score 0.9)
 - Lameness (avg. score 0.5)
 - Calving difficulties (avg. score 0.4)

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