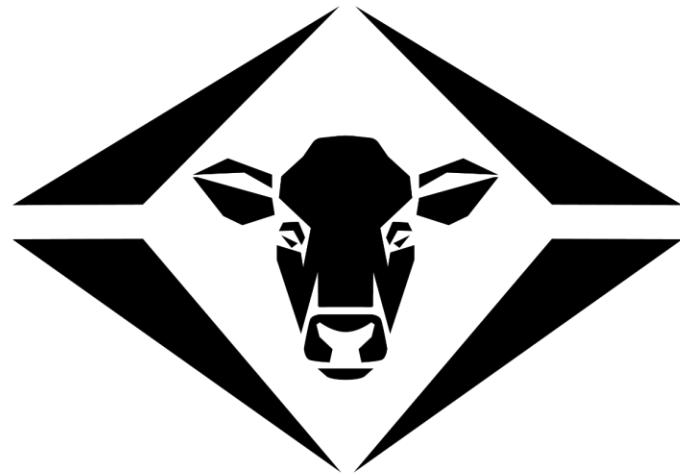


Herd welfare, applied.
Promity AGRO





since 2009
EU cofinancing
some of our clients:
The Warsaw Stock Exchange, PWC,
Wolters Kluwer, PZU, AXA, Nordea,
DNB,, DB Schenker, Orange

**ability to
apply artificial
intelligence**

**experience in
creating
solutions for
business**

**knowledge of
experts in
breeding
(SGGW)**



**WARSAW
UNIVERSITY
OF LIFE SCIENCES**

Department of Animal Breeding" at
Warsaw University of Life Sciences (SGGW).



Promity AGRO

**welfare of animals and
profitability of breeding**

**quality and suitability of
milk for dairy products**

SafetyWatch

CalfCam

**animal
health**

**bacteria in
milk**

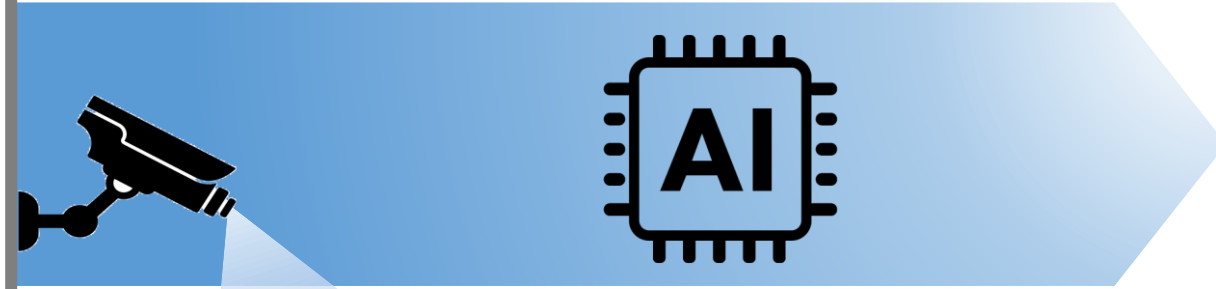
MilkProfiler

CalfCam

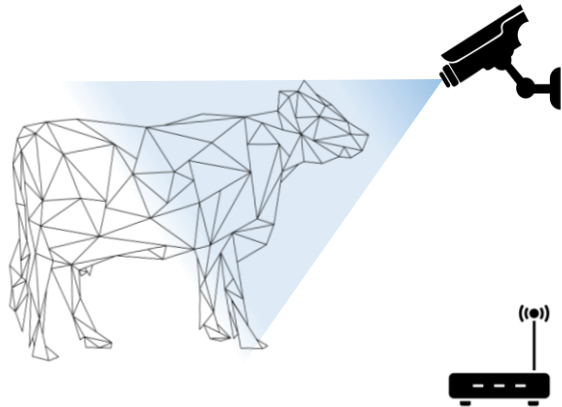
detects calving
notification on your mobile
even 30 minutes before delivery!!



Herd welfare, applied.
Promity AGRO



how CalfCam works

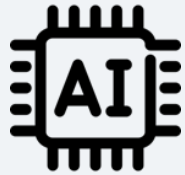


1. camera observes the cow

2. streaming footage to server

3. AI algorithms analyze footage

4. system sends notification
(SMS, call, or application)



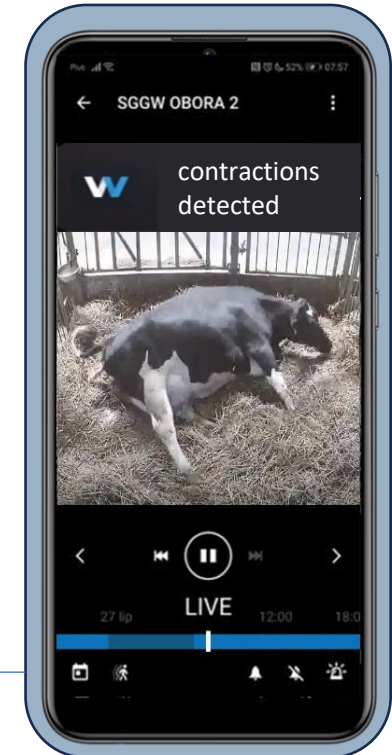
AI działa 24/7

Wyszukuje zmiany zachowania

Rozpoznaje oznaki wycielenia

Potrąfi wykryć wycielenie

nawet 30 minut przed porodem!



CalfCam application



iOS or Android

Phone

Tablet

Computer

TV

based on Nx Witness app

Recordings of events saved

24/7 live feed on mobile

notification options:

- SMS notification
- call with message playback
- in-app notifications





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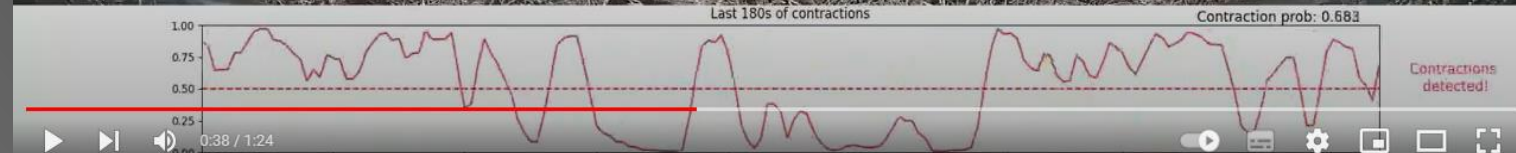
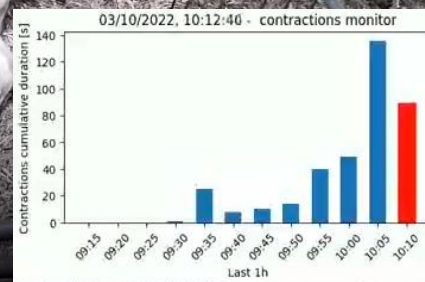
02 ← 19

Contractions
The cow in the last 5 minutes had contractions 63% of the time....
teraz

03/10/2022, 10:12:40 - contractions monitor

Time	Cumulative duration (s)
09:15	0
09:20	0
09:25	0
09:30	0
09:35	25
09:40	10
09:45	15
09:50	20
09:55	45
10:00	55
10:05	135
10:10	90

0:09 / 0:19



Notification

*click on the photo to start the videos

contractions chart

Losses as a result of calving complications

(based on the example of a herd of 150 dairy cows)



Culling out a cow / calf

The price of a high-yielding dairy cow is approximately PLN 10,000. PLN, calf PLN 1,000.



Loss of revenue

Due to less milk production (PLN 15-20 thousand per lactating period per cow)



Costs of veterinary treatment



Price of lost breeder time.

Up to 12% of animals in the herd are lost annually, as a result of calving complications

(Warsaw University of Life Science - SGGW statistics)

Sterility caused by calving complications is the cause of as many as 35% of cows being culled from the herd

(data from the Polish Federation of Cattle Breeders and Milk Producers)

the cost of reproducing the herd itself will be:

150 cows x 12% = 18 cows to culling out

18 x (-10 000 zł) = -180 000 zł

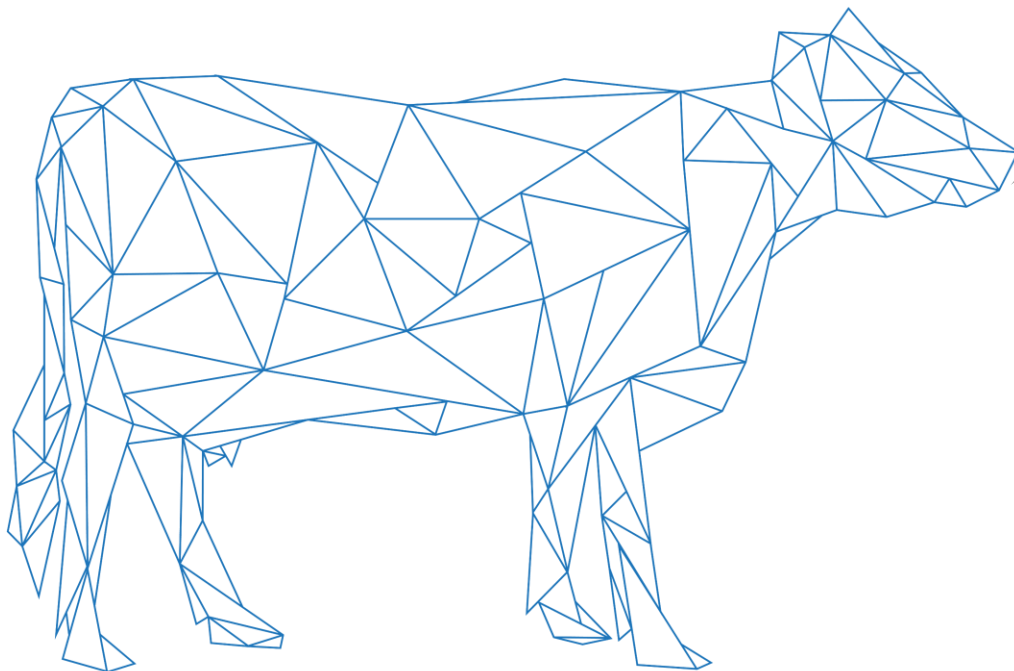
Benefits offered by CalfCam

(based on the example of a herd of 150 dairy cows)



The system helps reduce the percentage of cows culled due to perinatal complications

(the goal formulated based on estimates by Warsaw University of Life Science - SGGW experts is 50%)



**A breeder can gain up to
PLN 90,000. PLN per year!**

profitability of breeding improvement

reducing calving losses

- mniej brakowań krów i cieląt,
- obniżenie kosztów leczenia,
- utrzymanie mleczości

reduction of labor costs

looking after cows calving,
takes a lot of time,
distracts attention from other activities
it is often ineffective anyway



Herd welfare, applied.

Promity **AGRO**

We harness AI to work in our's clients barn!



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