
UC2.6

Precision Mineral Supplementation

RETHINKING DAIRY COW MINERAL SUPPLEMENTATION

Coordinators:

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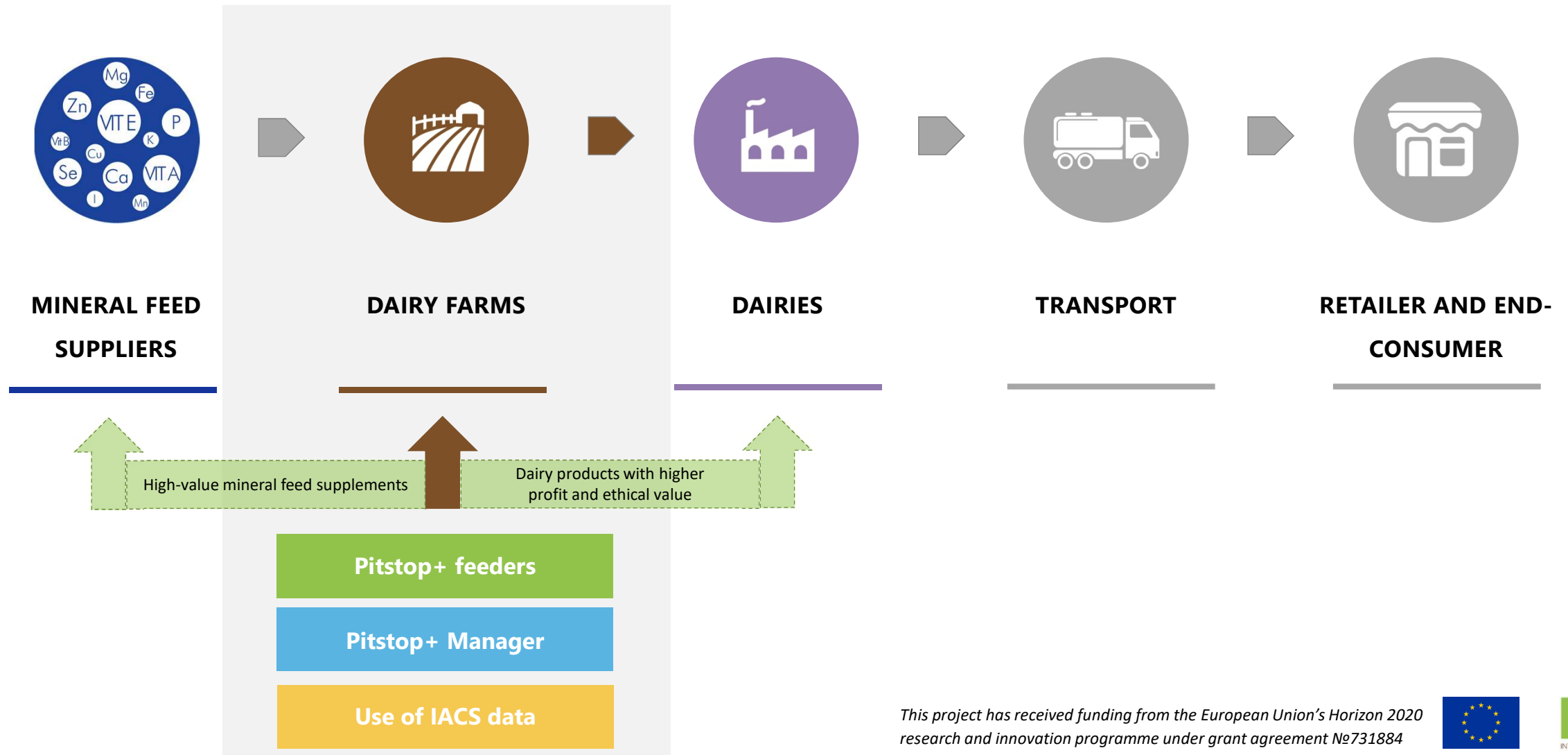


Landwirtschafts-
kammer
Schleswig-Holstein



The Value Chain

For whom we are **developing our service**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement №731884



Product Impressions

Precision supplementation for **animal welfare**, **environment** and **climate**



Advanced minerals and electronically tagged cows



Pitstop+ feeder and Pitstop+ Manager



Precision supplementation and higher ethical quality

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Product Factsheet

Milk production *the way we want it*

MAIN TARGET GROUP

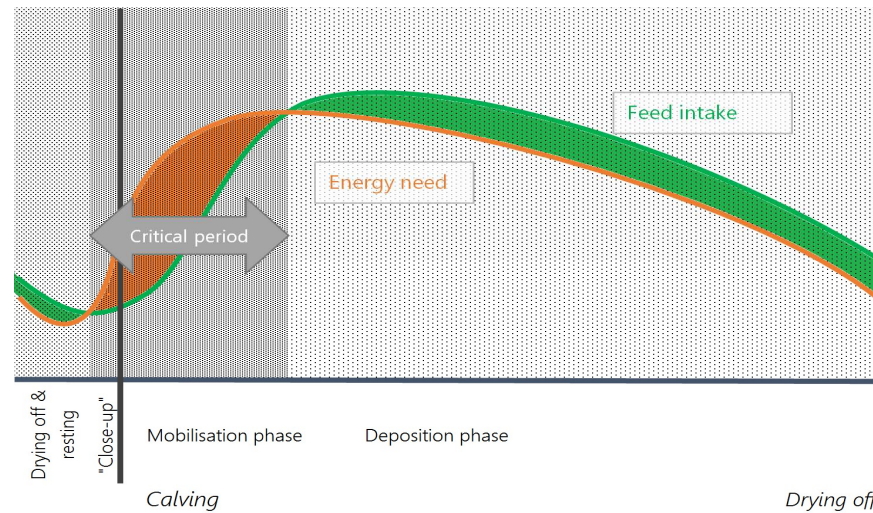
Large dairy herds using TMR or other standardized feeding and with high productivity.



Net value of € 146 per cow per year



CHALLENGES



- Increasing losses due to disease incidences in the critical transition period and mortality among dairy cows, along with increasing consumer concerns about animal welfare, environment and climate.
- Effective feed additives exist but not the practical and economic way to use them.

REALISTIC ACHIEVEMENTS (KPIs)

Productivity + 4%

Disease incidences / loss - 10%



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Product User Story

Rethinking dairy cow supplementation

WITHOUT PITSTOP+



UNACCEPTABLE SOLUTIONS FOR EXTRA SUPPLEMENTATION

Dairy farms with TMR feeding uses none or laborious, costly, unhygienic solutions for offering cows extra supplementation.



NO SUITABLE GROUPING

Suitable grouping is of logistics reasons seldom practiced, and cow monitoring increasingly challenging.



EXTRA SUPPLEMENTS ARE UNPROFITABLE

Extra supplements and feed additives are alone cost-effective for cows in the critical transition period, but typically mixed into the TMR.

TARGET USER

- More than 50 dairy cows
- TMR or other standardised feeding

WITH PITSTOP+



INDIVIDUAL, EXTRA SUPPLEMENTATION

Negative effects of standardised TMR feeding are eliminated.



GROUP-IN-GROUP SUPPLEMENTATION

Cows given access to extra supplementation on an individual basis, enhancing monitoring of cows.



EXTRA SUPPLEMENTATION IS PROFITABLE

Pitstop+ is for practical and economic extra supplementation.

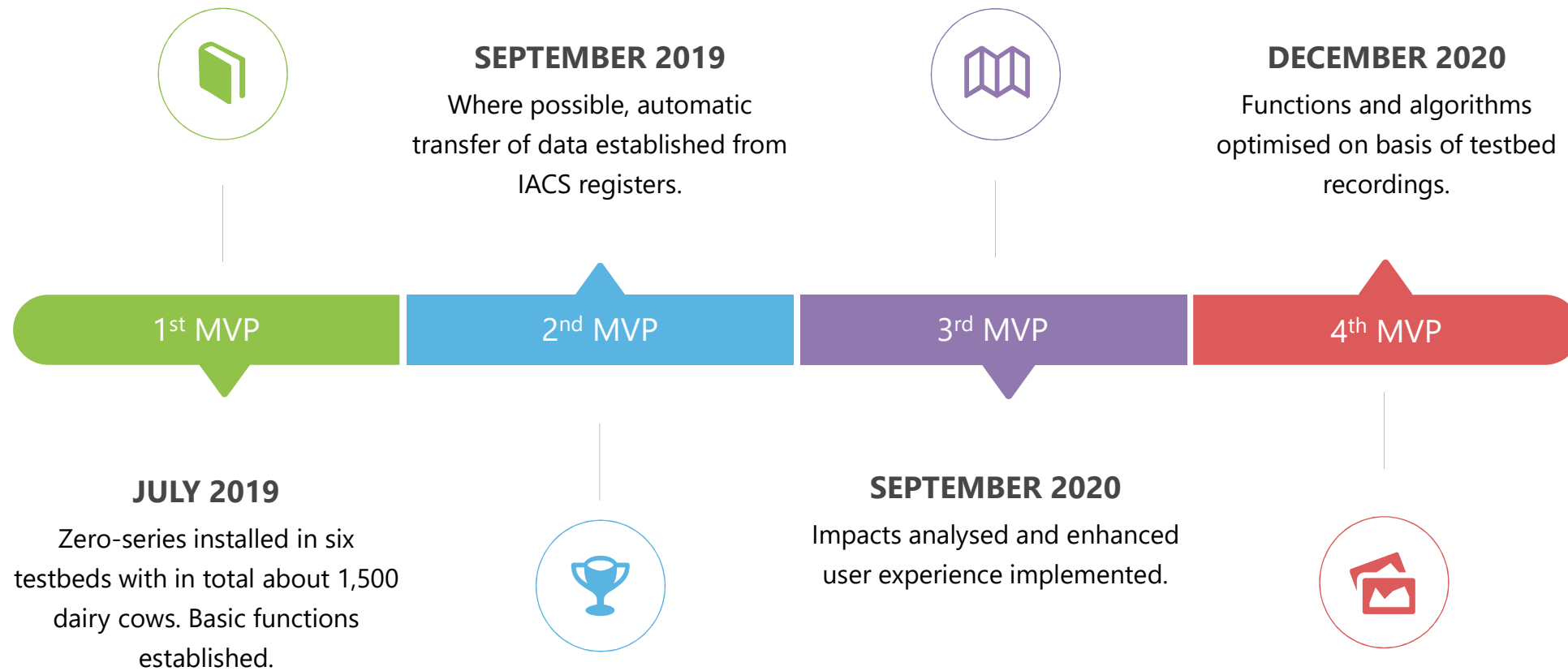


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MVP Time Plan

From zero-series to market mature technology



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