CalfCam

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

Herd welfare, applied.
Promity AGRO

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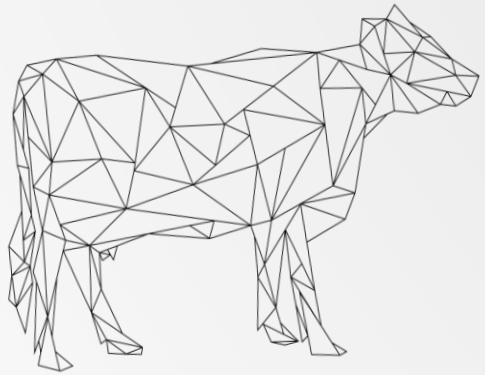
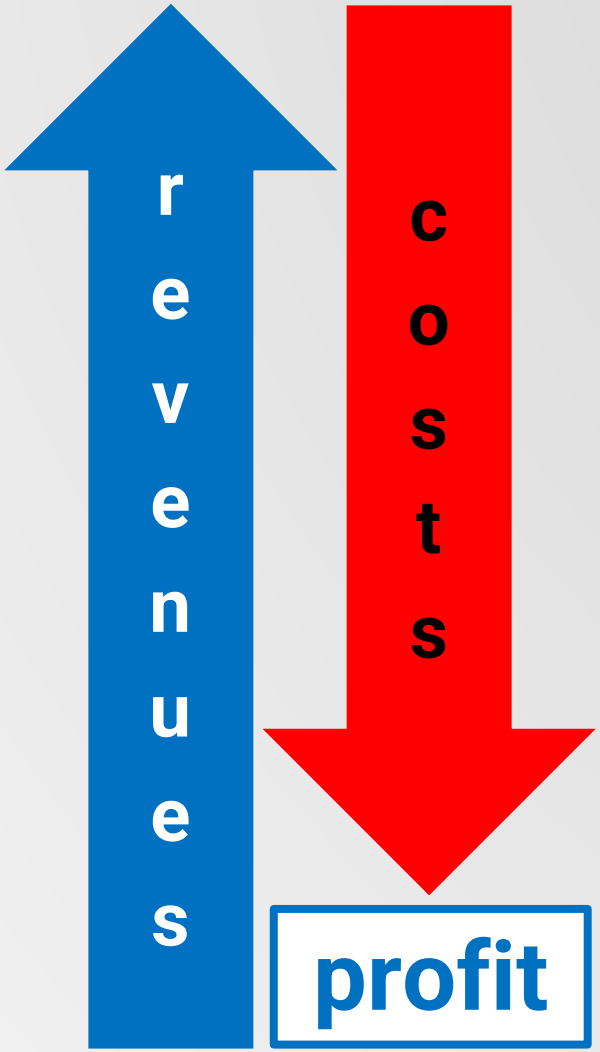
Project CalfCam, Beneficiary: Promity Sp. z o.o., Project title: **Inteligentny system wczesnego wykrywania porodu u krów CalfCam- projekt współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego w ramach Programu Inteligentny Rozwój 2014-2020.** Project value: 2 852 095,60, value of funding: 2 030 018, 16 zł.

profitability of breeding

an individual farmer has no influence on the price of milk - he can only

- **increase production**
- **optimize costs**
- **reduce losses**





Feeds

Fertilizers

Treatment

Work

Infrastructure

Reproduction

Credits

Losses (missing)

Losses as a result of calving complications

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

Culing out a cow – loss EUR 3.000
(high-yielding dairy cow)
the loss of a calf stops herd growth

loss of income - cow brings income of **EUR 4.000 during one lactation**

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 - Szkoła Główna Gospodarstwa Wiejskiego)

the cost of reproducing the herd

150 cows x 12% = 18 cows to culling out annually

18 x (-10 000 zł) = -180 000 zł

profits offered by CalfCam

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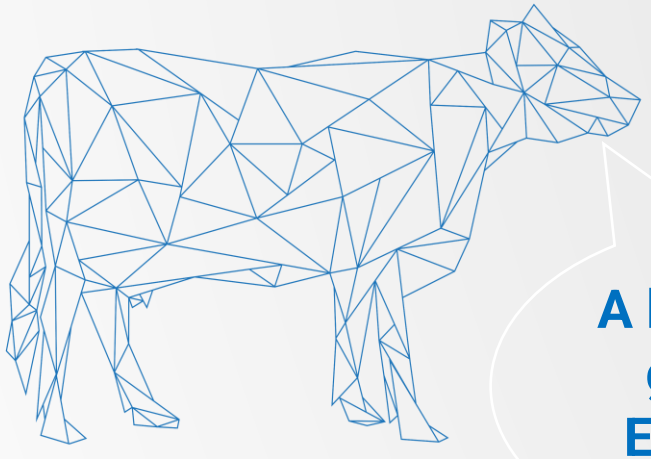

A breeder can gain up to EUR 20.000 per year!*

improve profitability

limit your losses
- less culling of cows and calves

reduce costs
- keeping an eye on calving takes a lot of time and is ineffective
- lower treatment costs

increase production
- maintain milk production
- grow your herd faster

*** example for a herd of 150 dairy cows - according to WULS-SGGW experts, thanks to care during childbirth, the system will reduce the culling of cows due to perinatal complications by at least 50%**

how CalfCam works

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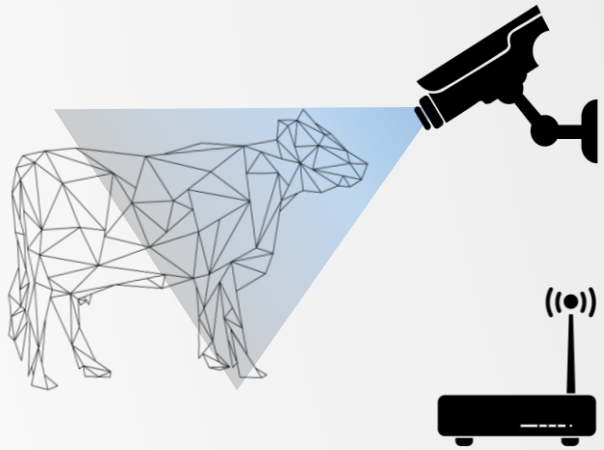


1. camera watch the cow

2. streaming footage to server

3. Artificial Inteligence
analyze footage

4. system sends a notification
about the upcoming calving

detects calving
before delivery
up to 30 minutes

CalfCam - app

iOS or Android

- mobile
- computer
- TV

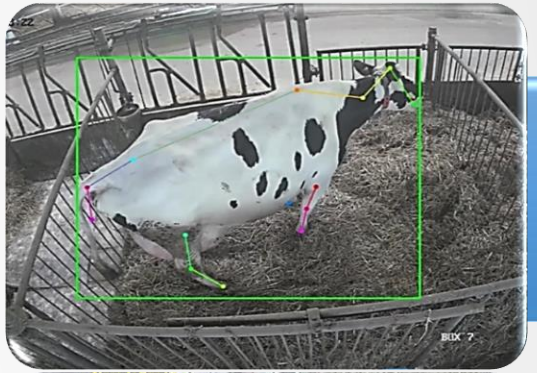
notification options:

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

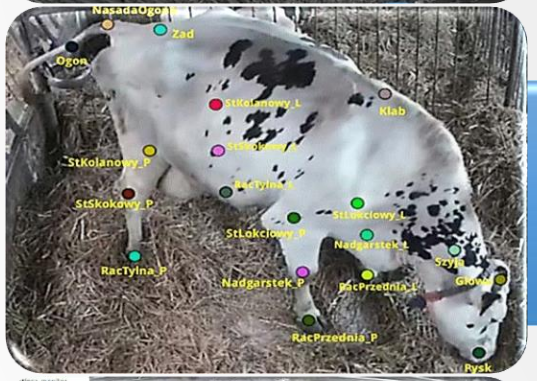
24/7 live feed on mobile

- notification list
- recording archive

CalfCam – how it detects calving

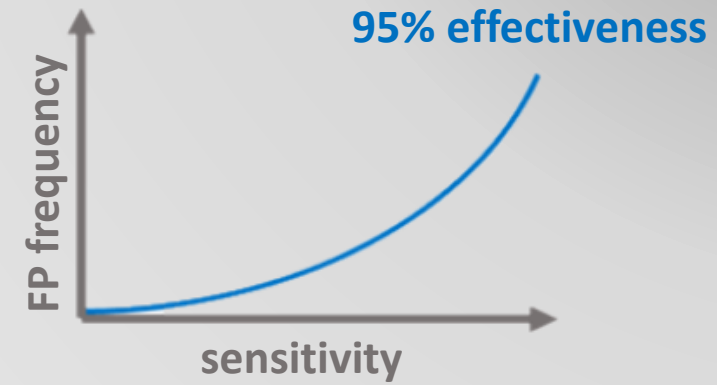


we manually marked 50,000 photos so that AI can recognize a cow



we created an AI model analyzing the cow's movement

we taught AI to recognize movements indicating impending labor



FP (false positives) - just like people or other automatic systems, e.g. alarm or collision detection systems in a car, AI also makes mistakes sometimes

maximum sensitivity gives 95% effectiveness

you can easily verify notifications by viewing the broadcast in the application

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- since 2009
- 60 employees

Data Services

data and application integration

Big Data

Digital Twins

Software

dedicated software organizational operations financial analytics

Data Science

machine learning-based solutions

deep learning Computer Vision

Consulting

organizational changes,

cost, process optimization focused on IT

AGRO

AI and CV in animal breeding

welfare

profitability

our clients:

pwc, Roche, DB SCHENKER, Siltec, Marketplanet, DNB, MillwardBrown, AIRBUS DEFENCE & SPACE, PWPW POLSKA WYTWÓRNIA PAPIERÓW WARTOŚCIOWYCH, PZU, Nordea, AXA

Warsaw University of Life Sciences

Promity

breeding knowledge

ability to apply AI

business solutions

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SafetyWatch	CalfCam	Condition	Bacteria	MilkProfiler
detects people in footage from camera and notifies about violations	notifies about upcoming calving based on footage from simple camera	informs about changes in the cow's condition based on camera images	recognizes the type of bacteria in milk using a simple microscope	assesses milk quality and technological suitability for products

in preparation, availability spring 2025

CalfCam – breeder benefits

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CalfCam sends a notification even 30 minutes before calving, giving you time to:

- finish ongoing tasks
- return to the barn
- plan cow care
- supervise employee

inexpensive hardware	simple cameras and router
AI in the barn	complex Artificial Inteligence models
welfare	no sensors or body applications - only cameras
carbon footprint	reducing losses decrease footprint of producing 1 liter of milk
profitability	reduce losses, medical expenses, and maintain milk production!

sample pricing

(promotional offer - valid until July 31, 2024)

- single farrowing pens
- collective farrowing pens
- tie barns

system adapted to all types of barns
any system of farrowing pens
also births at tie stations

single farrowing pen
1 camera, 1 cow

hardware installation	1 599,00 EUR
annual subscription	**1 199,00 EUR**
or monthly payment	119,00 EUR

collective pen
2 cameras, up to 4 cows

hardware installation	2 199,00 EUR
annual subscription	**3 599,00 EUR**
or monthly payment	239,00 EUR

Herd welfare, applied.

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put the AI to work in your barn!

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