

Official News

Lamone, Switzerland
3 February 2020

Works better together with Datamars Livestock

Datamars is committed to providing an extensive integrated animal management solution to global agriculture by uniting its new complete product portfolio into one family, Datamars Livestock. The intention is to strengthen the proud history of servicing and supporting rural retailers, industry groups and farmers and producers.

With the combined strengths of Datamars, a leading global animal identification company and the trusted heritage of the Tru-Test, Speedrite and Z Tags brands, Datamars Livestock solutions are supported by a digital platform that makes it easy for farmers to access the information they need to make important farming decisions.

The combination enables animal health, precision livestock management and improved protein production. This ultimately results in farmers and producers being able to effectively manage their livestock. And because Datamars Livestock products are designed to work with each other, there are clear benefits for retail partners in selling linked solutions.

Verne Atmore, VP Livestock Management Solutions says, "Our solution is unique as it solves many of the needs in the everyday life of the farmer or producer.

"What we refer to as the Datamars Livestock ecosystem has multiple elements, reflecting the scale of our solution across our strong suite of brands. Our sheer breadth of products is also a

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win-win from a retailer perspective, as we can satisfy demand for a variety of categories from one organisation.”

Core farm infrastructure is covered by Speedrite and Stafix, whose electric fencing systems are renowned for their power and ability to keep livestock in and threats out.

Z Tags has a rich background in animal identification, which paired with Tru-Test’s EID readers and weigh scales allow farmers to identify and track the performance of individual animals.

All of this is underpinned by a digital management system; called Datamars Livestock Cloud Software; which focuses on using smart data to help with crucial on farm decisions, at an individual animal level. This digital platform connects farmers with information about their livestock, bolstering their intuition and enabling them to make precise, informed decisions.

Verne explains, “We know that when customers are able to collect and use data to make informed on-farm decisions, they achieve better results.

“The strong data focus of Datamars Livestock adds even more flexibility and power to our hardware products and provides even more value to farmers”

A range of new products were released in 2019, including integrated solar energizers and the S3 weigh scale with Bluetooth. The swift pace of innovation will continue with both new hardware products and accompanying software planned for launch in 2020.

“You’ll also start to notice new branding and bolder customer-focused packaging in store. This makes it even easier to clearly see product features and benefits and to understand which products best suit unique needs.”

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