

Bella Ag



Temperature Monitoring for Cattle



Norwell

DAIRY SYSTEMS LTD.

Who is Bella Ag?

Bella Ag is a technology company focused on improving animal health and agriculture operations.

How can we help you?

The Bella Ag System allows you to manage your herds health by automatically monitoring individual and herd temperature.

Benefits

- Automatically monitor herd temperature
- Double magnets for increased protection against hardware disease
- Detect illnesses early
- Improve estrus detection
- Treat sick animals earlier for better response to treatment
- Reduce treatment cost with earlier treatments
- Reduce mortality rates
- Increase profit margins

How does the Bella Ag System work?

It as easy as one, two, three!

- 1.** The Bella Bolus is administered orally using a standard balling gun. Once ingested the bolus permanently settles to bottom of the reticulum.
- 2.** The Bella Reader gathers ID and temperature data from the Bella Bolus and transmits it to the Bella Software.
- 3.** The Bella Software collects information sent via the reader and will automatically identify animals that need attention. Typically 3 days before any health problems are detectable by visible observation or rectal temperature checks.





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Bella Ag Products



Bella Bolus

Our rumen bolus is designed to take core temperature readings from cattle and provide a permanent form of ID.

-Specs

- Size: 13/16" (2.1cm) in diameter, 3 1/2" (8.9cm) in length
- Two magnets for increased protection against hardware disease
- 5 year battery life (avg. \$0.00015 per reading)
- 1 year manufacturer's warranty



Bella Reader

Our reader's compact, lightweight design allows it to be mounted away from direct contact with the animals keeping it safe from damage.

-Specs

- Size: length 4.8" (12.2 cm), width 1.4" (3.5cm), height 3.8" (9.6cm)
- Each reader covers a 140 ft. (42m) diameter read zone
- Rechargeable battery backup to ensure data collection even through a power outage
- Rugged mil-spec design to withstand the elements
- 4 ft. (1.3m) antenna lead to allow optimal positioning
- Offered in both wired and wireless mesh solutions to best fit your needs



Bella Software

Taking temperature readings on your animals isn't enough, you need a way to put that information into context and display it in a concise manner, allowing you to make informed decisions about your animals.

-Specs

- Automatically generates alert lists based on our dairy proven and patented method
- Customizable fresh cow report
- View animal temperature readings and information in multiple ways
- Log events and display them alongside temperature readings
- Supplements all the most popular herd management software packages

Minimum System Requirements:

- Windows® XP SP3 or greater Operating System
- Intel® or AMD® dual core processor
- 1 GB RAM
- 5 GB Hard Disk space free
- CD/DVD ROM Drive
- Local Area Network Connection
- 256 MB Graphics

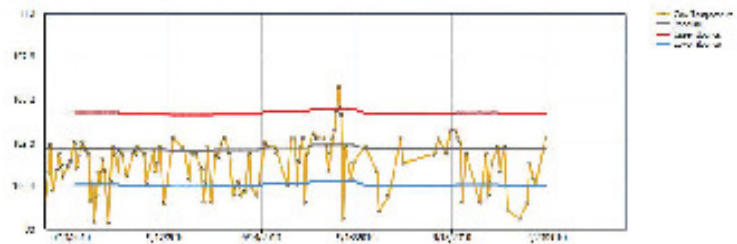
Recommended System Requirements:

- Windows® 7 32 bit with latest service pack
- Intel® or AMD® quad core processor
- 3 GB RAM
- 5 GB Hard Disk Space Free
- CD/DVD ROM Drive
- Local Area Network Connection
- 512 MB Graphics

Temperature Samples

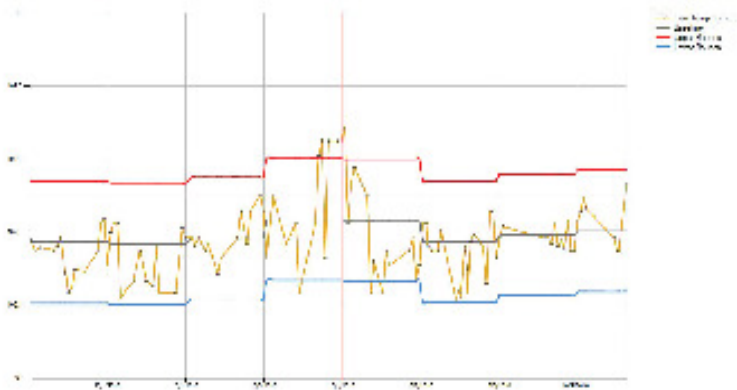
Estrus

Estrus events usually show up as one-time spikes, typically in the middle of the night, and the animals are cued up and ready to be bred the next day.



Pneumonia

Pneumonia tends to present wild fluctuations in temperature and those fluctuations can last for a number of days. This makes it easy to tell when an animal is recovering because you can see her graph come back to normal.



Try the Fresh Cow Challenge!

We believe in our system and so should you.

Fresh Cow Challenge

- 1 Bella Reader
- 50 Bella Boluses
- 60 Day Bella Software Trial



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