

Allflex Livestock Intelligence's mission began with a simple idea - with the ability to accurately identify each animal on your farm, you would also be able to generate the data you needed to accurately manage the life of every individual animal and simultaneously acquire the ability for precision management of your entire herd. Ultimately, this has paved the way to provide complete livestock traceability for numerous countries around the world.

In keeping with our global mission, Allflex Southern Africa and MSD Animal Health are excited to announce a joint promotion with one of our leading partners in South Africa, the VKB Group, where one of our lucky clients will be receiving a complete traceability and precision management starter pack to the value of R 35 000.00. This starter pack consists of the iLivestock App, a powerful, yet user-friendly herd and flock management software for your iOS or Android mobile device, as well as Allflex's flagship electronic ID tag reader – the Agrident AWR300. Allflex will also be providing the lucky winner of this promotion with enough electronic ID tags to start digitally managing his livestock.

Accurate identification of individual animals on your farm forms the basis for gathering and managing livestock information. Today accurate, reliable visual and electronic identification of livestock combined with an easily accessible herd or flock database and management system are the cornerstones of precision livestock farming and food traceability systems - both key requirements to meeting the growing consumer demand to know the origin and status of food products. Animal identification and record-keeping are also essential for allowing farmers to differentiate themselves based on good management, animal welfare, health, and nutrition.

The iLivestock app by Duradiamond software uses the latest smartphone and tablet technology to make it easy to manage your flock or herd on the go and is trusted by over 5000 farmers around the world. iLivestock's development team has worked with farmers to understand the unique challenges of on-farm data capture to ensure that the app works in real-world situations. The iLivestock app's main features have been designed to eliminate guesswork, save time, and improve the accuracy of your farm record keeping. Some of the unique benefits of the iLivestock App include:

- Individual Animal and Group Management and Record-Keeping
- Breeding Information
- Management of Medicines, Treatments, and Vaccinations
- Integration with EID Reader & Weigh Heads - iLivestock has been designed to work with Allflex's EID Tags and Readers
- eWeigh Automatic Weight Recording – Load Bar Integration
- Cloud Backup & Restore
- Free Updates and Remote Support – the development team provides constant updates to the iLivestock system to keep it fresh and up to date

For more information regarding the iLivestock App, please visit www.ilivestock.co.uk.

The Agrident AWR300 is Allflex's flagship EID tag reader and represents the next generation of RFID stick readers, setting new standards in ergonomics, power, and functionality. The EID tag reader features robust construction capable of handling on-farm conditions and boasts an ingress protection rating of IP67. It is lightweight, well balanced, and comfortable in hand, keeping the user's hands and arms relaxed during long workdays. Key features include:

- Long read range (30cm), for all HDX and FDX-B EID Tags that comply with ISO Standard 11784/11785
- Outstanding battery life. Even at top power consumption in continuous read mode, the Li-Ion Battery will last around 12 hours
- 8GB memory for up to 1 million records. Record tag numbers with timestamp data and additional information
- Activities announced by multiple LED lights, plus a choice of sounds and vibration, to ensure you never miss an action
- Large backlit colour display, to clearly read IDs at scanning, even in dim light
- Connect to external devices using either WLAN, Serial, USB, or Bluetooth Connection

Livestock farmers globally have successfully used Allflex's EID tags along with our applicators and EID Tag Readers, to facilitate and enable the precision management of their livestock. They also use these tools to comply with regulatory traceability and biosecurity programs and to gather information that enables objective management and health decisions for improved productivity within their farming enterprises and supply chains. Allflex and MSD AH hope to help one lucky customer take their livestock farming to the next level with this complete traceability and precision management starter pack promotion. In order to qualify for the promotion a client needs to purchase Allflex and MSD products to the value of R3000 or more.

Contact Allflex Livestock Intelligence, your local MSD Sales Agent or go to your nearest VKB store to find out more.