

From the Angus Convention Trade Show:

# GrowSafe Debuts New Technology

Story & photos by  
**KINDRA GORDON**, field editor

Canada-based GrowSafe Systems Ltd. displayed a new technology system at their booth during the 2017 National Angus Convention hosted in Fort Worth, Texas, Nov. 4-6. The new system measures individual animal data at the water trough.

Similar to the popular GrowSafe feed-intake system, the water-intake system is designed to collect individual data on an animal's water consumption each time it visits the trough. To collect the data, cattle must be tagged with an International Organization for Standardization (ISO)-approved radio frequency identification (RFID) ear tag.

Here's how it works: When an animal visits the trough, partial body weight and individual animal water intake are measured and monitored. This is a noninvasive measurement causing no stress to the animal. Millions of data

points are analyzed and processed through predictive "thinking" algorithms to optimize efficiency, animal well-being and optimal marketing. Because conversion from partial to full body weight is correlated, the data collected can be used to track animal weights, as well as monitor frequency and amount of water intake.

The individual animal information collected can be delivered through easy-to-use web-based tools providing insight for immediate action and enhanced decision-making. Reports can be generated indicating current individual animal daily body weight, gain and health status based on water intake and behavior. Performance outliers and animals requiring treatment can also be identified.

When an animal is targeted for optimal market weight or a well-being/health concern based on the data collected, the GrowSafe technology has the ability to virtually and physically mark (spray paint) the animal at its next visit to the drinking trough to aid management decisions.

GrowSafe technology is being used worldwide and across the United States, including at the Midland Bull Test in Montana and the Tucumcari Bull Test at New Mexico State University. For more information, visit [www.growsafe.com/](http://www.growsafe.com/).



**Editor's Note:** Kindra Gordon is a freelance writer and cattlemaster from Whitewood, S.D. This article is part of Angus Media's coverage of the 2017 Angus Convention available online at [www.angus.org/Media/News/AngusConvention.aspx](http://www.angus.org/Media/News/AngusConvention.aspx).



**Above:** Here's how it works: When an animal visits the trough, partial body weight and individual animal water intake are measured and monitored.

**Right:** The individual animal information collected can be delivered through easy-to-use web-based tools providing insight for immediate action and enhanced decision-making.



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