



# Connecting livestock feeding

The future is exciting.

**Ready?**

 **vodafone**

# Vodafone adds the final piece to Alltech InTouch, the world-class animal nutrition service

Alltech is one of the world's leading animal nutrition company's, combining manufacturing, science and innovative technology to help animals maximise the nutrients in their feed for optimal well-being and performance. Alltech InTouch is at the forefront of data processing, enabling farmers to be more proactive in areas such as efficiency, productivity and profitability through analytical and nutritional service support.

## The challenge

### Improving farming outcomes

For almost 10 years, InTouch, the pioneering award-winning feed management service has been helping farmers to improve animal performance, herd health and farm profitability. InTouch was first founded by KEENAN, leaders in machine manufacturing in 2009, and in 2016 Alltech acquired KEENAN and the InTouch technology. Alltech has further developed the value proposition of InTouch into a leading nutrition support service, trusted by dairy and beef farmers worldwide.

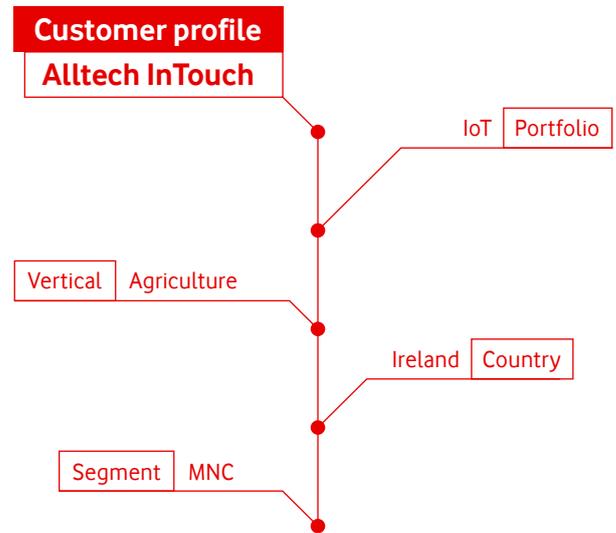
With a dedicated team of on-farm nutritionists, supported by a number of InTouch satellite hubs spread across the globe; Alltech and KEENAN have the power to deliver expert nutritional solutions, enabling farmers to overcome modern production challenges in the most sustainable and profitable way.

Conan Condon, Alltech InTouch Technical Director says, "InTouch is an award winning feed management service, which provides farmers with around-the clock-support and personalised nutritional advice to drive herd performance on farm."

## The solution

### Data brings efficiency

Prior to KEENAN joining the Alltech family of companies, there was an exclusive agreement signed between KEENAN and Vodafone for the supply of IoT connectivity for KEENAN's worldwide fleet of mixer wagons implemented with the InTouch system.



Since joining Alltech, the role of InTouch serves greater responsibility in driving insights and influencing decision making in a wider number of distribution markets.

The Vodafone Managed IoT Connectivity Platform allows multiple devices to share information without the need for human intervention. Vodafone is now facilitating unprecedented levels of data analysis and control of the performance of dairy and beef herds for Alltech and KEENAN customers, enabling precise fine tuning in decision making and herd management, drawing on the largest feed efficiency database in the world.

The cumulative effect of the InTouch approach for farmers has been the subject of a variety of peer-reviewed, independent research studies. Verified results from more than 1,000 herds in the UK and France showed that utilising the InTouch system increased feed efficiency by 10%, while milk yields increased by 1.75kg per cow per day.

Vodafone is great for our customers. They don't need to make a big investment in additional technology and for farmers who are not particularly IT minded, Vodafone makes it so much easier for them to see great results.

Conan Condon  
Technical Director, Alltech InTouch



Almost 3,000 farmers in 25 countries worldwide are producing more and better quality milk and beef while increasing their on farm profits.

With the ability to accurately measure, monitor and manage data, farmers are given the opportunity to be proactive in their decision making and in improving feed efficiency.

One grateful recipient is Irish dairy farmer Liam McDonald who milks 150 cows in Co. Limerick. "InTouch means I am no longer on my own making decisions or trying to fix problems, it has made a huge difference and things have been running much more smoothly. The biggest benefits include greater consistency, more support on farm, increased output and happier cows."

Conan Condon concludes, "Farming is a risky business with many factors out of the farmer's control, from the weather to the volatile prices paid for milk and beef. The addition of Vodafone IoT technology has further improved the quality of our service and the results are being enjoyed by farmers and consumers alike."



## Why Vodafone

- Milk production increases of up to 1.75kg per cow per day are achieved through a more consistent ration being delivered to the animals
- Ability to collate and analyse large amounts of real-time information and farm data to allow for proactive decision and effective farm managements
- Increased demand for KEENAN equipment and InTouch support services as farmers globally discover the positive impacts on milk and beef output and animal health

## About Alltech

Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech discovers and delivers solutions for the sustainable nutrition of plants, animals and people. With expertise in yeast fermentation, solid state fermentation and the science of nutrigenomics, Alltech is a leading producer and processor of yeast additives, organic trace minerals, feed ingredients, premix and feed.

- [www.alltech.com](http://www.alltech.com)

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**Conan Condon**  
 Technical Director, Alltech InTouch



Business site



Case studies



**[www.vodafone.com/business](http://www.vodafone.com/business)**

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