USING BRUSHES IN LAIRAGE AS ENRICHMENT

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Opportunity

• Process of transporting cattle and subsequent handling in yards is stressful and overwhelming to cattle

• The animal’s sensory perceptions of their new environment affects their behavior. Team member safety, humane slaughter and meat quality are all influenced by the behavior of the animals

• Multiple feedlot locations
  ▪ Mud scores (hide conditions)
  ▪ Carcass sanitary dress
BRUSHES

• Futurecow Comfort Brushes
• Installed as part of an Environmental Enrichment CI
• Evident that the cattle love them, and that the brushes are removing loose hair and dirt from hides

http://futurecow.com/comfort-brush-faq/
PROTOTYPE
Stationary Brush FutureCow

Another option in our ComfortBrush product line, this Stationary Brush is a popular way to keep your cows clean and happy.

This heavy-duty unit features a 24” cow brush, attached to a sturdy yet flexible cable. The design offers just the right amount of tension to let your cows brush their heads, sides or backsv. Ideal for barns or lots with no electrical access, the Stationary Brush is maintenance free with no additional costs after installation. There is no limit to the number of cows that can use one brush.

Benefits

- Alleviates stress
- Offers fly and parasite relief
- Natural grooming alternative
- Prevents unnecessary barn damage
- Potential to increase production & profitability
IMPACT

• Less Excitable
• Less Balking/More Confident
• Minimize Human/ Animal Interaction
• Drive Alley/Restrainer Entrance Interface
IMPACT

• Water Conservation
• Producer and Processor Benefits
• Harvest Floor Efficiency
WHAT’S NEXT?

• Collection of Data from Existing Brushes
  ▪ Neurotransmitter and chemistry
  ▪ Lactate
  ▪ Cattle movement into drive and restrainer

• Research and Business Partner Collaboration
  ▪ Quantify animal welfare impact, safety impact, food safety impact and meat quality impact.
  ▪ Possible feedlot installation for feedlot-to-plant continuity
RAISE THE WORLD’S EXPECTATIONS FOR HOW MUCH GOOD FOOD CAN DO.