

ONE AgriTech Programme

Evaluation of New Technology

Technology assessed: **Monil Cow Collars** (2026) by the Smith family, Auchernack

The Monil cow collar is a virtual fencing system. This allows for the management of grazing, controlled through the users app on their device. A virtual fence can be drawn, and the collars give a sound cue as the animal approaches. If the animal continues to approach the line, they are given a gentle shock through the collar. In addition to providing a virtual fence it also allows for stocks people to monitor and track their herd in extensive areas.

The Smith family are the current Strathspey Monitor Farm and have been supported in their use of the collars at Auchernack.

Criteria	Score (1-5)	Comments
Ease of Use	5	The app is easy to use, navigate and assign individual animal identification to the collar. The collars are easy to adjust. Being app based, everyone in the business has access all the time which is a benefit.
Reliability	4.5	We had 23 cows with collars on, a small number came off (3), this was on highly conditioned cows. The connectivity of the collars has been great.
Value – what are the benefits?	5	The hill area that has been grazed by the cattle wearing the collars, has never been grazed in the past. The areas biodiversity is benefitting greatly with more diversity in the sward and bird and insect life in the area. There is a peace of mind; in knowing the cattle are moving on the extensive area, the app flags up a warning if any animal is stationary or away from the rest of the herd.
Any drawbacks?		The winter months have low sunlight, which does make the solar battery life low during these months.
Effectiveness – delivered what anticipated?	5	100% yes, looking to invest in more.
Value for money?	5	Yes, we are seeing really good benefits.
Overall Assessment	5	Easy to use and effective. The area grazed has totally rejuvenated, it was all dead and yellow, now it is freshy green grass. The insect and bird life has increased, as has the plant species. Another large benefit is mitigating fire risk, in reducing the fuel load on the hill area.