



LET'S EMPOWER TRUST,
TOGETHER



MSD

Animal Health

The Science of Healthier Animals®

Our innovative solutions provide you with key insights that drive operational efficiency in your business, ensure animal welfare and enable transparency to promote trust in food for your customers, so that together we can support a healthier, more sustainable food value chain.



Connecting the food value chain

Now more than ever, consumers demand food they can trust. To help meet that need, we are pioneering science and advancing technology in every link of the food value chain.

Ensuring health and welfare

The livelihood of farmers, veterinarians and others in the industry is as important as the health and welfare of the animals that they raise. Our solutions optimise operations and enhance animal welfare.

Enabling sustainable outcomes

Sustainability is key for every business. Connected insights from our solutions empower customers with the knowledge to make confident, data-driven decisions that result in positive outcomes.

Educating the end-consumer

Unlocking the story of where food comes from is a big differentiator in the market. Our technology applies science that enables customers to effectively and confidently share the history of their products to the consumer.

Ensuring fish welfare and sustainability

Our industry-leading solutions monitor for insights, optimise with precision and benchmark for performance to support aquaculture producers and fisheries managers to cultivate and maintain healthy, sustainable aquatic ecosystems.



We are aquaculture industry pioneers, committed to continuous innovation and development to maximize operational efficiencies, while maintaining fish welfare from hatchery to harvest.

We deliver integrated solutions to enable the delivery of a more sustainable food supply and support the welfare of wild fish populations.

True knowledge empowering better choices

Our unique infrastructure, expert insight and data-driven solutions advance animal health and well-being, build a trust advantage and bring safe and sustainable food to the table.



The DataLive™ True Animal Knowledge platform brings unparalleled animal lifecycle knowledge empowering our customers to transform business operations and make more sustainable choices for their business, their customers and the environment.



Enabled by nature's barcode, the DNA TraceBack® True Food Knowledge platform delivers transparent food knowledge to the food industry. Empowering a truly informed supply chain which delivers consistency and engages confidence in high-quality products.

Delivering true livestock knowledge

We work with our food chain partners and producers across the supply chain from birth to fork to deliver true data-driven knowledge that empowers better business choices for you and better food choices for consumers.



Allflex farmers use visual tags, tissue sampling tags and collectors, and radio frequency tags (RFID), along with our applicators and RFID readers, 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. Our animal identification solutions are backed by an extensive field force that provides best-in-class technical service to customers worldwide.



SenseHub™ Dairy gives insight through a monitoring application that can alert you to cows that may need further attention due to the risk of developing potential health issues, often before clinical signs become visible or productivity drops. You can make informed decisions in consultation with your veterinarian to help avoid physical deterioration and reduce treatment costs.



SenseHub™ Poultry provides farmers with proven hardware and software technology solutions capable of capturing real-time data to increase transparency. Accurately informing on-farm decision-making using wireless sensors to monitor environmental and health parameters paired with analysis to identify areas of improvement to drive broiler bird performance and productivity.

Enhancing productivity, while maintaining animal welfare

We have one of the widest ranges of biopharmaceuticals, which includes veterinary medicines and vaccines, as well as technology solutions that includes identification, traceability and monitoring products.



BOVILIS®

By offering the best formulas and combinations for your specific needs, our veterinary medicines, vaccines and health management solutions ensure the health and performance of your herd today and in the future.

Porcilis®

Our portfolio provides sustainable care for piglets and pigs through lasting protection against multiple respiratory and intestinal diseases.

LET'S WORK TOGETHER

Working to deliver true knowledge that improves production across the food chain, empowers consumers to make better choices – and for you to do better business.

