

FOR IMMEDIATE RELEASE

New Horizons for HerdVision

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LANCASTER, UNITED KINGDOM – 14 SEPTEMBER 2026 — Agsenze, the makers of HerdVision, are delighted to announce they have joined the Spade Technologies family of businesses. HerdVision, the unique 2D/3D camera system that monitors mobility and body condition score in dairy cows, and weight in dairy heifers and beef cattle, has joined the Spade Farm group, an integrated platform bringing revolutionary new Agtech hardware together with world leading dairy software. HerdVision join Spade Farm, a new software approach which creates farm management and accounting integrations, supporting a unique approach to dairy management and novel insights into the farm operation.

Alongside Spade Farm, the Spade group includes Spade Finance which includes the BankBarn business, supporting the funding of new farm technology and Spade Enterprise, a data platform supporting post-farm gate data reporting for the dairy industry.

“We are delighted that the world’s leading livestock vision technology has joined the Spade Technologies family. We are committed to building the world’s leading dairy enterprise software and technology solution provider, supporting cow health & welfare and dairy producer profitability, across all dairy markets around the world”.

SCOTT WOODSIDE, CHIEF EXECUTIVE OFFICER, SPADE TECHNOLOGIES

The award-winning dairy cow vision system HerdVision is monitoring over 100,000 dairy cows in herds across eleven countries, and now the system has been developed to assess bodyweight in dairy heifers and finishing beef cattle. Recognising the importance of accurate weight and daily liveweight gain analysis, Agsenze has also recently attracted further investment from UK beef farmers and a farming focussed family office.

“Vision based technologies will be more widely adopted on dairy and beef farms in the future. Remote vision monitoring does not require anything in or on the animal and with the cost of new digital cameras reducing, we are entering a phase when vision monitoring will be adopted by many dairy and beef farms”.

MATT DOBBS, FARM VET AND CEO, AGSENZE

“Dairy producers around the world are frustrated that technologies and software solutions don’t talk to each other and don’t meet their needs of bringing all their data into a single usable platform.”

“Spade is the first company to actively seek a solution that puts the dairy producer first, simplifying their data integrations and creating unique new insights that support the management of their herds and farm business operations. Our vision is a dairy farm where data insights are presented to the producer in a simple, clear and integrated manner, supporting 21st century dairy businesses in world class production”.

TIM TAYLOR, CHAIR OF SPADE TECHNOLOGIES AND DAIRY INDUSTRY TECH EXPERT

Spade Technologies is based in California, and has grown quickly to provide dairy technology products and software solutions to dairy businesses around the world.

Product Information

For more product information on HerdVision or Spade products and services please visit herd.vision and www.spade.ag.

About Agsenze

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Certificate of Incorporation of a Private Limited Company No. 09935769.

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