



September 20th-22nd, 2022  
MTech Users Conference

# Full Potential Flocks Start with Full Potential Alarms

**Drew Mogler**

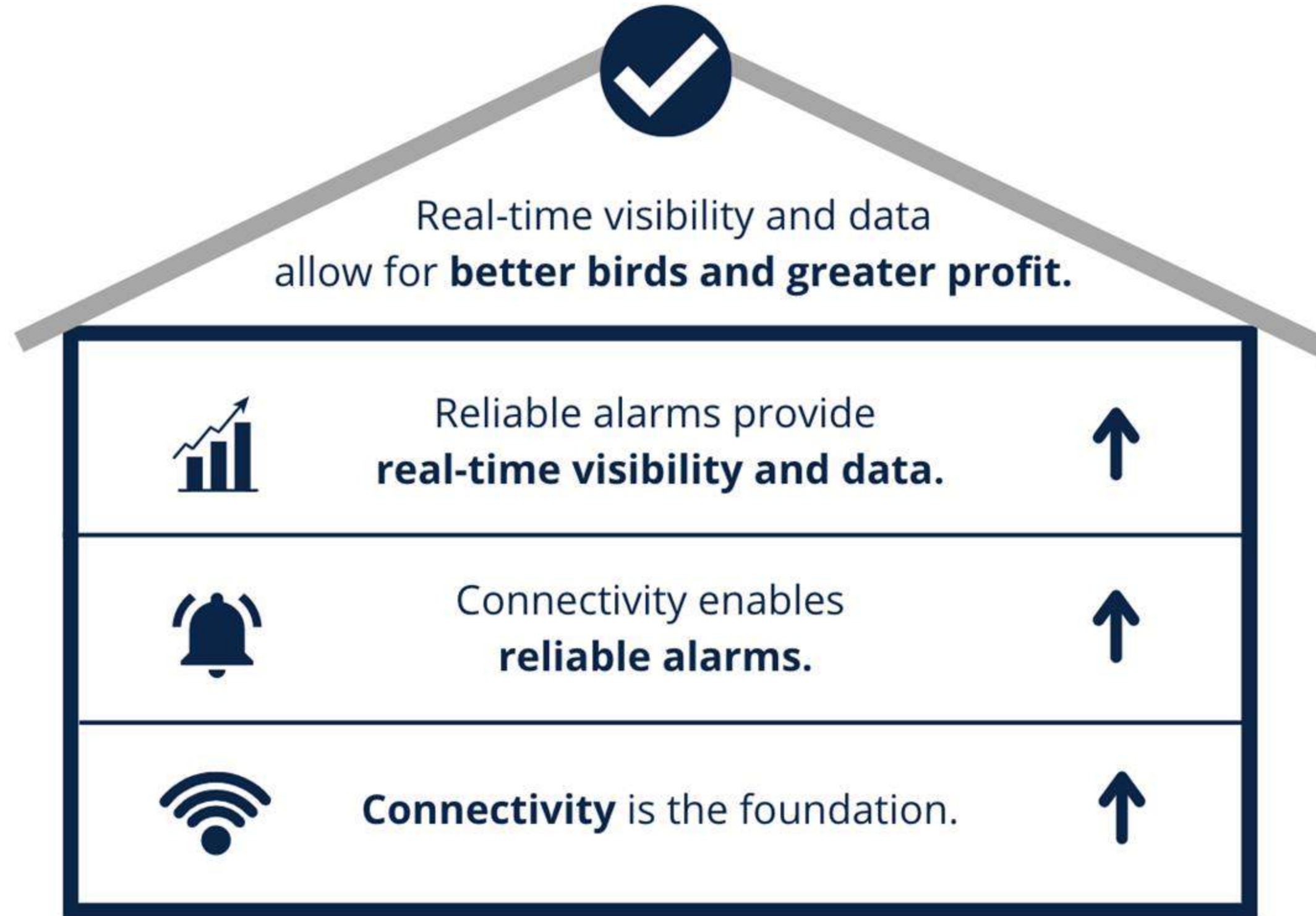
Business Development Manager

BarnTools



# **Unreliable Alarms Are Inhibiting Full Potential Poultry Production.**

# FULL POTENTIAL ALARMS = FULL POTENTIAL FLOCKS



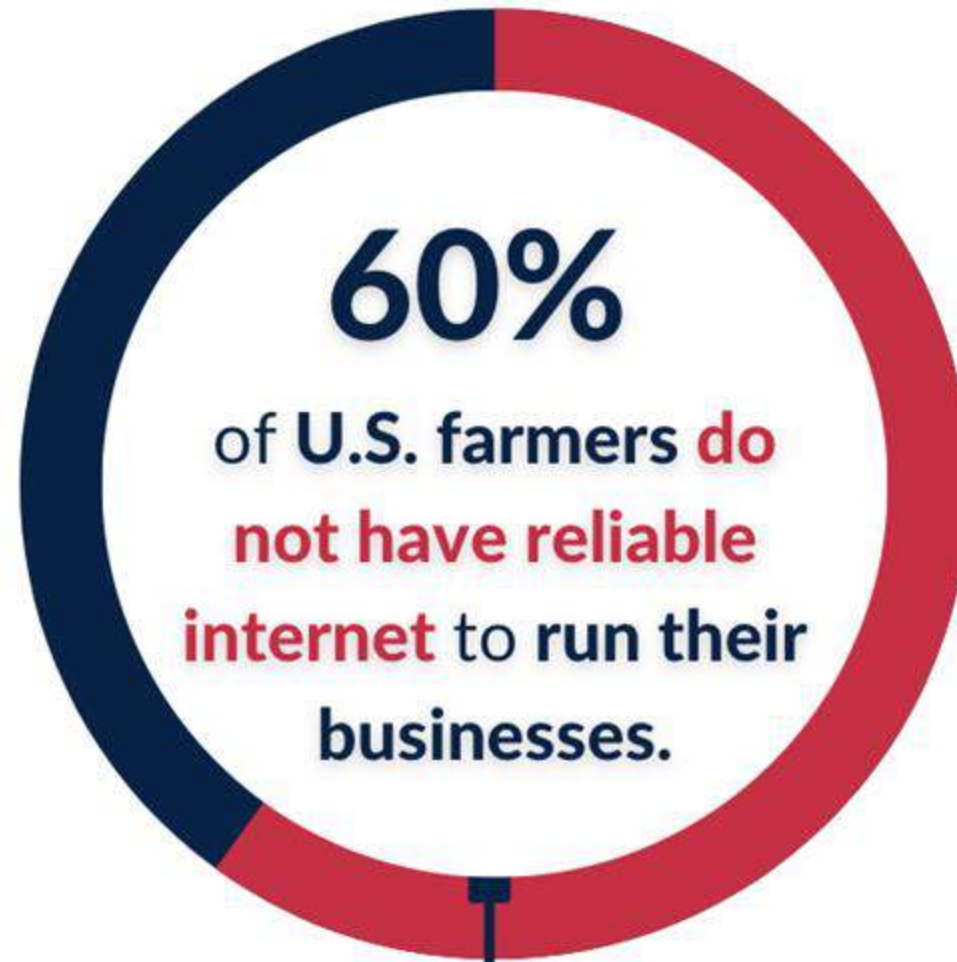
# The Days of Status Quo Alarms Are Numbered:



**FARM ALARM™**  
Monitoring Systems



# The Problem: **No Rural Connectivity**



Most are relying on cell service or hotspots that will be affected by this year's **3G Sunset**.

## TOP REASONS CITED:

- **Slow Internet**
- **High Costs**
- **Unreliable Service**

Source: United Soybean Board. (2019). Rural Broadband and the American Farmer.

# 3G Networks Will Finish Sunsetting at the End of This Year.

Legacy alarms won't be able to accept touch-tone acknowledgment of alarm calls.

## Alarm systems at risk

SENSAPHONE®  
REMOTE MONITORING SOLUTIONS



FARM ALARM  
Monitoring Systems

Honeywell

AgriAlert

# Landline Service is **Retiring**



FCC Order 19-72 **no longer requires** U.S. Telecom companies to provide **landline service.**

 **LEGACY ALARMS ARE AT RISK:**

AgriAlert    SENSAPHONE®    **FARM ALARM**  
Monitoring Systems     HIRED-HAND®

# Poor Connectivity: A Case Study

"Most of the customers we work with **were using Sensaphones with a Verizon 'Black Box'** to call out from their barns."

"**Verizon shut down their 3G networks** and sent us their 4G version of the 'Black Box' which allows the Sensaphone to call out, **but an alarm can't be acknowledged by our phones anymore.**"



— **Jeff Miller**  
Schlabach Equipment



# Poor Connectivity = Poor Visibility

Alarms are only sent via **phone call. No texts or push notifications.**



**No mobile app. Must call in for a report on current conditions.**



**Many require on-site internet to view conditions remotely.**



# Poor Visibility: A Case Study

The Problem: Rhett originally monitored his chicken houses with Agri-Alert.

Alarms were via **on-site siren** — which **required him to stay home** to know when there was a problem.



— Rhett Murphy

Poultry Grower | Homer, Georgia

# Poor Visibility = No Real-Time Data

Cannot view alarm history or **sensor readings remotely**.



No cloud-based **data storage** option available.



**Difficult to integrate** with data management platforms.








# The Solution:

**Reliable alarms for the grower.**  
**Data collection for the integrator.**  
**Affordable for every operation.**

# BarnTalk is the Full Potential Alarm for Full Potential Flocks



FEATURES	BARN TALK™	LEGACY ALARMS
 Built-in Connectivity	✓	✗
 24/7 Visibility	✓	✗
 Reliable Alarms	✓	✗
 Easy DIY Install	✓	✗
 Real-Time Data	✓	✗

# How It Works:

# The BarnTalk Gateway is the Brains of the Platform

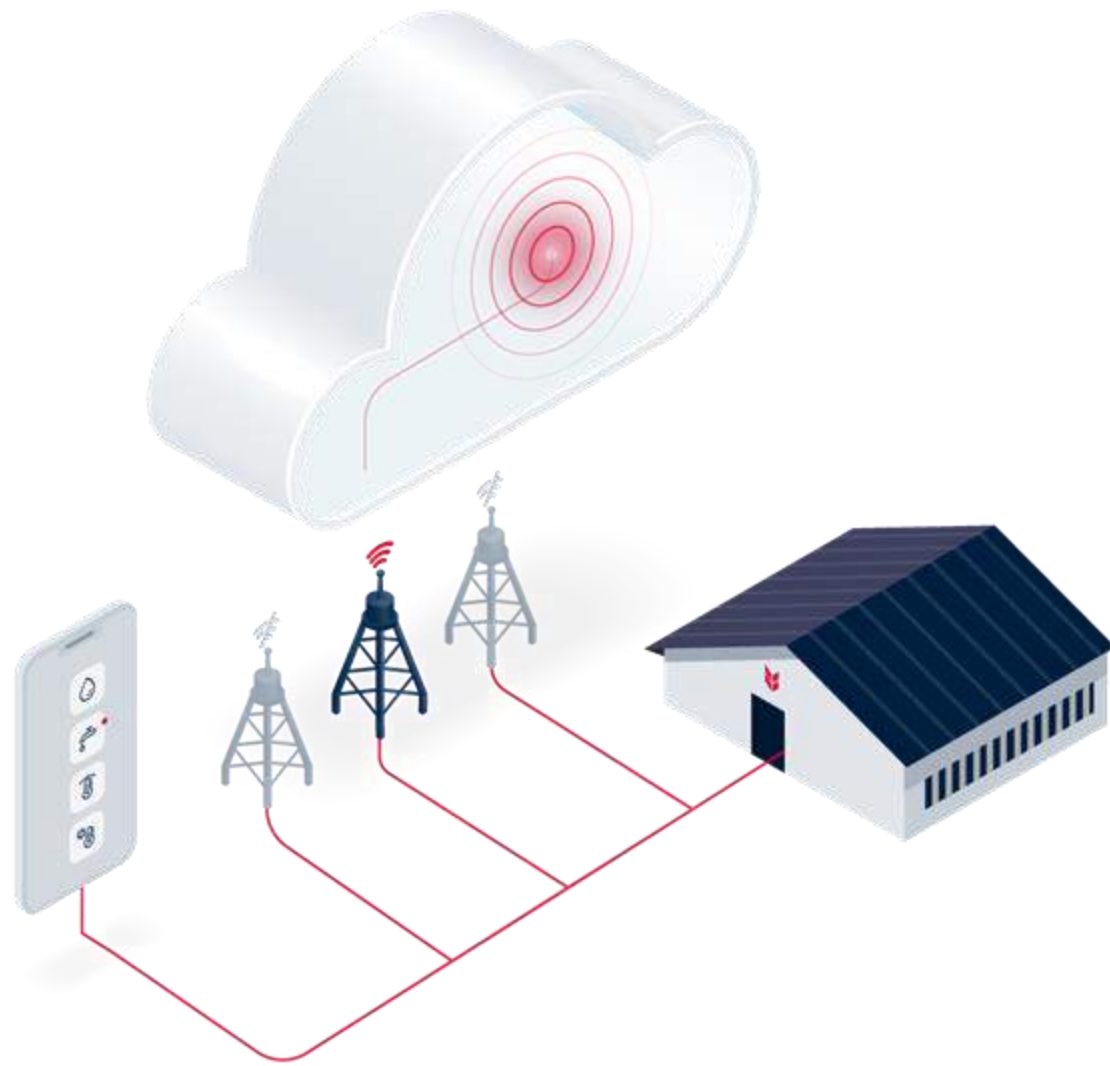


- **Does not require** landline, WiFi or hotspot.
- **Built In Battery Backup** of 30+ hours.
- **Built for the barn!** Waterproof/Dustproof.
- **Pair up to 24 wireless sensors** per gateway.



**BarnTalk** comes with **built-in rural connectivity**.

*It works where your phone won't.*



- **No landline** or cell plan required.
- Always have a **backup connection**.
- **Never depend** on a single lifeline to monitor your operation.

## ✓ A MORE RELIABLE ALARM

- BarnTalk completes a **self-test every two minutes.**
- If no response is received, an **alarm is triggered.**

**THE ONLY SELF-TESTING  
BARN ALARM.**



The image shows a blue BarnTalk Gateway device with a red stopwatch icon indicating a 2-minute self-test cycle. The device has a red heartbeat line on either side. The text 'BARN TALK Gateway' is visible on the device. Below the device, there is a dark blue banner with the BarnTalk logo and the text 'BARN TALK™ HEARTBEAT'.

**BARN TALK™  
HEARTBEAT**

# BarnTalk + Sonar | A Seamless Integration

1

Connect and Collect

Real-time environmental data is captured with the wireless BarnTalk sensors.



2

Wirelessly Transmit

Data from the sensors is gathered by the BarnTalk Gateway.



3

Harness Data

Data is sent to the cloud, and onto Sonar by MTech's data management platform.



4

Analyze and Act

Utilizing powerful Business Analytics, Sonar provides insights to optimize production and profit.



# Prevent Catastrophic Death Loss with BarnTalk


A single death loss event costs a poultry company

**\$427,440**



Each  
GROWER  
loses:

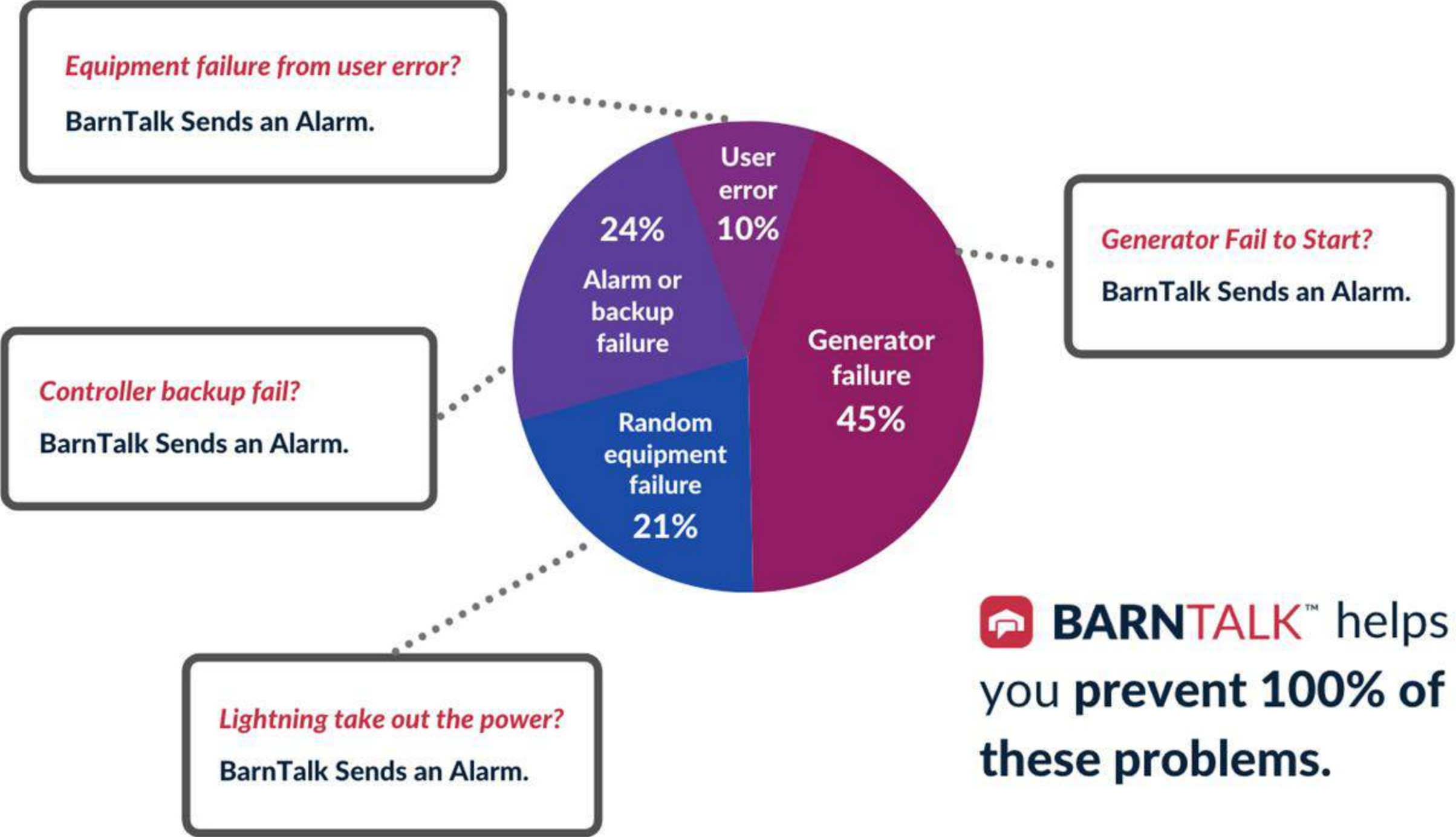
**\$37,440**

For the total amount lost,  **BARNTALK™** could be installed at **140+ sites.**

Study: Alabama A&M and Auburn Universities. (2020).

\*Calculated for a death loss event on a farm with 4 poultry houses.

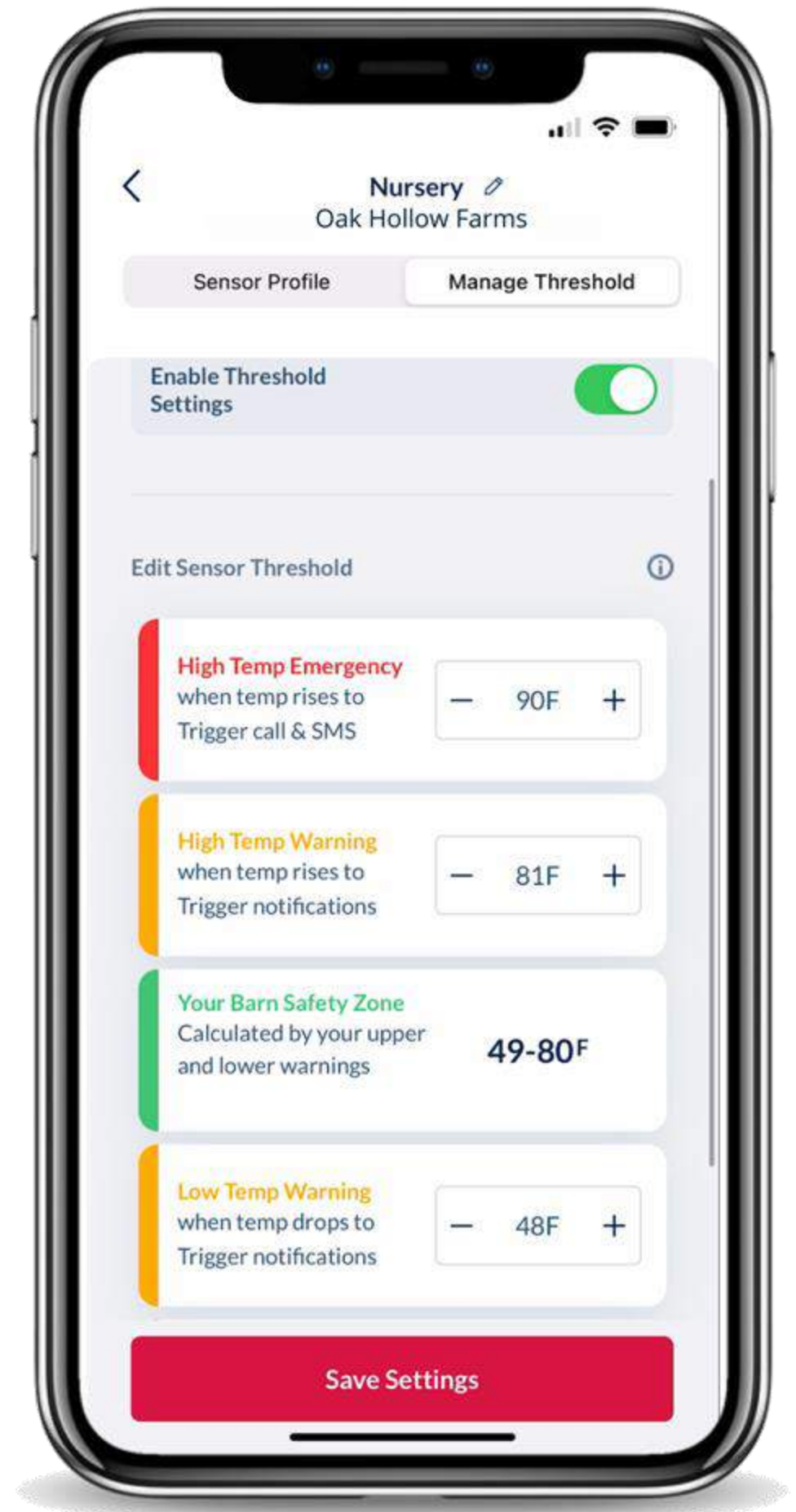
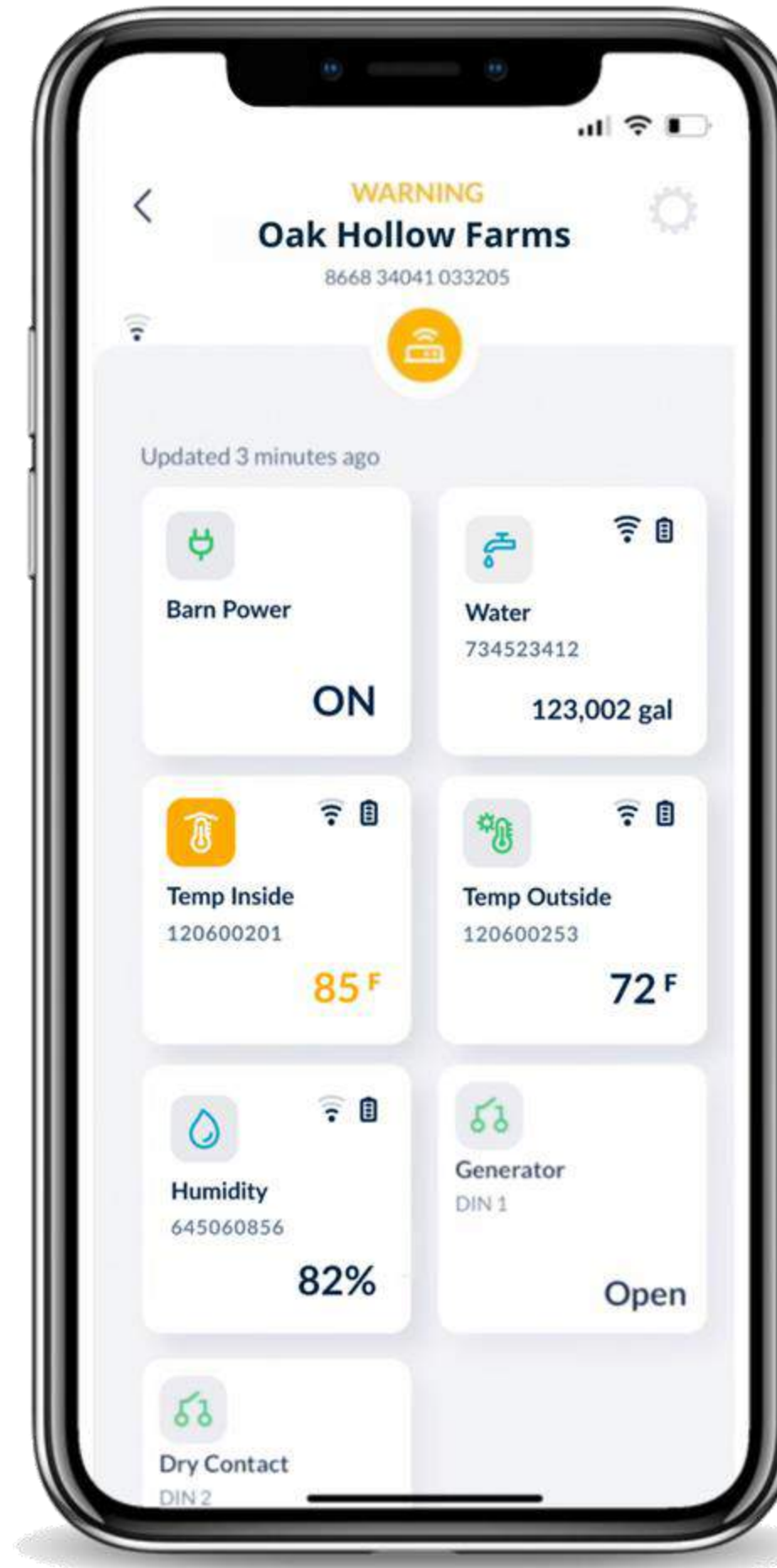
# Stop Death Loss *Before* It Happens



 **BARN TALK™** helps you prevent **100%** of these problems.

# Optimize Production

- Know when growers have **alarms turned on or off.**
- Standardize alarm **thresholds** across complexes.
- Reduce **manual reporting.**
- Maximize **ROI by diagnosing problems** in real-time.



# Full Potential Alarms in Action...

Using  **BARN**TALK™ to  
*ensure reliable alarms and connectivity.*

**“What really impressed me about BarnTalk was that it’s a single unit that you put in, and it has its own service.”**



**Jeff Miller,**  
Schlabach Equipment  
Sugarcreek, Ohio



Using  **BARN**TALK™ to  
raise birds more efficiently.

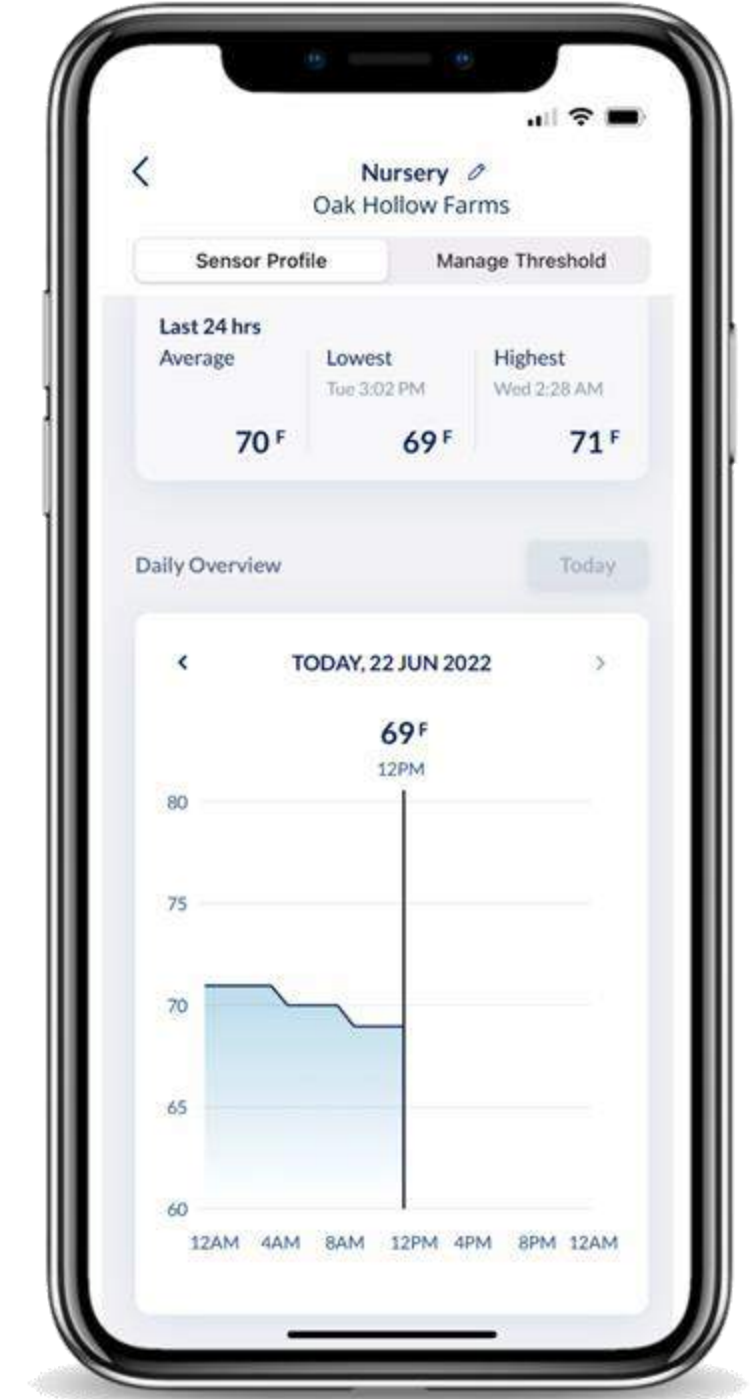
**“With BarnTalk it comes with a mobile app, and I can physically look at my house temps. I can physically look at my water consumption.”**



**Rhett Murphy**  
Poultry Grower  
*Homer, Georgia*

# The Full Potential Alarm Value

- **Reliable connectivity** ensures reliable alarms.
- **Real-time monitoring** eliminates inefficiencies and stems losses.
- **Automated data collection** to optimize your production.





Please feel free to reach out to me directly at any time.

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Scan the QR code to learn more.