

Russian Cows Fitted With Virtual-Reality Headsets

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The second phase of the experiment will evaluate the VR-wearing cows' milk production. msh.mosreg.ru

The grass is greener in a virtual world.

That's what Moscow region farmers were aiming for when they fitted their dairy cows with virtual-reality headsets to test their milk production.

“Experts noted reduced anxiety and improved overall emotional mood in the herd” during the VR experiment, [said](#) the regional agriculture administration.

The second phase of the experiment, it said, will evaluate the VR-wearing cows' milk production.

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The farmers worked with developers and veterinarians, and relied on cattle-vision research,

to “create unique software simulating a summer field.”

The administration published a photograph featured a Holstein Friesian wearing a black headset on an overcast day, presumably gazing at a green pasture.

Interfax [reported](#) that the experiment was conducted on a farm in Krasnogorsk northwest of Moscow.

The Moscow region agriculture administration cited Dutch and Scottish research suggesting that a calming atmosphere increases dairy production.

It added that local manufacturers play classical music “whose soothing effect has a positive effect on milk flow.”

The developers plan to expand the VR experiment, it said, if observations continue to show positive results.

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