

## Summary

- Consumer packs launch in Germany
- New Environment Planning features
- Communications to farmers
- Awareness for women farmers

## Key highlights and achievements

### Consumer packs launch in Germany

Silver Fern Farms is getting good levels of demand following the launch of consumer packs into the German supermarket chain EDEKA. The launch has used value-add strategies developed as part of the FarmIQ market research programme. The initial offering is Silver Fern Farms-branded aged frozen lamb and venison consumer packs. A beef range will be added later in 2016.

### New Environment Planning features

In February 2016, a new Environment Planning module in the FarmIQ System was completed and made available to subscribers to The Lot Pack. The module has been developed in consultation with an AgFirst consultant with specialist environment planning expertise. The module includes: completing a risk assessment and doing a stocktake of work already done; marking up a map with Land Management Units and features; setting some environmental objectives; and keeping up-to-date records.

### Communications to farmers

Communicating the value of farm management software to sheep, beef and deer farmers is now a key focus of the FarmIQ PGP Programme.

The website continues to be an important means for farmers to learn about it. For many, it is their first exposure to what farm management software can do. Analytics show the traffic on the website during March 2016 was up 74% on the previous year, on a site that is largely similar – therefore indicating increasing interest.

A monthly blog talking about a feature of the System has been published on the website since September 2014 to help generate interest and understanding. A wide range of topics has now been covered, including: tracking lamb performance, replacing spreadsheets, working with staff, value of mapping, and health and safety. These pieces often include comments from a farmer, which makes them more relatable for other farmers.

In November 2015, FarmIQ ran an online advertising campaign featuring two farmers using the System, themed around its ability to help them cover compliance and to raise farm performance. This generated interest, with more than 600,000 impressions, and a number of leads. This is being repeated with two other farmers in April 2016.

FarmIQ started using social media in March 2016, assessing that farmer use of social media relating to their farm business is starting to increase with the more prevalent use of smartphones.

## Awareness for women farmers

FarmIQ identified the opportunity to run special awareness sessions about the farm management software for women farmers, partners, staff and rural professionals and ran a pilot session in November 2014. For many farm partnerships, the woman partner does the data entry and book-keeping and is typically computer-savvy, as well as being influential in decision-making. FarmIQ has hosted many women in mixed sessions, but recognised that some women prefer to have a more social, informal atmosphere and attend with friends. Ten sessions have been held around the country, linked with sessions for current users. The women appreciate the opportunity to get hands on with the System, and these sessions typically feature a lot of interaction between participants.

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>Total investment</b>
During this Quarter	\$ 1.90m	\$ 1.31m	\$ 3.21m
Programme To Date	\$ 53.40m	\$ 52.10m	\$105.50m