

Summary

- Two milestones achieved
- Meat quality genetics ready for launch
- New paddock information link
- FeedSmart calculator launched
- Farm assurance pilot
- Sri Lanka pilot

Key highlights and achievements

TWO MILESTONES ACHIEVED

FarmIQ has achieved two key milestones in the past quarter...

The FarmIQ software business achieved \$1 million worth of annualised recurring business in December 2016.

This is a significant step that secures the long-term viability of the software, giving farmers a basis for confidence in the ongoing availability of their software.

The drivers of growth are viewed as being:

- Sales to agribusiness customers who view it as technology that brings them closer to their farming clients.
- More farm businesses realising that using information technology can help them work smarter and achieve their objectives, with a new, tech-savvy generation coming through.
- Continuing product development and being responsive to customers by investing in development of additions and changes that deliver value for them.
- Compliance requirements around staff management and environment management.

Meanwhile, Far North farmer Peter Cullen signed up for a farm software package to help him manage his leased land and found himself in the middle of a celebration. It turned out he was the 1000th farmer to sign up for the FarmIQ software.

Peter was looking for a farm mapping system to record what he's doing on the land and to map hazards for health and safety. It's also a good planning tool, he noted.

He runs a steep coastal property and is being careful to manage his farming to improve the soils and control erosion, with a view to being able to meet to any future requirements the local regional council might bring in.

MEAT QUALITY GENETICS READY FOR LAUNCH

The meat quality and yield genomic sheep breeding values are now ready for commercial launch. The research team is now working with commercial breeding companies to ensure the benefits are spread through the industry.

Meanwhile, the spillover benefits have been significant, with this work essentially underwriting developments in sheep genotyping worldwide for the past six years. It is expected to continue to do so for the next two to three years.

During this time the extraction and genotyping costs for a key tool, the SNP chip, have declined in order of magnitude and are now at a level where they can replace DNZ parentage tests, while allowing the full benefits of genomic selection.

NEW Paddock INFORMATION LINK

Feilding farm technology company Jenquip has partnered with FarmIQ to create a seamless process for uploading paddock information from its pasture measuring devices.

Jenquip's range includes the Rapid Platometer (RPM), released in June, which is mounted on a trailer. The pasture measurements taken by the RPM are linked to GPS coordinates. When the information is fed through to the FarmIQ software, it automatically links it to the appropriate paddock.

Along with the ease of recording the pasture growth information, this process also provides good accuracy. The FarmIQ software gives the Jenquip users useful ways of viewing and using the information too. They can view it on a farm map on their computer screen, which is editable and can be easily shared. Also, they can easily sort the latest pasture cover information into a feed wedge. Another option is to view the pasture growth information history for an individual paddock.

FEEDSMART CALCULATOR LAUNCHED

News of a new feed budgeting app generated a lot of interest in social media. The FeedSmart app was built by FarmIQ, based on the FarmIQ software, for Beef + Lamb New Zealand and the Red Meat Profit Primary Growth Partnership. It provides a user with a handy way to calculate feed requirements for sheep and cattle or to work out pasture/crop usage when moving animals to paddocks. It is available at no charge.

FARM ASSURANCE PILOT

Another crossover with the RMPP programme occurred when a FarmIQ subscriber was involved in a pilot to test a national standard for farm assurance auditing. Run by the Red Meat Profit Partnership, the idea is to have one baseline standard for all processing companies, called the "New Zealand Farm Assurance Programme (NZFAP).

The Partnership says results from the trial indicate strong farmer support for this. Key aspects are the ability to lower farmer costs and reduce duplication of information.

SRI LANKA PILOT

FarmIQ is assisting with a technology pilot, under a cooperation agreement between the Sri Lankan and New Zealand governments. The pilot will assess if the FarmIQ software can assist the Sri Lankan farming industry with better linking on-farm practices to farm outputs and revenue.

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$1.91m	\$1.27m	\$3.18m
Programme To Date	\$60.76m	\$55.42m	\$117.45m