

## **Farm<sup>IQ</sup> Programme Quarterly Progress report executive summary, January to March 2014**

The FarmIQ programme is now approaching the half-way point of its seven-year term. This quarter featured several further rollouts which are detailed below.

Silver Fern Farms launched a new consumer-packaged beef range in New Zealand in March. This is the first such range in New Zealand to be underpinned by the science-based Silver Fern Farms Eating Quality System, developed as part of the Farm<sup>IQ</sup> programme. It comprises five cuts, all aged for 21 days.

The fourth product release of the Farm Management System was ready for launch just after the end of the quarter. It includes the capacity for sophisticated carcass performance reporting, linked to the Eating Quality System. Information is presented through an interactive dashboard, with seven grading attributes and five main dashboard functions.

Developments include:

- Improved data transfer between devices
- Addition to Land section of pasture covers and chemical applications
- Refined navigation and a report centre
- Year-on-year reporting for animal monitoring
- Improved mob management to cater for EID or non-EID options.

In the processing improvements project, the refinement of in-plant traceability and measurement systems continued.

IQ Farms hosted six public field days this quarter. Detailed analyses based on recording and monitoring were presented. Subjects included identifying the value of prioritising replacement breeding stock and winter feed crops for dams. Field-day booklets are available from the website, [www.farmiq.co.nz](http://www.farmiq.co.nz)

The Genomics team will be ready to deliver draft sheep breeding values for meat yield and quality for composite terminal sires at the end of 2014. These will be trialled with breeders to assess their weaner ram lamb crop in early 2015.

END