

## **Farm IQ Programme Quarterly Progress January to March 2012**

The FarmIQ programme has been established with the purpose of building an integrated, demand-led value chain for red meat. One of the issues from last season was animal numbers and into the new season animal numbers are being addressed. As at March, 300k sheep tags have been ordered. This exceeds the 250k target for the year. There are 35.9k cattle in the programme with a significant proportion of the bull beef still to be transferred (from NZ Grazing database). These combined with traditional beef will likely get numbers to 50,000 target. There are 6.5k deer.

The developer to build the Farm Management System has been approved. Several work streams have been undertaken over the last few months including Architecture, Design, Requirements, Testing and Planning. This is to ensure that will little time delay in the commencement of the next stage of the development.

Overall the genetics project is on track with an interim list of phenotypes for each species being tested. Current activity will provide data to finalise the list. For example, five focus genetics slaughters and phenotype collection have been completed. Approximately 48 animals will have been sequenced to 12x coverage by the end of March and a further 40 by the end of April (this includes a trio to at least 20x coverage).

Each of the Traceability, Meat Quality Measurement, Process Optimisation and Meat Quality Improvement projects are progressing well. Further equipment is being installed and some systems are being upgraded to improve measurements.

Business plans by IQ Farm now complete and preparation for the 2012/13 season is well underway. The challenges with getting full EID reads and plant data back to farmers with lamb are being resolved. Similar issues exist in the beef area.