

Farm IQ Programme Quarterly Progress January to March 2013

The FarmIQ programme has been established with the purpose of building an integrated, demand-led value chain for red meat. The first release of new farm management software has gone live with 40 farmers trained. Feedback has been positive though the requests for additional functionality are flowing fast. None of the requests to date have been outside of the scope document originally drafted. The first release was not intended to be a viable product as such, more a basis on which to continue to build functionality in part based on user feedback. Commercial release of the base commercial product is scheduled for November 2013.

The added-value branded test market activity in NZ, USA and Asia is showing positive signs. Premium price expectations have increased in high-end restaurants and hotels for well-developed brand stories.

In relation to the genetics project all progeny slaughters have been completed. SNP Chips are being manufactured. Whilst there is a delay it will not cause major issues with 7 year target which still on track. The LambEQ system will provide good initial feedback to farmers on ram selection at a phenotypic level (e.g. for eating quality).

Electronic identification to aid traceability at the processing sites is progressing. For example all cattle electronic identification panel readers now working appropriately apart from one yard unit. All venison panel readers are operational and compliant with NAIT. Meat Yield Measurement X-Ray systems are performing well with improved prediction accuracy after incorporation of more training data sets.

The on farm project is behind schedule due to the animal health aspects of the project. Work in this area is progressing rapidly and implementation of a new Farm Management System will greatly enhance reporting. Benchmarking results will be available through selected Farmer mailers.