

Farm IQ Programme Quarterly Progress July to September 2012

The FarmIQ programme has been established with the purpose of building an integrated, demand-led value chain for red meat. The 2012/13 season includes 368k sheep, 67.6k cattle and 9.6k deer in the programme. The large number of tags distributed to date and input from business managers on seasonal plans should result in a significant increase in data collected this season compared to the first collection period.

Recruitment and expansion of Marketing Team to support the on-going development of branded value-added FMCG and Hotel, Restaurant & Café businesses continues. The new branded markets roll-out to Hotels, Restaurants & Cafes is underway as planned, starting with piloting in the NZ market.

Formal farmer usability testing of the database "Farm Management System" is underway and the first iteration of mobile phone weight uploads has been completed.

All progeny slaughters have been completed and phenotype collection went well. Overall very good predictions of total cut weight were achieved across all three primal cuts.

Processing projects are progressing well. For example, EID – NAIT is now operational for beef plants with only minor modifications required. X-Ray grading commissioning is continuing and the NIR analysis has been completed.

A review has been completed of existing FIQ Farms and they have been aligned with the new business plans for 2012/13 season. There are now 506 farmers in the programme. Further keen farmers with appropriate skills identified by the Business Managers or Silver Fern Farms field team are still being recruited.

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