



AI tool to optimise pastoral farming

The Primary Sector Growth Fund is backing a project that is developing an AI-enabled digital assistant to support faster, smarter on-farm decisions.

Aimer Farming will test and refine its AI software, *AIMER*, across hundreds of New Zealand farms. The technology is designed to help farmers optimise productivity, profitability and environmental performance.

Investment

- MPI: \$600,000
- Co-investment: \$1,075,000
- Project partners: Aimer Farming, with in-kind support from Ravensdown, Cropmark Seeds, Fonterra

Approach

AIMER is an AI tool that analyses real-time farm data and provides practical decision prompts for farmers – such as when to move stock, when to cut silage or when to defer grazing.

The technology can be accessed via smartphone, helping farmers save time and take much of the guesswork out of daily decision-making.

AIMER brings together pasture measurements, growth rates and farm inputs to create a digital representation of each farm's pasture system. It uses predictive analytics to forecast pasture growth, feed supply and demand, delivering guidance tailored to each farm and its environment.

Throughout the project Aimer Farming will work closely with farmers to demonstrate how the technology can improve their productivity and work in with their existing practices – and will support them to adopt the technology.

Outcome

New Zealand is already known globally for innovation in pastoral farming. Early adoption of AI technology will help New Zealand remain internationally competitive in the food and fibre sector. This strategic investment in AI will help New Zealand stay ahead, improve economic returns for farmers, and deliver environmental benefits for New Zealand.