

Farm IQ Programme Quarterly Progress October to December 2011

The FarmIQ programme continues to progress towards building an integrated, demand-led value chain for red meat. Lamb numbers are continuing to progress well with 268k animals. To date this season, beef numbers have stabilised at the 32k level, though this is as a result of lags in transferring data from NZ Grazing, which when complete, will lift numbers significantly. A specialist deer plan is under development with a focus on getting additional participants in time for weaning. It should be noted that, while looking small, the current deer numbers represent a higher proportion of the deer industry than either the current sheep or beef numbers.

The delivery of a database to manage both farm and animal data is progressing. Vendor selection process is well underway and the pilot database reports will be released January 2012.

Genomics sequencing has commenced with at least 24 animals being analysed to ~12X coverage through New Zealand Genomics Ltd (NZGL) via Otago University.

Implementation of traceability technology is well underway including the sheep monitors installed but being upgraded to improve reliability. Beef instrumentation is close to complete but with further work required to control electrical noise. Deer installations are underway. Meat Yield Measurement X-Ray grading systems are being commissioned. A venison rail yield system is being installed on all plants. Meat Quality measurement work is progressing using NIR.

All participating farmers have been visited and introduced to seasonal plan for 2011/12 season. On farm data capture underway and going well. Additional farmers are continuing to sign up. Going forward the main concern is ensuring data integrity and it is matched from processing with farm.