

Farm IQ Programme Quarterly Progress October to December 2012

The FarmIQ programme continues to progress towards building an integrated, demand -led value chain for red meat. The season is progressing well with more data coming across the system than the last. Overall there has been a 43% increase in data collection from last season YTD. Forage (350%) and draft information (173%) are showing the biggest increases though forage is from a low base.

For any new market initiative to work, more in-market resources will need to be established before attempting any further transformational change. The focus over the next 6 months will therefore be on building a comprehensive plan to establish new in-market teams in key markets. Projects aimed at developing value-added branded Beef products are on target for launch in October 2013.

Software development to manage the farm and animal data is on schedule. The first "help desk" person onboard and a second is due in January. The first "trainer" has joined the team and recruitment for a second is underway coupled with the development of a training course.

Apart from the some challenges surrounding the SNP Chip purchase which have now been resolved, the genetics project is on track based on an interim list of phenotypes for each species. All sequencing data has been received and the complete sequence is now being analysed.

In processing some cattle panel EID readers are being upgraded to improve reliability. The venison panel reader is operational at one plant with readers at other sites being installed. S&L second EID panel & mob tracking system have been installed at two plants and further installations are underway at other plants. All lamb X-Ray grading systems are operational with accuracy and standardisation work on-going.

The IQ Farms are progressing well. Two new farms, with potential for joining IQ farms, are being investigated, Stuart Farm, a Landcorp property in the Te Anau Basin, and Telford near Balclutha.