

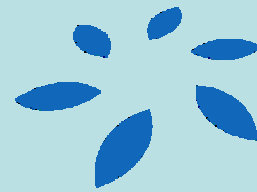


Productivity & Traceability

TUANZ Rural Broadband Symposium

**Rotorua
3rd & 4th July 2008**

Why follow sheep?



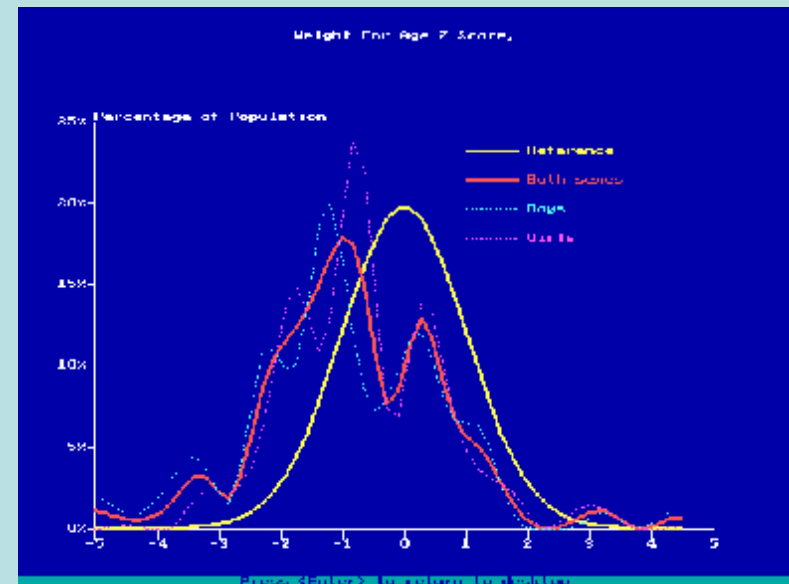
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- **Productivity**

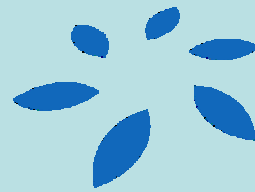
- Continuing to lift the performance of key productivity measures is critical to the industry's future



Individual ID enables an increased level of specificity in the system



Why follow sheep?



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- **Consumer confidence**

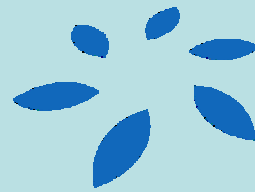
★ Traceability is part of the “story” that underpins the value of our food products.



Family farm: Waipara sheep farmer Jeremy Rookes, with his wife Mary and children



Why follow sheep?



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- **Disease outbreak**

- If a disease outbreak occurred. EID and movement recording in a central database would assist containment
- Noted, that this only has value if the system is widespread

RBL programme



- **This is a start**

– Not:  to  or  to 

- Behind the farm gate

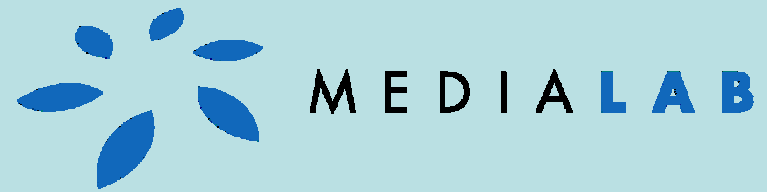
- Stage 1 capital stock

- Record weights, animal health, scanning against individuals

- Record lambing results as groups

- **This is not a breeding programme**

RBL programme



- The supply agreement Rissington has established with Marks and Spencer includes a direct incentive to tag slaughter lambs

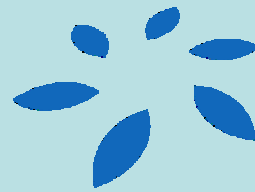


Climate Change.
We'll aim to make our
UK and Irish operations
carbon neutral within
5 years.



Greener Living
Think Green Shop Smart

How does the system work?



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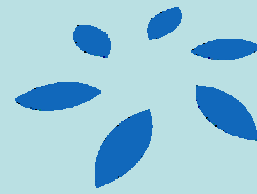
- **On-farm data capture**
 - Integration of weigh scales, RFID panel reader, auto-drafter
 - Collect data to a central point
- **Data sent off-farm**
 - Analysis
 - Reporting
 - Storage
- **Reporting back to the farmer**

Challenges? There are plenty!



- **Hardware integration**
- **Change practice**
 - (more data collection = more time required)
- **Installing broadband**
- **Identifying the value proposition to the farmer**

What is Broadband required for?



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- Data uploads
- Reporting back

- ★ Needs speed (not all night)
- ★ Continuous (doesn't drop out)
- ★ Good user experience (responsive & interactive)

Experience of getting Broadband for the trial



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Four farmers involved in the trial, plus RBL

- RBL Already had it from Project Probe
- Farm 1 Had invested themselves previously to get broadband to farm office
- Farm 2 Reasonably close to urban centre, but performance poor
- Farm 3 Major job convincing them that it was required
- Farm 4 One year on, now has it installed – barrier was what/how to access it

Where next?



- More recording
- More analysis, but off-farm (accessing external applications)
- A quality broadband service is essential



Thank you – any questions?

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