CONNECTED CONSUMERS?

FARMIQ

MARCH 2016
The Consumer to Connect to......

- High disposable income
- Value superior quality
- Shared values
The Consumer – Farmer Connection

Farmer
• Profitability
• Productivity
• Quality
• Sustainability

$ & Market Info
Supply chain
• Processor
• Distributor
• Retailer

3rd Parties
• Advice
• Inputs
• Assurance

Consumer
• Value
• Taste
• Convenience
• Safety
• Humane
• Sustainable

Advice • Inputs • Assurance
Connecting the Consumer and the Farmer

Farmer
• Profitability
• Productivity
• Quality
• Sustainable

Consumer
• Value
• Convenience
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Connecting the Consumer and the Farmer
Supply chain
  • Processor
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Farmers
  • Profitability
  • Productivity
  • Quality
  • Sustainable

Consumer
  • Value
  • Convenient
  • Tasty
  • Safe
  • Humane
  • Sustainable

3rd Parties
  • Advice
  • Inputs
  • Assurance
Tools - GM Calculation

Results

<table>
<thead>
<tr>
<th>Days on farm</th>
<th>Sale date</th>
<th>Gross return/head</th>
</tr>
</thead>
<tbody>
<tr>
<td>533 days</td>
<td>18-6-2015</td>
<td>$720.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gross margin/head</th>
<th>Gross margin/kgLWG</th>
<th>Gross margin/kgDM consumed</th>
<th>Tally</th>
<th>Total gross margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>$345.42</td>
<td>$8.64</td>
<td>$0.43</td>
<td>100</td>
<td>$34542.10</td>
</tr>
</tbody>
</table>

Name *

Sensitivity table

<table>
<thead>
<tr>
<th>Table value</th>
<th>Break-even point</th>
</tr>
</thead>
<tbody>
<tr>
<td>GM/hd</td>
<td>$300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sale price ($)</th>
<th>7.20</th>
<th>8.10</th>
<th>9.00</th>
<th>9.90</th>
<th>10.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase price ($)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Calculate

Print details  Cancel  Save
R2 Hereford 13/14 vs. R2 Angus 13/14 vs. R2 Hereford x Friesian 13/14

Daily liveweight gain: 1 Aug 2013 - 31 Mar 2014

- R2 Hereford 13/14
- R2 Angus 13/14
- R2 Hereford x Friesian 13/14
- Benchmark

Show seasons
Show weight range (two standard deviations)
Stocking Rate Report
Planning
Incidence rate of carcass defects between Apr 2013 and Apr 2014

- **Ossification**
  - Pass grade
  - Fail grade
  - Optimal range
  - Marginal range

- **Rib fat**

- **pH**

- **Marbling**

- **Fat colour**

- **Meat colour**

- **Gender**
- **Breed**
  - Hereford x Friesian
  - Hereford
  - Friesian
  - Angus

- **Supplier**
  - Home breed
  - Wapiro
  - Thompson
  - Wanganui
  - Others

- **Stock class when killed**
- **Year born**
- **Growth rate**
- **Last forage**
## Farm diary

### Treatment details

<table>
<thead>
<tr>
<th>File name</th>
<th>39_CLUTHA ANGUS STEERS.csv</th>
</tr>
</thead>
<tbody>
<tr>
<td>EID tags in event</td>
<td>10</td>
</tr>
<tr>
<td>Application date</td>
<td>25 Feb 2015</td>
</tr>
<tr>
<td>Withholding period</td>
<td>14</td>
</tr>
<tr>
<td>Withholding period edited by</td>
<td>Demo Staffer on 10 Mar 2015</td>
</tr>
<tr>
<td>Safe date</td>
<td>12 Mar 2015</td>
</tr>
<tr>
<td>Applied by</td>
<td></td>
</tr>
</tbody>
</table>

## Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Application rate</th>
<th>Batch no. &amp; Expiry date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matrix C Hi Mineral (Drench)</td>
<td>16.0 ml</td>
<td></td>
</tr>
</tbody>
</table>

## Animals

<table>
<thead>
<tr>
<th>EID</th>
<th>Class</th>
<th>Breed</th>
<th>Revenue</th>
<th>Mob</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>R2</td>
<td>Steer</td>
<td>Angus</td>
<td></td>
<td>Autumn steer arrivals</td>
<td>10</td>
</tr>
</tbody>
</table>

## Treatment costs

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product costs</td>
<td>$0.00</td>
</tr>
<tr>
<td>Staff costs</td>
<td>$0.00</td>
</tr>
<tr>
<td>Total costs</td>
<td>$</td>
</tr>
</tbody>
</table>
Tools – Health and Safety
Tools – Land and Environment Planning
ON-FARM DATA ECO-SYSTEM

SYSTEM

Other data sensors and systems
- Weather
- Spreading
- Irrigation
- Etc
Past (Experience)

Future (Novelty)

Maximise Value

Minimise Cost

What to do to - problem/opportunity

Going to make target?

Monthly weight gain

Weights

Wisdom

Knowledge

Information

Data

Past (Experience)
The Consumer to Connect to......

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THANKS

QUESTIONS?

WWW.FARMIQ.CO.NZ