

## **Farm<sup>IQ</sup> Programme Quarterly Progress report, October to December 2013**

Work continued this quarter to build on the platforms that have been established by the Farm<sup>IQ</sup> programme in genomics, on-farm systems, farm database, in-plant development and meat quality grading.

This quarter, to December 2013, is the second of the fourth year of operation.

The third product release of the Farm Management System was made towards the end of the quarter. This is a very significant development, with substantial reporting functionality introduced. It included enhancements based on farmer feedback.

In the genomics project around 10,000 sheep have been genotyped using the new high-density chip that highlights potential for meat quality and yield. Their genetics have then been matched with phenotypic information.

The Farm Systems team now has national coverage. A full complement of IQ Farms has been established, and benchmarking has been completed. The capacity to measure is now enabling the performance of a range of forage mixes to be assessed. The environmental footprint specification work is now complete.

Work continued to refine the EID tag reading systems in processing plants. The venison rail yield system is operational on all sites.

Silver Fern Farms launched “Beef<sup>EQ</sup>” - a new beef quality grading and payment system in October, as a result of work completed within the Farm<sup>IQ</sup> programme, and received good customer and media interest. Work then proceeded to prepare for retail launch in the New Zealand market. Early feedback from retailers has been positive, with the new system providing a valuable insight into the premium product