

FarmIQ Programme Quarterly Progress report

October to December 2014

The farm management system use is progressing with 2 million sheep, 250,000 cattle and 100,000 deer in the system, as the quarter to December 2014 drew to a close. This is the count of live animals, which fluctuates during the year. For example, the deer kill predominantly occurs pre-Christmas lowering numbers and fawns are not recorded until weaning.

Version 6 of the FarmIQ System, containing additions and improvements, was released in November. These include the creation of a version of the System that will be provided as an electronic diary for Silver Fern Farms customers.

A useful workshop was held at Taratahi in November with a group of rural women, including farmers, rural professionals and students, demonstrating the value of a hands-on experience to enable people to understand the potential of the FarmIQ System.

In the genomics work, 12,300 animals containing both meat quality and yield phenotypic data have now been genotyped with the HD SNP chip. Negotiations for the 2014-15 tripartite agreement (utilising the same progeny for different traits) between Beef and Lamb Genetics, FarmIQ and Focus Genetics have been completed. This will be the fourth year of this agreement.

Results from consumer and market research in China and Middle East provides very valuable insights into how to create value in these markets. The potential for premium products appears to be very large. The Reserve Beef test market in China has gone well with strong follow-up orders. A large number of new test market programmes are underway for premium-branded consumer and food service products.