

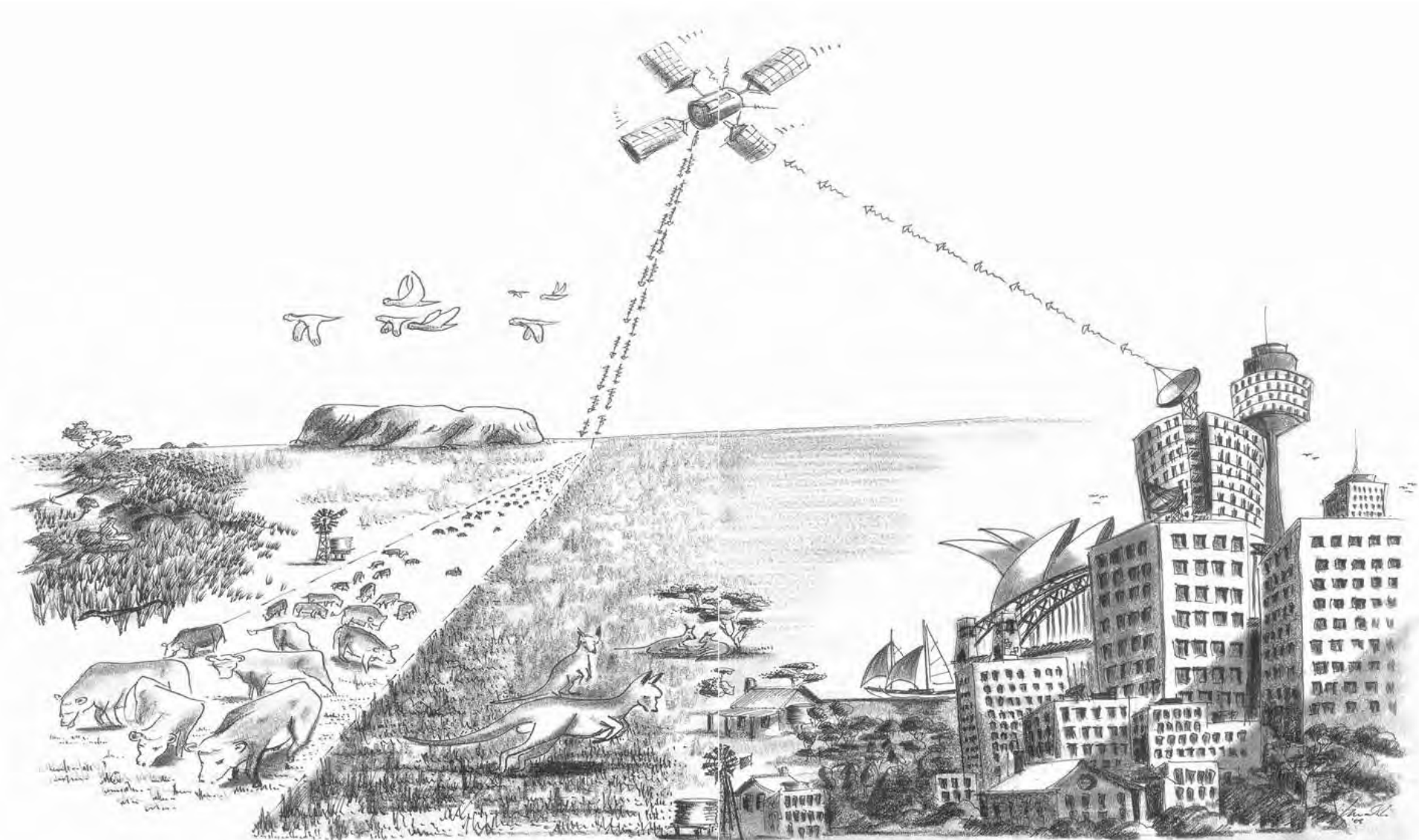
The Livestock Information Bottleneck

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Who Knows....

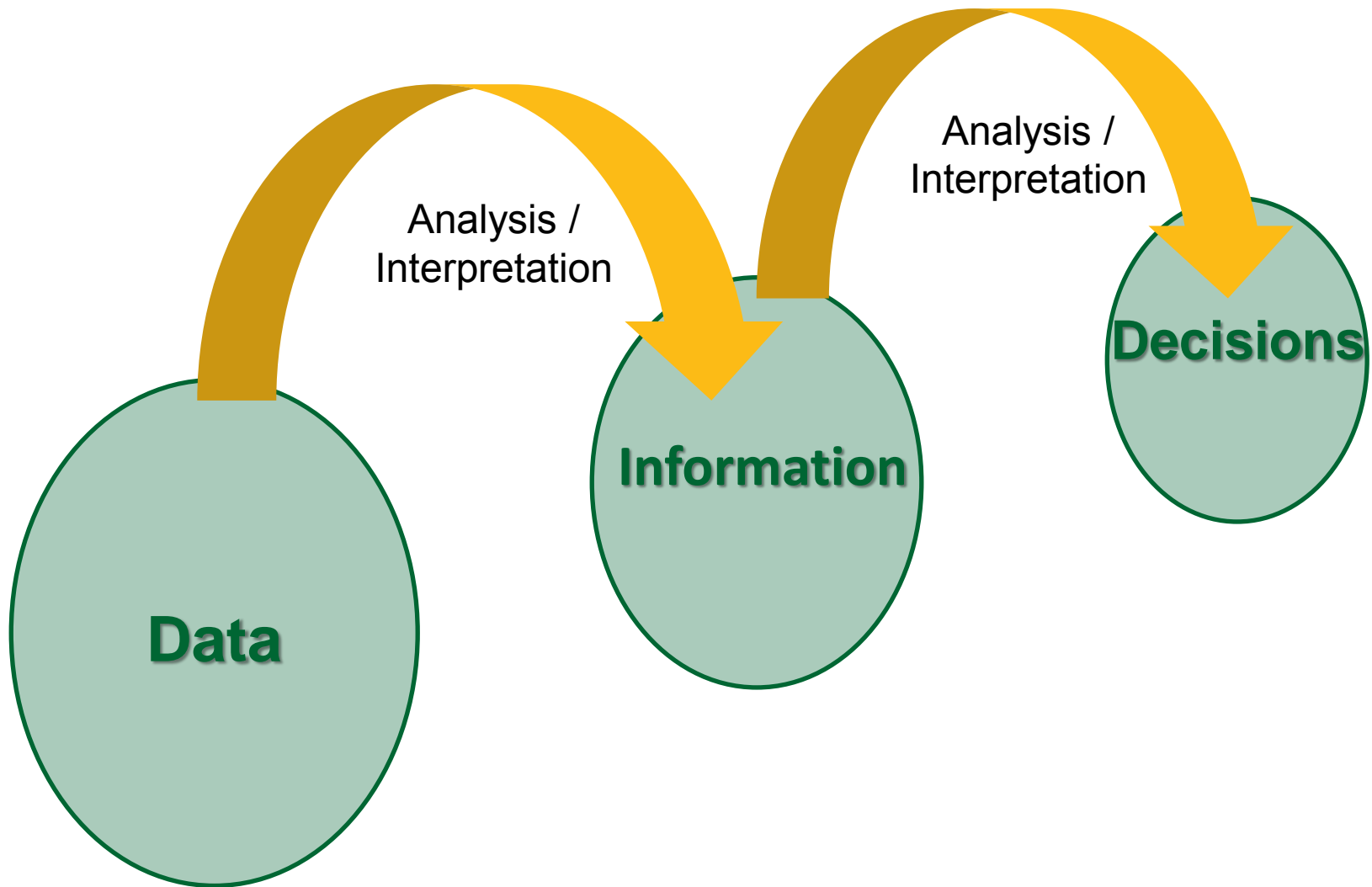


PEOPLE AND PRACTICES

WHAT ARE THE EMERGING TRENDS?

- Successful producers will be the ones that manage and utilise information
- We all will have to embrace technology changes and they are more than likely going to be in management then on-farm practices
- We will probably be linked to effectively branded products that have key elements such as providence, environmental management, eating quality etc
- We will have to manage larger numbers of animals with more information and less labour
- Key is that we are challenging the traditions of livestock production

TRANSFORMING DATA INTO INFORMATION AND INTO DECISIONS

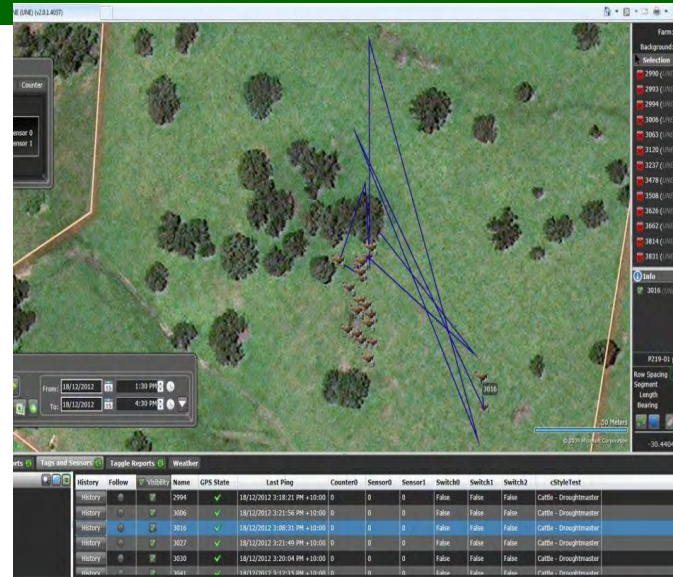


WHY DATA WILL BECOME MORE COMPLEX AND COMPLICATED



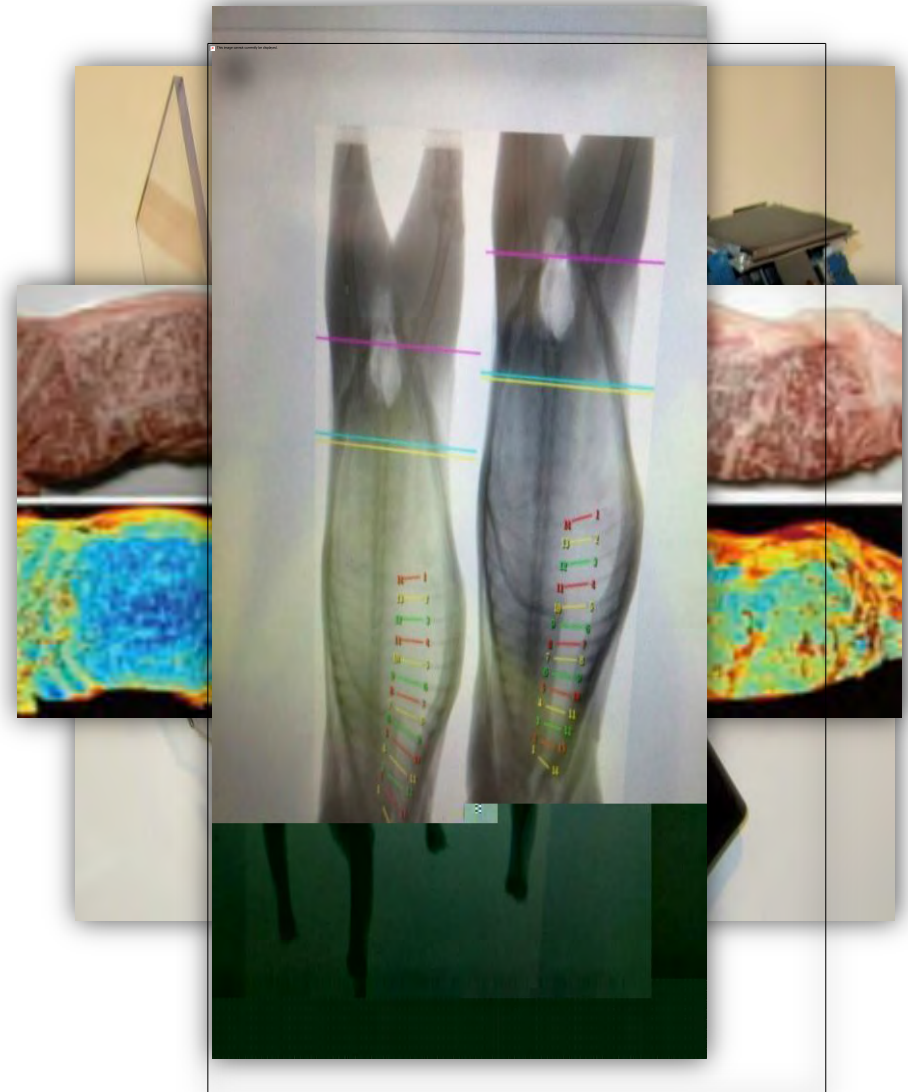
MEASUREMENT FOR MANAGEMENT

- RFID Eartags
- “Fitbits” for cattle
- GPS tracking
- Drones + sensors
- Bio-tattoos

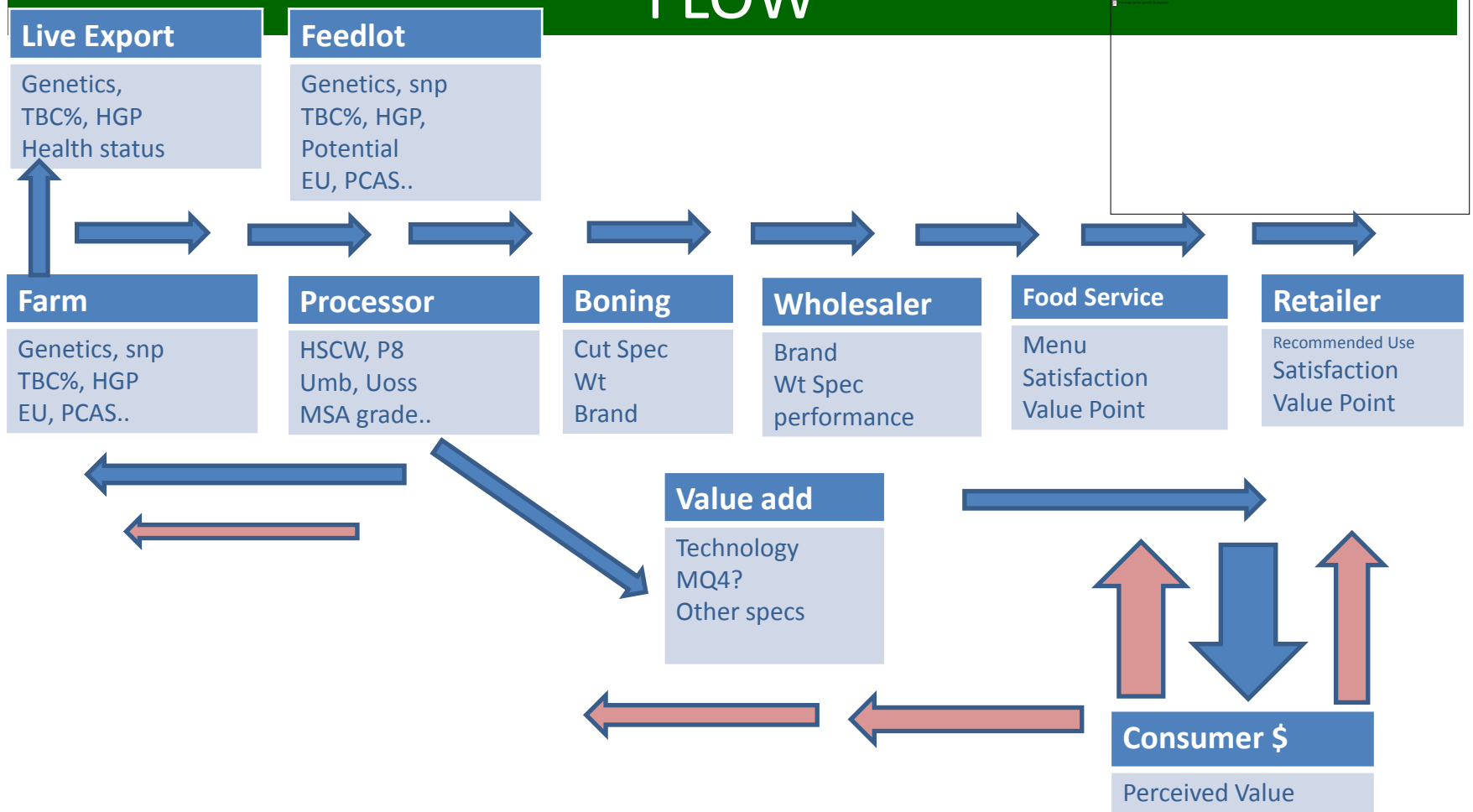


MEASUREMENT FOR MANAGEMENT

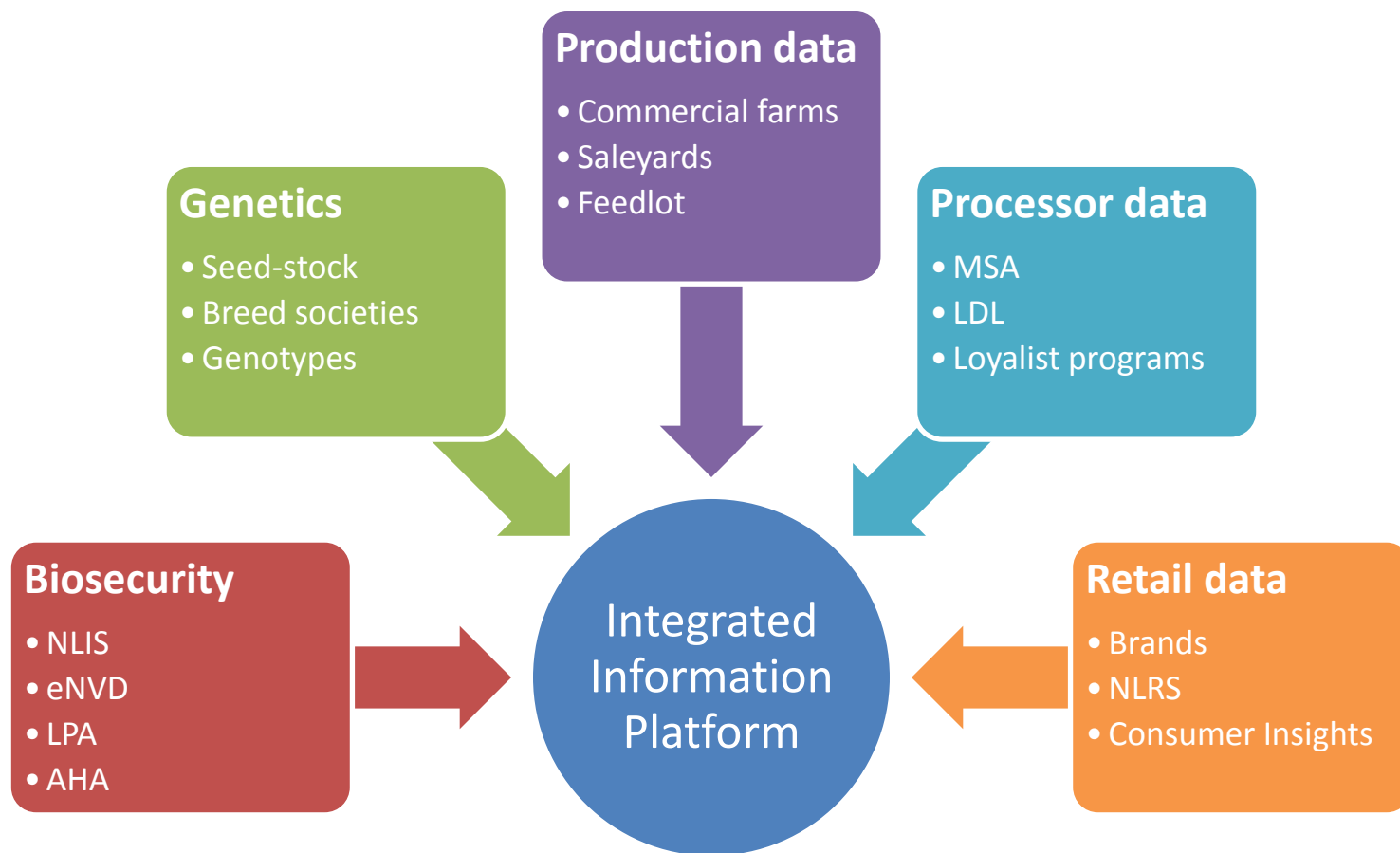
- Electrical impedance probe
- Hyperspectral cameras
- DEXA – dual energy x-ray
- 3D RGB Camera



AUST RED MEAT LANGUAGE – INFORMATION FLOW



Integrated Information Project



Key principles of the program

Data ownership, security and access

- Clearly defined ownership of data
- Choice around sharing data and its use
- Ensure trust, confidence and integrity

Simplify sharing of information

- Link systems across the value chain
- Single login across multiple platforms
- Seamless, invisible data transfer

Transform information to decisions

- Data used for benchmarking and RD&E
- Competition through 3rd party delivery
- On-demand analytics and solutions

CONCLUSIONS

- Data is increasingly more complex, complicated and volumetric
- Livestock producers cope well with the complex, they will need help with the complicated and the volumetric
- BIG Data must generate the capability to drive BIG Decisions not just generate data
- The key barrier will be engaging the stakeholders to share data in a win:win environment