



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

The Irish Agriculture and Food Development Authority



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Workshop 2.7

Improving Farm Performance with Technology



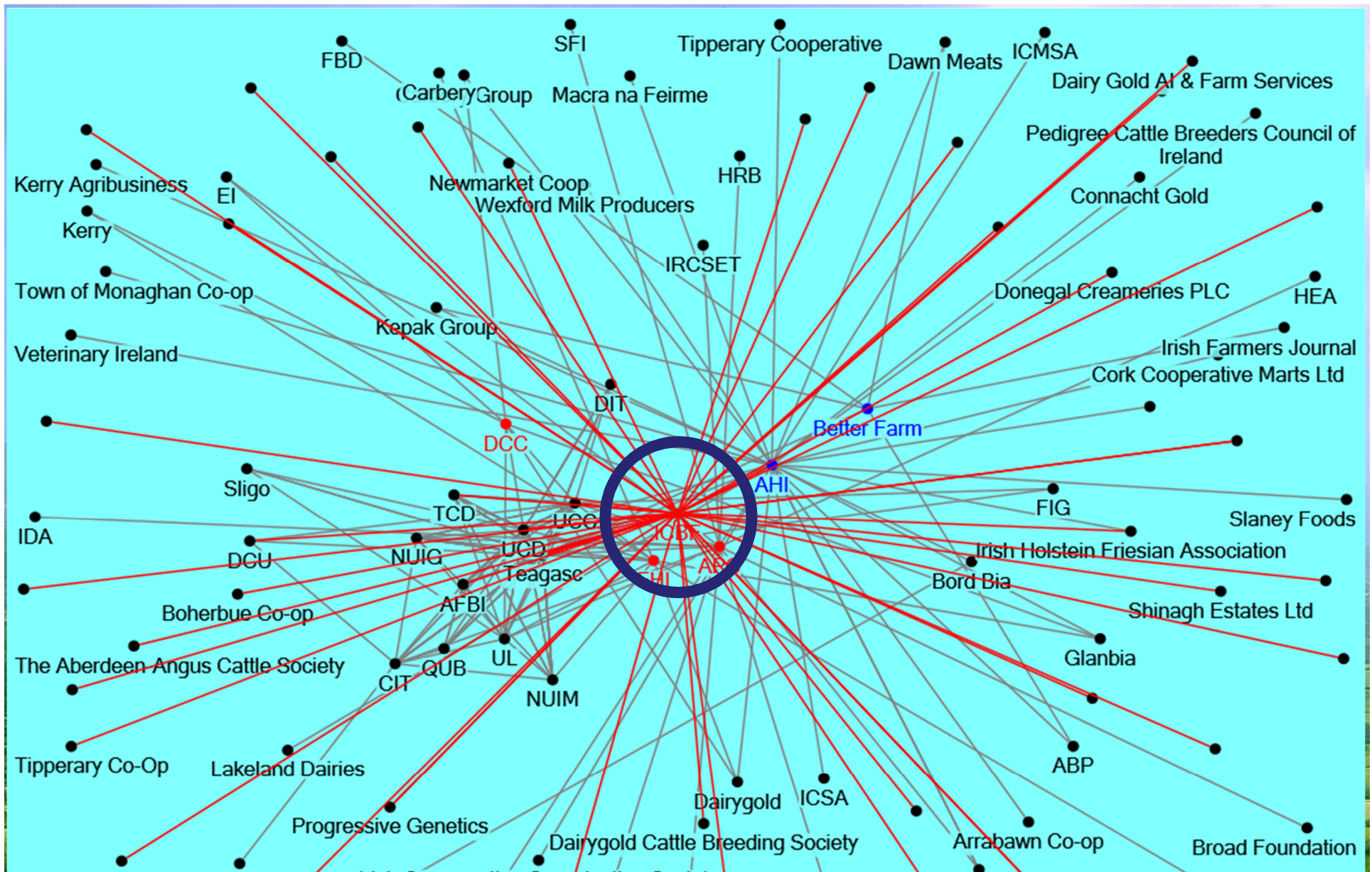
IRISH CATTLE BREEDING FEDERATION

Teagasc National Dairy Conference



Kevin Downing





Trust and collaboration with key stakeholders is the essence of how ICBF operates

How do farmers record data on ICBF

- ICBF web site
- DAFM web site
- Farm software companies
- Animal Events Sheets
- Mobile Phones - Texts & Apps
- Technician Handhelds:



Jumbo	EBI €	Milk €	Fert €
852	145	47.7	67.8
945	145	52.9	73.9
999	177	42.3	117.6
1006	186	50.8	96.6
1011	201	41.0	122.7
1027	223	83.2	113.4
1029	186	51.1	119.8
1038	179	62.6	78.7
1040	104	34.2	28.0
1080	259	41.4	170.1

AI & Linear Scoring



Scanning Data



Electronic Weighting Scales



Increase in Data Recording

- 90% of the worlds data was created in the past 2 years
 - Mobile devices account for 17% - 27% by 2020
 - Currently IOT accounts for ~2%. By 2020 ~50 billion devices will be connected to the internet!!
- Volume of data in the world will double every 2 years
- ICBF examples of 'Big Data':
 - Health data – Liver Fluke, TB
 - Milking Robots
 - Genomics – 8.6 billion
 - Animal Sensors – Feed intake, Fertility, Lameness...



HERDWATCH:

IMPROVING FARM PERFORMANCE WITH TECHNOLOGY

Teagasc National Dairy Conference

Kilkenny

Dec 8th, 2015

Fabien Peyaud



herdwatch

- ▶ Part of **FRS Farm Relief Services**, serving farmers for 35 years
- ▶ **1,700 farmers** signed up in just over 18 months
- ▶ **300,000** animals, **40,000** calves registered, **80,000** events sent to ICBF, **THOUSANDS** of hours saved by farmers
- ▶ 94% of users **would recommend Herdwatch to other farmers**, and half of our customers come from recommendations and word of mouth.



herdwatch

FREE TRIAL NOW
AVAILABLE ON
WWW.HERDWATCH.IE

THANK YOU.



herdwatch



Agrinet - current situation

Herd on PC

Herd on phone

Grass on internet

Grass on phone

Accounts on PC

Cash flow on internet

www.agrinet.ie

www.cashminder.ie



Technology – looking forward

Minimal data (time)

Data just “turns up” (time)

Big data (value)

Data analysis (value)

Data team (time/value)

Data from sensors (time)

Farmer data control (value)

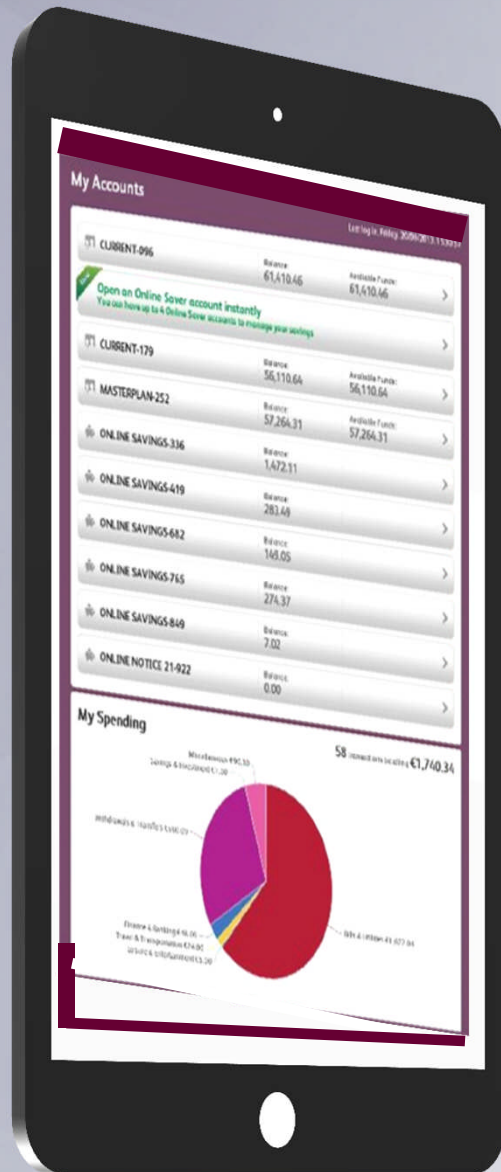
Use of Online Banking by Dairy Farmers

Tadhg Buckley
Agri Advisor, AIB

www.aib.ie/farming



Dairy Farmer use of Online Banking lower than other SMEs



Increasing trend (40%)¹ but lower than other SME's (92%)²

Predominantly via PC / Laptop¹

Easy-to-use; Cost effective; Greater Flexibility & Control

Lack of Knowledge & Trust main barriers¹

(Source: ¹ AIB Agri Financial Services Survey, 2015

² AIB SME Financial Monitor Survey, 2015)





Thank You

www.aib.ie/farmi
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 #backedbyAI
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