AN INITIATIVE OF

Making More From Sheep

awi Australian Wool Innovation Limited

mla MEAT & LIVESTOCK AUSTRALIA

Measure to Manage

Hamish Dickson

Agri Partner CONSULTING ...creating options

Session

- What is individual animal management?
- Why bother / value proposition
- Technology available and how it works
- Implementation strategies
- Future opportunities
- Questions

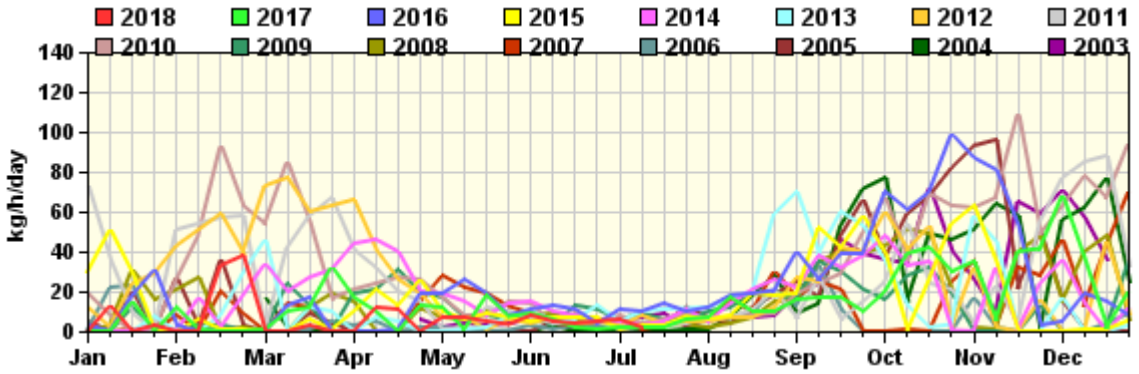
Why Bother?

GROSS MARGIN = $/DSE x Stocking Rate

Maximise net margin per head,

or,

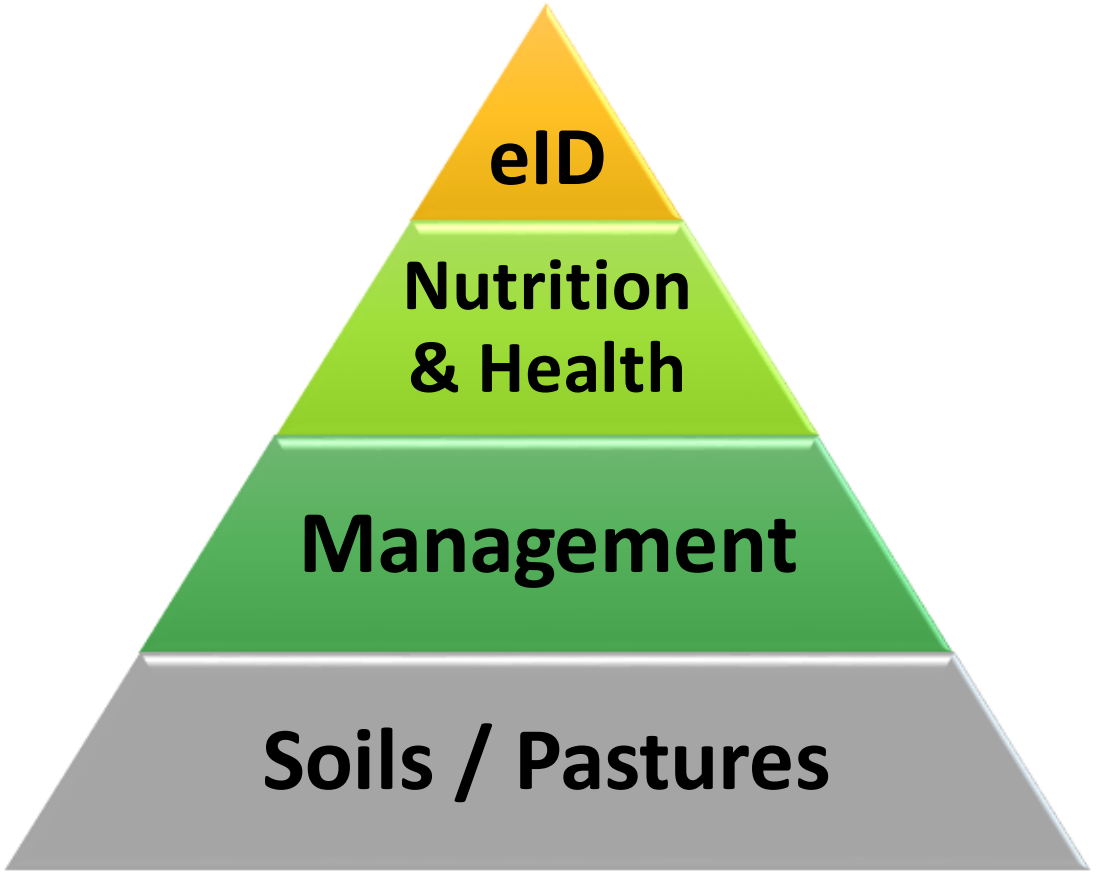
Stocking rate?



Individual Animal Management

Maximising net return per head requires data!

Not a silver bullet!



S.M.A.R.T. Goals

Business Targets

- 5 year goals
- Labour efficiency (DSE/FTE), gross margin per DSE, income from wool vs meat ($/hd), meat:wool ratio, ROI %

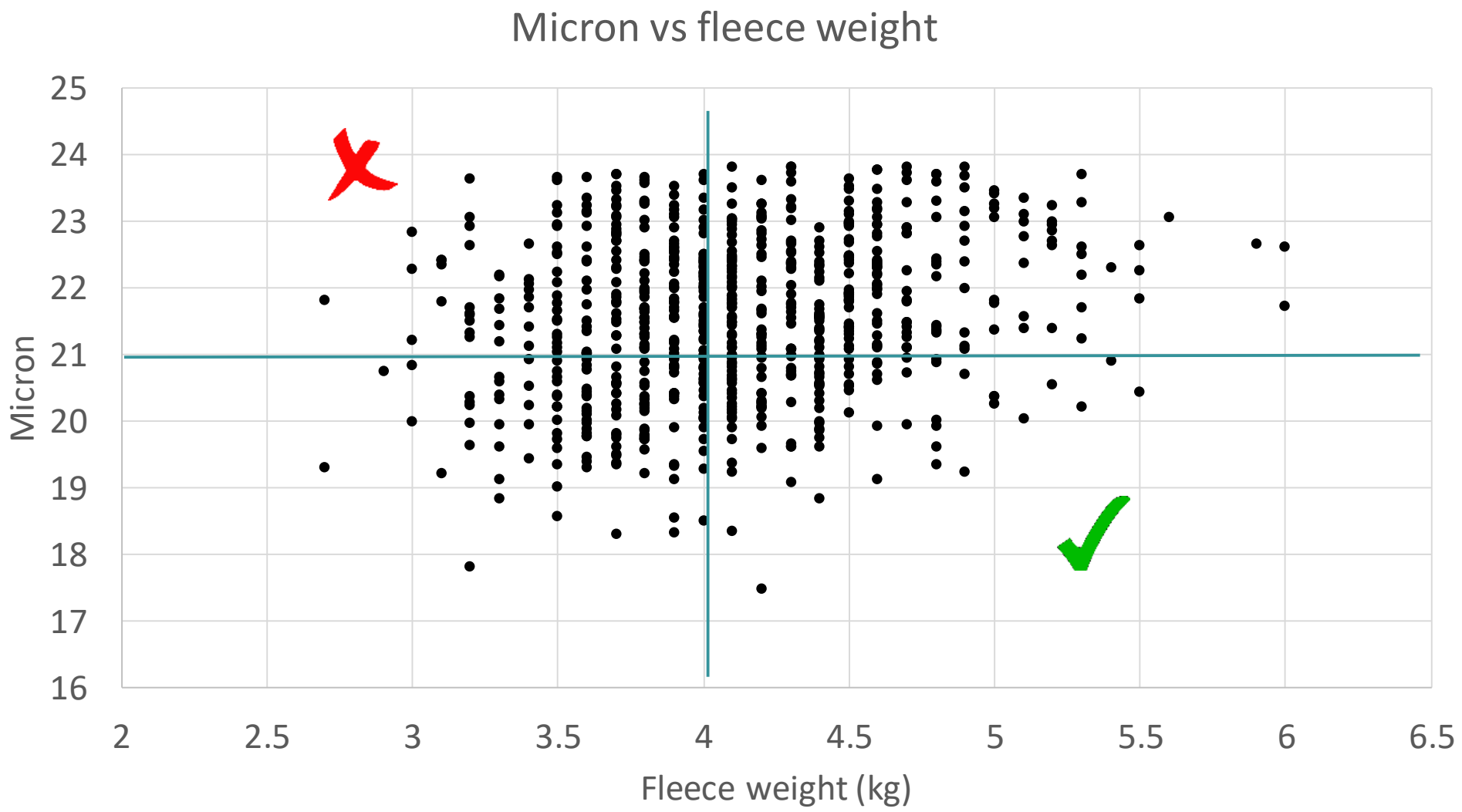
- Is there a plan?
  "A goal without a plan is just a wish"
- At what cost / reward?

Value Proposition

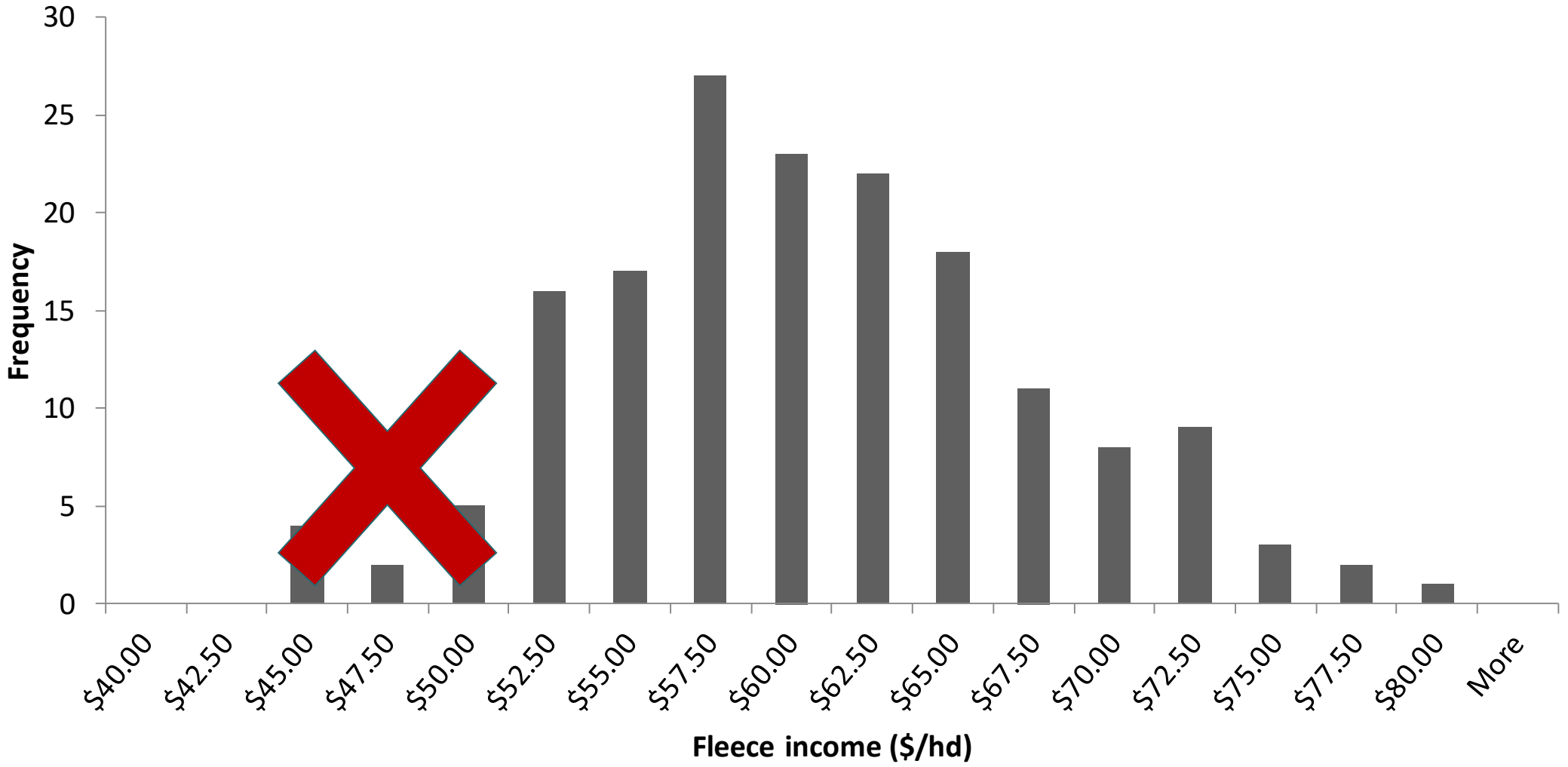
Trait	Production level of flock		
	Average	Top 25%	Bottom 25%
Wool traits			
Fleece weight (kg)	4.6	5.3	3.9
Fibre diameter (µm)	20.4	18.9	21.9
Meat traits (crossbred lambs)			
Growth rate (g/day)	284	357	200
Fat depth (mm)	10.6	8.9	12.5
Reproduction			
Lambs weaned per ewe joined	0.86	1.43	0.28
Profitability traits			
Fleece value per ewe ($)	$54.00	$82.00	$37.00
Carcase value per ewe($)	$33.00	$56.00	$12.00

Source: Atkins et al, 2006

Fleece characteristics



Fleece return



TOP 10 EWES *(Reproduction)*

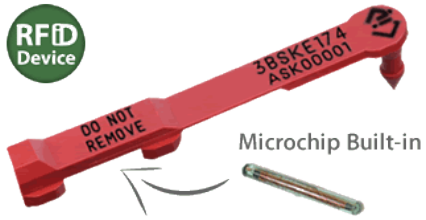
	Ewe weight (kg)	Total kg lamb weaned	Efficiency (%)	No. of lambs
951 000014405022	60.5	82.5	136%	2
951 000013563061	85.5	109.5	128%	3
951 000015369300	62.5	76	122%	3
951 000013817778	61	73.5	120%	2
951 000009583209	57	66.5	117%	3
951 000014572749	50.5	58.5	116%	2
951 000012255912	56.5	61	108%	1
951 000017547810	61	65	107%	2
951 000017835374	75	79	105%	3
951 000000610830	59.5	61.5	103%	2

Value Proposition

eID (Y/N)	Key selection decisions	Gross margin ($/ewe)	Net cost / benefit (scenario 1)	Net cost / benefit per 1000 ewes
No	Ewes culled based on age group.	$135.31	-	-
No	Visual classing + age group	$136.40	$1.09	$1,085.00
Yes	Visual classing + age group. Individual fleece data (FW + FD).	$137.78	$2.47	$2,466.94
Yes (?)	Visual classing + age group. Pregnancy scanned and twice dry ewes culled.	$142.71	$7.40	$7,400.00
Yes	Visual classing + age group. Individual fleece data (FW + FD). Pregnancy scanned and twice dry ewes culled.	$144.63	$9.32	$9,316.94

How?

- **What is your goal?**



More Accurate
Easier
Faster
More likely to happen!

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Planning your investment wisely

Sheep CRC course: **Using eID for Sheep Management and Breeding**

Part A (cont.)		
Record (Trait/Event/Measurement)	**Currently Collected** **Yes/No**	**Current Method**
WWT	Yes	Scales, Written record

Part B			
Equipment Required	**Estimated Cost**	**Regularity of use**	**Could a cont be used?**

Data Utilisation

Data is nothing without decisions

Data management

- Excel
- Software

Decision making

Future…

- Feed efficiency
- Feedlot systems
- Carcase data
- eID will be surpassed
- Closed loop systems

Key messages

- Have clear enterprise production goals to guide management strategies and implementation of technology
- Technologies simply provide an efficient and cost effective way of collecting data - must do something with the data for it to be of any use!
- Plan how you will invest in technologies
  - What information will you collect?
  - Do you need to buy equipment to start with?
- Technology isn't a silver bullet

- Further information and resources in your booklet