

Privileged and Confidential



# Dartmoor Farming Network

January 2023

# Introduction

- First generation farmer
- Beef, sheep & pigs
- Just ended our 155 acre tenancy
- UK Country Manager at Breedr



# Productivity and profitability matter

30%

BPS make up of  
farm income

100%

Reduction rate by  
2027

£21k

Average funding gap

## ELMs is not a subsidy replacement!



# Why is recording data important?

- 1Kg of growth is worth £1.85
- Average growth rate is 0.65kg a day, Breedr average 1.25kg (DLWG)

## Example

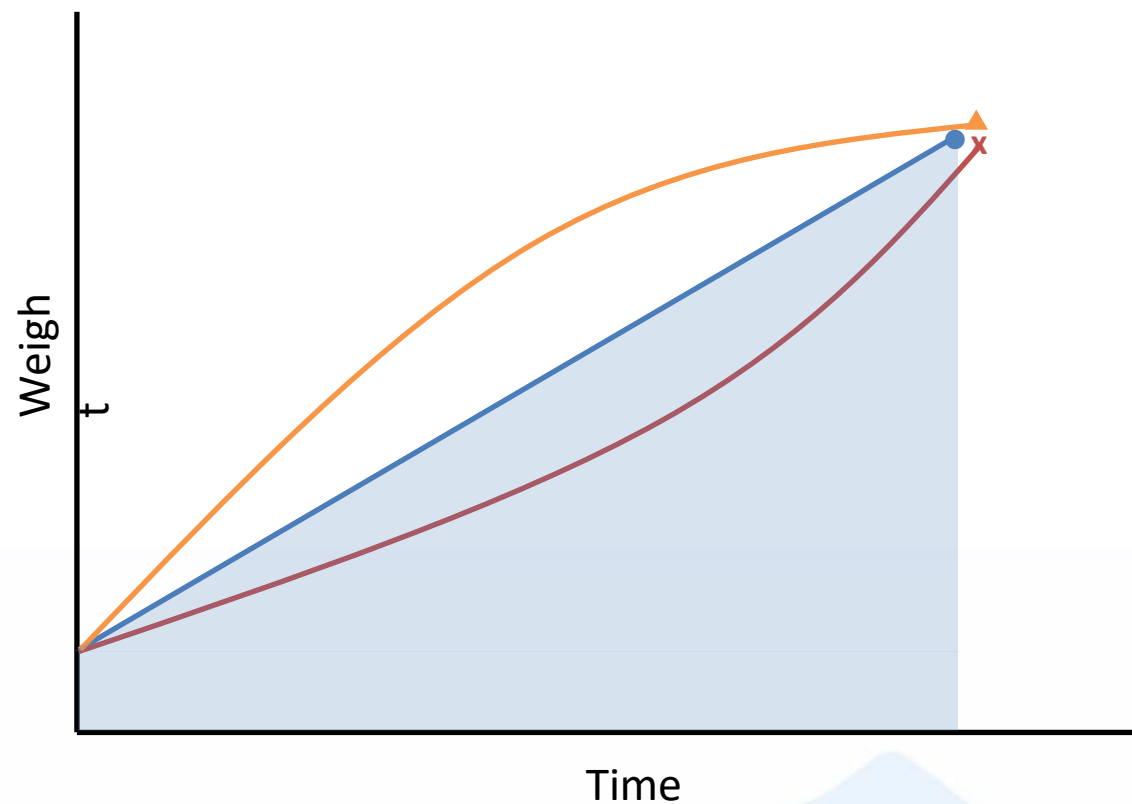
Difference per animal over 365 day rearing period =

- + 219kg
- **£405**

**Gap isn't just inputs its animal health and genetics is crucial**

# Weight data utilisation

3 animals, same result, different journey



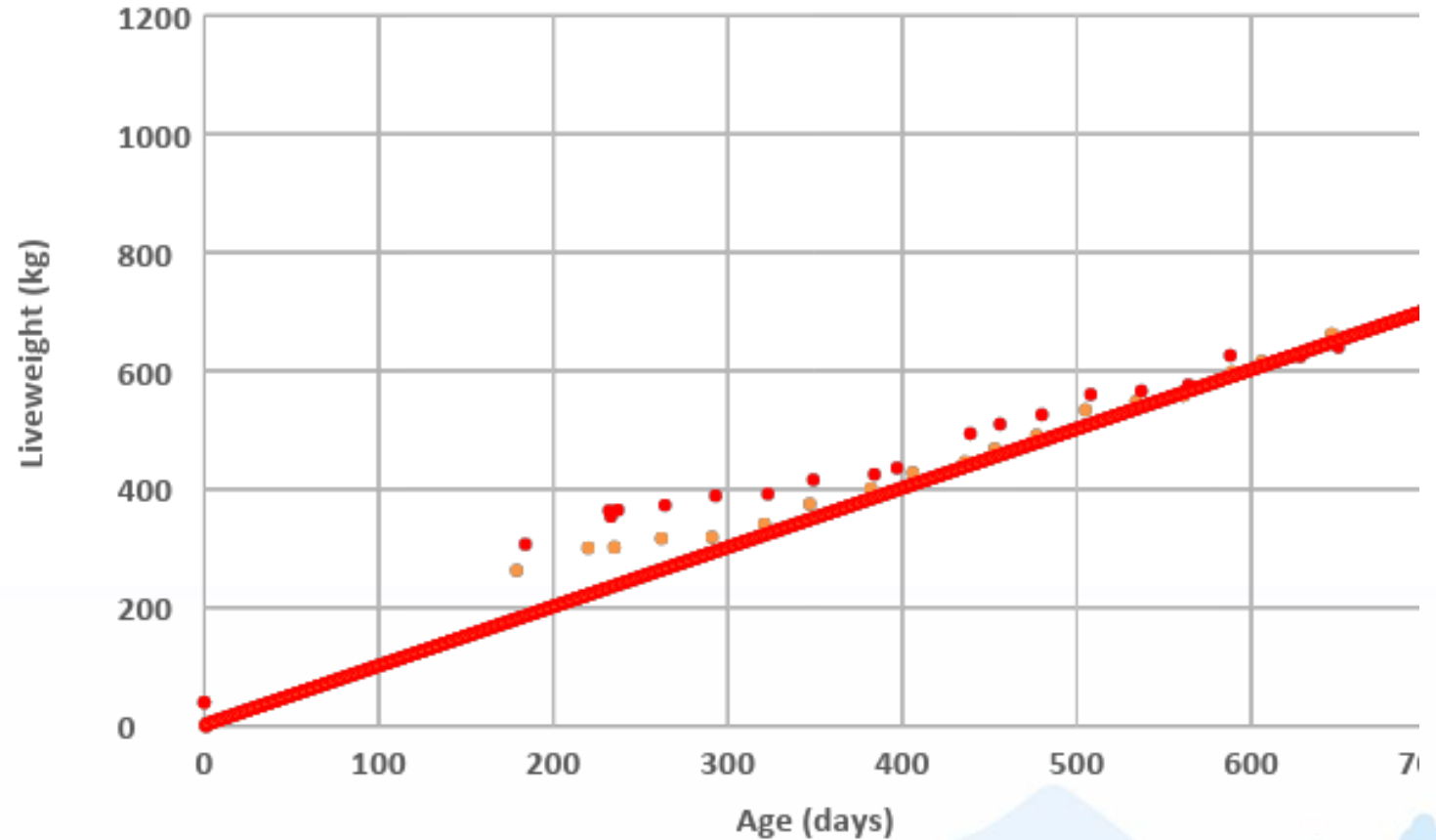
# Weight data utilisation

£/day = **0.2%** difference

£/curve area = **8.2%** difference

Scoring correlates with:

Enteric methane:	60%
Manure methane:	50%
N <sub>2</sub> O:	75%
Nitrogen excretion:	75%
<b>Dry matter intake:</b>	<b>88%</b>



# Putting the power of data in the hands of the farmer



## Easy farm data

Link to farm devices  
Easily collect and manage animal data



## Improve productivity

Improve productivity, reduce impact  
Benchmark against others



## Trading & Futures

Buy & Sell remotely with data  
Forward contracts

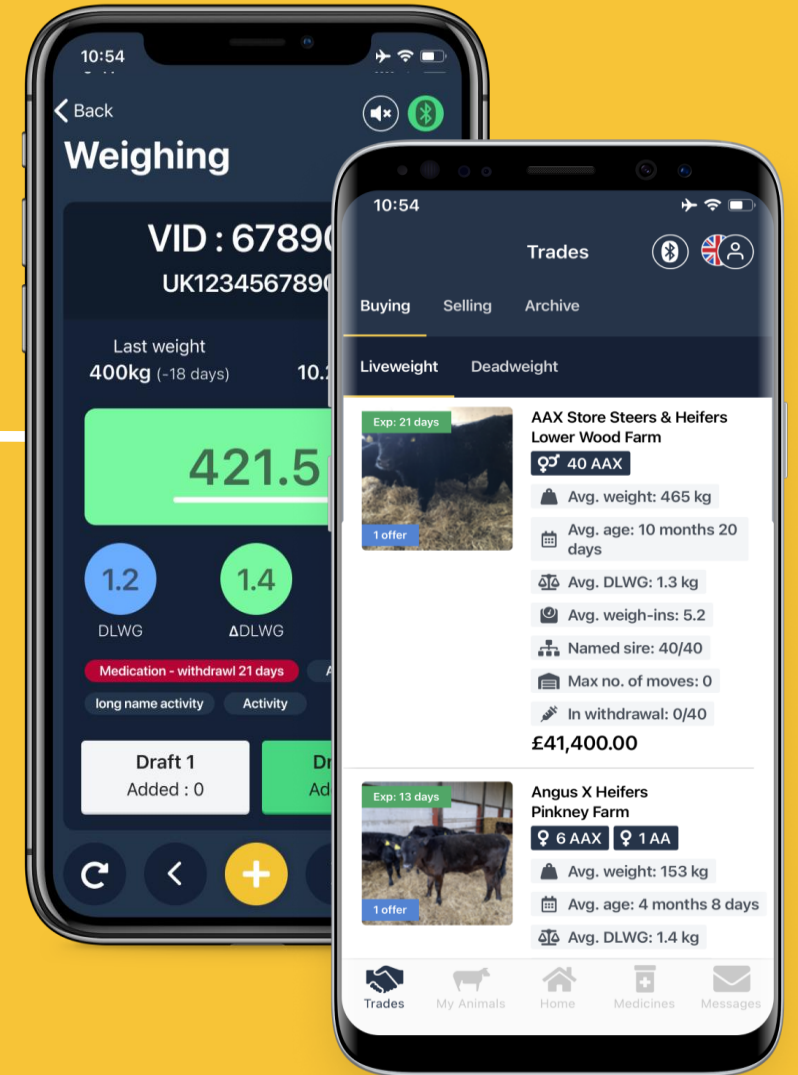


## Finance on Data

Release cash flow as animal grows  
Advance payments

Simplify digital data collection

Unique Data on Animal of Value







Turnout

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Traditional cattle breeding programs can take up to 10-15 years to reach maturity, however by recording the performance of your herd throughout each breeding cycle you can accelerate herd fertility, cow output & profitability. SucklerClub is our year round program that marries AHDB best-practice with our time saving and practical livestock app. By using this calendar (which you can start at any time) alongside Breedr's suite of breeding tools you can benchmark your progress against AHDB Key Performance Indicator (KPI) targets, and gain valuable insights to help you build success & resilience into your farming business. Find full support at [www.breedr.co/sucklerclub](http://www.breedr.co/sucklerclub)



## Calving Objectives

### Calve heifers at 2 years old

Calving heifers at 2 years not only produces more calves over the cow's lifetime, but also reduces the time between generations for faster genetic improvement. In fact, every 1 month delay costs you an additional £43 per heifer!

### Easy calving

Smaller calves are less likely to have calving difficulties, with cows requiring less assistance, helping them recover faster and achieve a tighter calving interval & spread next season.



## Calving KPI's

24 MONTHS  
Age at 1st calving

285 DAYS  
Average gestation

365 DAYS  
Calving interval

<2%

Calf mortality at birth

<12 WEEKS

Calving period

<5 %

Assisted calvings



## Calving Tasks

- 1 Log your births in the Breedr app, recording calving performance and offspring vigour for each birth
- 2 Register births and deaths with BCMS/ScotEID using the Breedr app
- 3 Log birth weight using Crush Mode in the Breedr app
- 4 Log your medicines in Breedr and create annual alerts as per your health plan



## Service Objectives

### Optimum bull & dam selection

Genetic selection is the most efficient way to improve herd health, fertility and profitability. Choose the sire whose calves deliver the best DLWG & select heifers born in the 1st 6 weeks of the calving period that have grown well.

### Tight calving spread

The more calves born in the first 3 weeks will result in a higher average weaning weight and cow & calf groups will be at the same stage for easier herd management.



## Service KPI's

41-50 DAYS  
Return to oestrus  
(post calving)

<9 WEEKS  
Service period

<84 DAYS  
Days to conception  
(post calving)



## Service Tasks

- 1 Upload historical animal data & review sire & dam performance reports (if applicable)  
This allows you to identify common trends based on that animal's offspring, giving you insight into the genetic potential of their future calves.
- 2 Organise your animals into management groups
- 3 Log introduce / remove sire & AI
- 4 Weigh your cows & calves
- 5 Log bulling activity



Bulling Alerts



AI Alerts



Analyse offspring



Sire & Dam Performance Reports

Housing



## PD Objectives

### Maintain herd fertility

It is economically vital to identify & remove not in-calf cows as early as possible, & only breed from those who became pregnant in the first 6 weeks.



## PD KPI's

>96 %  
Scanned positive

>65 %  
Calving in 1st 3 weeks



## PD Tasks

1

Log your PD test results against each cow



Calving due date calendar



Estimated due date alerts



Pregnancy status

PD notes



## Weaning Objectives

### Optimum weaning weights

To be efficient cows need to maximise calf weaning weights while getting back in calf. In a 100-cow herd, increasing avg. weaning weights by just 10kg would increase output by nearly £2,000!



## Weaning KPI's

1.1 kg  
DLWG from birth

>94 %  
Weaned of all served

50 %  
Of dam weight



## Weaning Tasks



## Winter Objectives

### Optimise DLWG

Monitor the impact of weaning & identify issues early before they impact your profitability.

### Cow welfare

Prepare for a successful calving by ensuring that nutritional requirements are being met.



## Winter KPI's

1 kg  
Calf DLWG  
(post weaning)

2.5-3  
Cow B.C.Score  
(at calving)



## Winter Tasks

- 1 Log a midwinter weight of your cows & calves
- 2 Log a body condition score for your cows
- 3 Forward sell fat cattle on a Breedr beef contract
- 4 Manage cash flow with Breedr Impact options



Winter notes



## Weaning notes

**Breedr**

The precision livestock network

## Performance

Save hours of admin every week by capturing regulatory, meds, weights, breeding activities and much more on the go in the free Breedr mobile app. Get real-time growth feedback and current price estimates for your animals, plus opportunities to improve animal performance and profit at every stage of life.

## Cash Flow

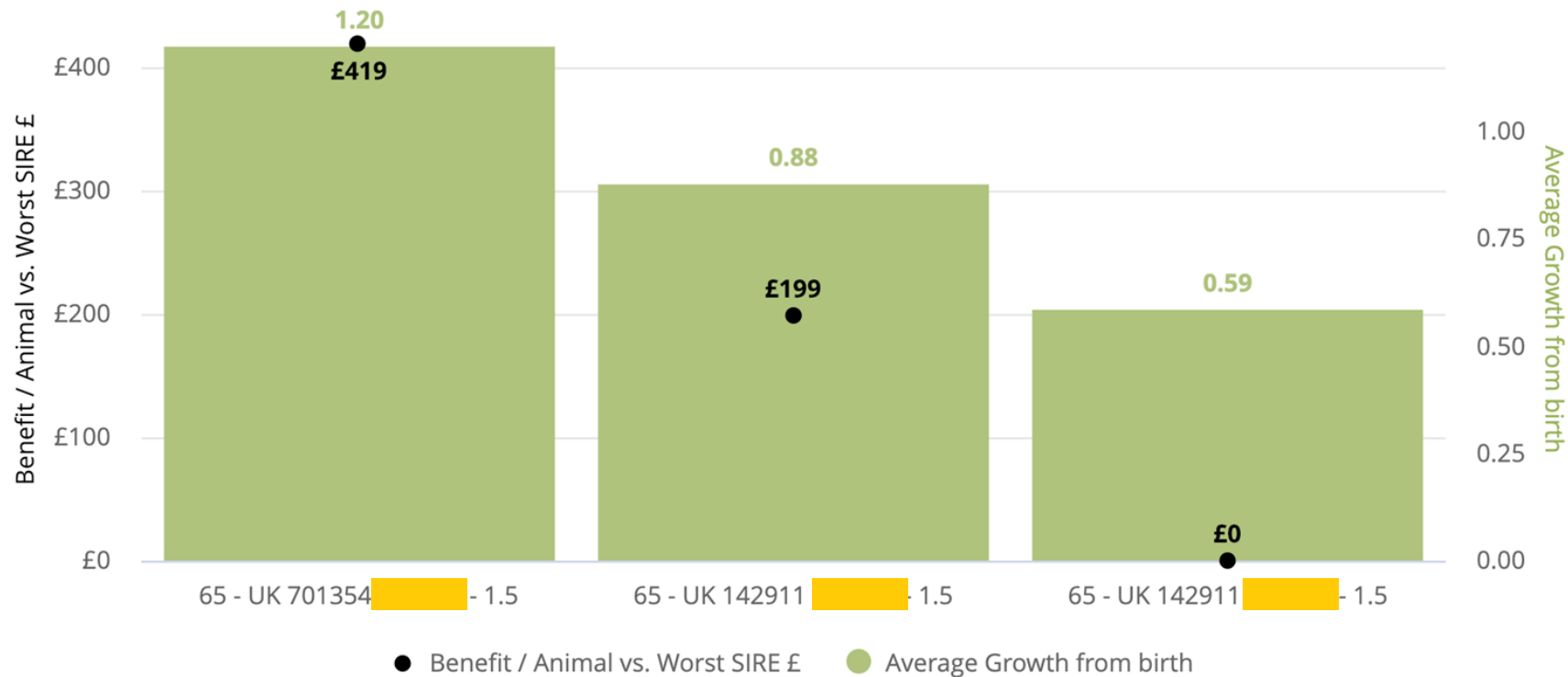
At Breedr we look at your farm a little differently to the banks, offering a flexible cash flow solution based on the value of your animals. So whether you want to fund your feed & inputs, or expand your business and put up a new shed, if you're recording animal data in the app, chances are we can help.

## Marketing

Why lug 10 tonnes of cattle around the country when you could sit back and let Britain's top buyers come to you? The average listing sells on Breedr for 99% of asking price within 3.4 days. Even better the buyer organises the transport, leaving you to get on and farm!



# Sire performance drives value of calves



15 month  
performance of  
Off spring by SIRE

Profit difference  
base on £3.50  
DW price.

# Data underlines the story

- <30days at death
  - Dairy need to improve (colostrum, calving hygiene, dry cow management)
- >30days at death
  - Calf rearer need to improve (weaning strategy, vaccination protocol, nutrition, hutch hygiene)
- Tracking cause of death produces paper trail to negotiate with the dairy



# Source Farm

Freeman US Farm



## Mortality

Performance From Birth

Performance On-Ranch

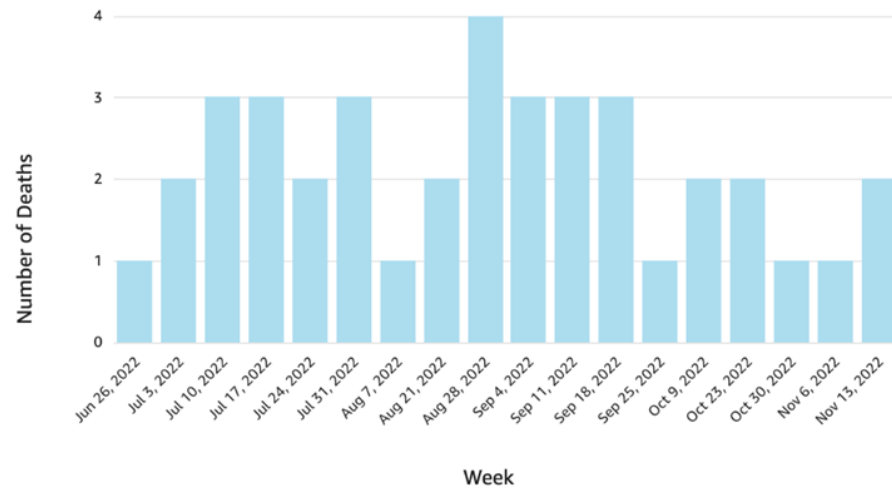
Sales

Controls

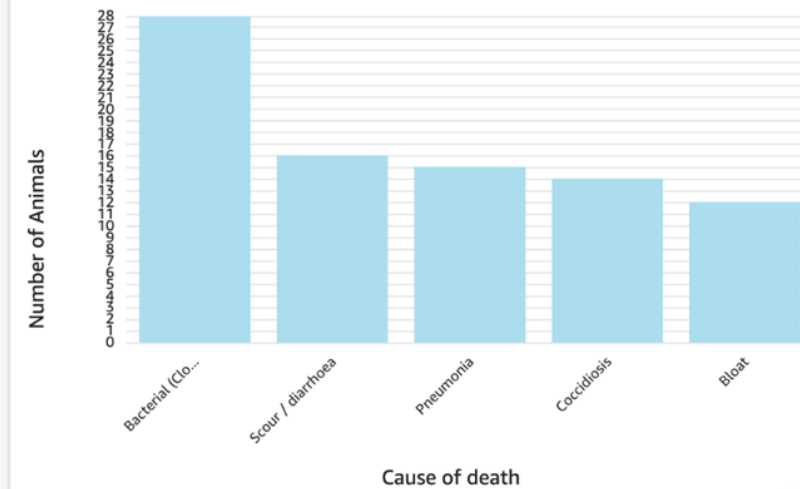
Breeds All

Daily Rearing Cost (USD) 3

### Deaths Per Week



### Top 5 Causes of Death



### Animal Mortality by Source Ranch

Source ...	Total Animals	On-Ranch	Died	Mortality %	Mortality % First 30 Days	Avg Purchase Age (days)	Avg Purchase Price	Avg Days On-Ranch at Death	Est Mortality Cost Per Head
Ranch 10	384	71	12	3.13%	50.00%	254	\$986.43	34	\$1,089.43
Ranch 3	291	73	17	5.84%	23.53%	205	\$893.75	57	\$1,064.22
Ranch 7	246	66	8	3.25%	50.00%	213	\$944.53	33	\$1,042.03
Ranch 6	191	66	12	6.28%	25.00%	170	\$794.61	39	\$912.86
Ranch 5	182	66	6	3.30%	66.67%	149	\$816.43	29	\$901.93
Ranch 9	176	67	9	5.11%	66.67%	109	\$782.73	27	\$864.39
Ranch 2	161	58	9	5.59%	33.33%	156	\$685.84	40	\$805.84
Ranch 8	173	74	6	3.47%	66.67%	168	\$672.08	29	\$750.00

Powered by QuickSight



Breedr



# Bertie Newman - Dorset

- AHDB Monitor Farm
- Isolation Unit
- Out winters dairy X stock
- Improved growth rates with regular weighing



# Speciality Rearing

## Pro's

- Secure contract
- Guaranteed outlet for calves
- Significant support from in-house teams

## Con's

- You are tied into the contract
- Semen maybe more expensive
- Often have enhanced rearing protocols
- What happens if you come down with TB?



**Wagyu Contract Available**

We are looking for existing rearers and finishers to work with us on a retailer backed Wagyu contract

**Do you have:**

- Experience in calf rearing and finishing cattle
- Traditional rearing, finishing, grazing or specialist AFU/Isolation space
- Commitment to using the Breedr app

The advertisement features a circular inset image of several dark-colored Wagyu cattle.



**Buitelaar GROUP**

**CREM AWARDS**  
DAIRY INDUSTRY MADE BRANDS 2018  
DAIRY INDUSTRY MADE BRANDS 2018

**BITELAAR LONGHORN BEEF SCHEME**

- ✓ Premium paid to dairy farmers using Longhorn genetics
- ✓ Being a native breed, you can expect easy calving
- ✓ Calves born with shorter gestation

To find out more contact Grace Barwell on 07947 545997  
grace@buitelaar.co.uk

The advertisement includes a photograph of a young Longhorn calf standing in a field.

# Path to profit

1

What is your USP?  
Stores/calves/  
finish/specialty

2

Switch genetics  
based on EBVs &  
Look

3

Improve animal  
health, BVD/Johnes,  
Worming

**£21,000 by 2027**





James Wright  
07856 204233



Charlie Coleman  
07385 615137



Thank you

