

## YOUR OPPORTUNITY TO PROVIDE LIVESTOCK COUNTING SOLUTIONS

MLA, LiveCorp and University of Technology Sydney researchers are seeking interested partners to further develop and commercialise automated livestock counting technology for live export yards and vessels, saleyards and farms.

### The problem

Animal counting is a critical operation for the livestock industry.

Livestock export companies, saleyard operators and producers could reap the benefits from an automated counting system due to the high accuracy count the technology has delivered.

A higher margin of human error costs time and money, in addition to resourcing – especially when counting sheep on and off trucks and livestock vessels.

### The solution

An automated, video-based system has been developed for animal counting and was recently trialled on sheep.

By exceeding the accuracy and efficiency of counting, this portable system will ensure livestock transactions are conducted with confidence.

This new cost-effective counting system has the potential to reduce errors, cut costs, minimise disputes and reduce the labour-intensive process of animal counting.

### The opportunity

MLA, LiveCorp and the University Technology Sydney are now seeking interested partners to further develop and commercialise the new automated animal counting technology for the Australian livestock industry.

The selected partner will be supporting the future of a smarter, connected and profitable red meat industry.

The video technology also has the potential to be adapted for other uses.

MLA Donor Company may co-invest with the successful partner to progress the product\*.



### Where is it up to?

- The technology was able to successfully differentiate between sheep, humans and dogs in different environments in its initial trials.
- Further development is required to develop a robust product for yards/vessels and livestock management hubs (potentially as well as an on-farm app for producers).

### Further development may include:

- improving product robustness for use in live export and livestock yards
- product robustness trialling for various products
- product design, including for other species
- on-farm app
- field testing
- scale-up and support use in other animals and/or items.

### More information

For more information or to register your interest, please **contact MLA by 22 November 2020.**

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