

meatup

FORUM

For the latest in red meat R&D

Technology adoption and utilisation

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Binginbar Farms

An introduction to Binginbar Farms

Binginbar Farms

- We are a family owned company
- Been on “Binginbar” since 1868
- 3850Ha
- We produce lamb, wheat, barley, canola, safflower, hay and silage
- Focussed on finishing lambs from 2016-2021



Technology

- How has it changed our business??
- Very little gut feel.
- Modern farming systems
- EID tags on lambs
- Identifying poor performers
- Identifying excellent performers and replicate
 - breed, vendor, husbandry, genetics
- Hitachi project
 - carbon tracking
- Maximises efficiency and productivity



RFID/EID tags

- 100% traceability and performance recording
- We can provide reports to vendors/breeders on their specific lambs to ascertain lambs performance. (g/hd/day, total days on farm, FCR) etc.



- We can click on a mob of lambs and see the individuals that make it up, where they came from, what their last treatment and weight was and how much it has cost us to get it to its current weight.
- Reusable tags to drastically reduce tag cost
- Industry benefits (traceability for providence and disease, stock performance management)

IoT (Internet of Things), networks and remote sensing

- 13 tanks, 10 troughs, 3 flow metres, 6 pressure sensors, 3 weather stations, 4 cameras, plus CIBO Labs satellite data.
- Know what is happening and when in real time



- Reduce labour requirements
- Increase animal and crop performance
- Draw solid conclusions backed by data with very little need for gut feel (sensors fail)



Building relationships

- Part of our core business is developing and fostering relationships
- Surround ourselves with good people in areas where we lack knowledge
- With vendors, abattoir's, grain processors, exporters, innovative farming circles, financial management professionals, accountants, succession and business planning, machinery sales/service, contractors and stock agents
- You scratch my back, I'll scratch yours!!



Policy and procedures

- Setting up policies and procedures to deal with issues is critical
- Not enjoyable but essential in trying times such as drought or family disputes
- Help from an independent who can see things we in the business cannot always see
- Business Charter and Family Constitution we believe to be very important. Rules of engagement!!
- Succession planning
- Clarity around issues – avoid grey areas as much as possible
- Regular meetings to inform all interested parties



The future for Binginbar Farms

- Continued growth/expansion
- Continued investment in infrastructure and technologies
- More actively involved in data sharing through the value chain
- Product branding



Take home messages

1. Technology can make life easier if it does as promised

2. Backup and service is critical

3. Support your adoption decision with a business case

Tools and resources

Some programs we have found valuable:

- Agriwebb
- Clipex
- Thomas Foods International
- Axis Tech Data and Services
- Gallagher Animal Management
- Hitachi

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