Australian Red Meat Industry's

Digital Forum

Premium Beef Production with Precision

Breeding

- Structured & Designed Program
- Cow for Environment
- Bull for Market
- Accelerated Genetic Gain with Genomics

Feeding

- Rangelands Management
- Supplementation for Performance
- Intensive Feeding for Production & Profit

Processing

- Carcass meets specifications
- Cuts by brand for customers & markets
- Maximum yield & price at lowest cost
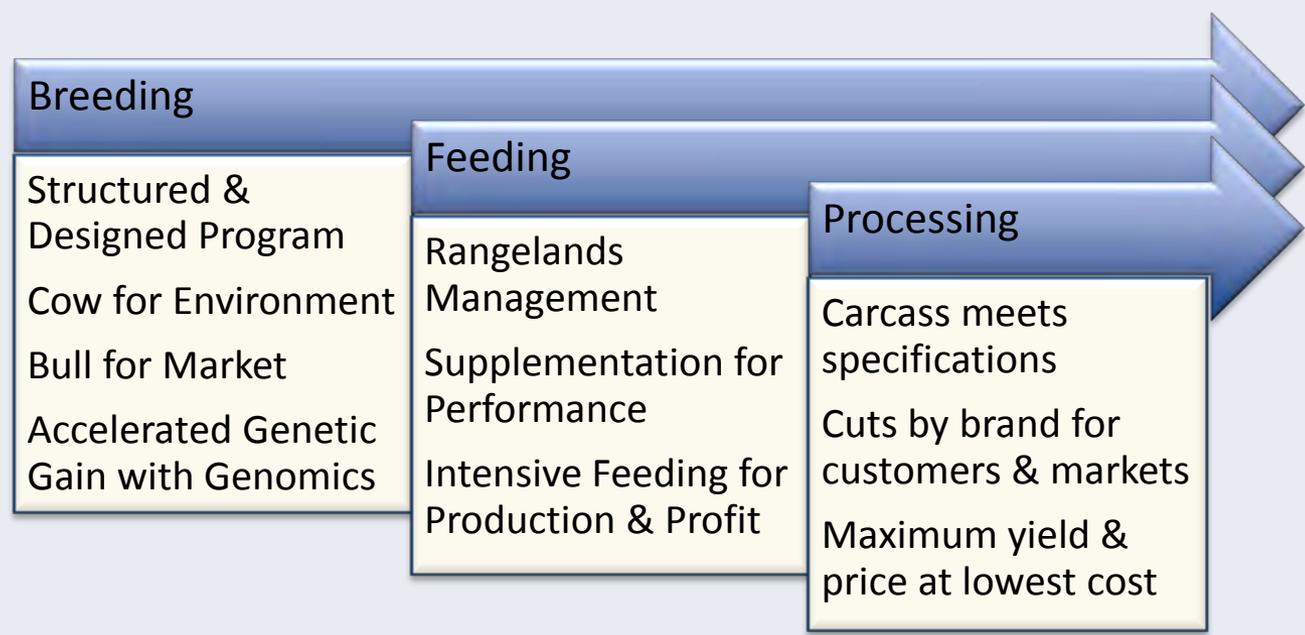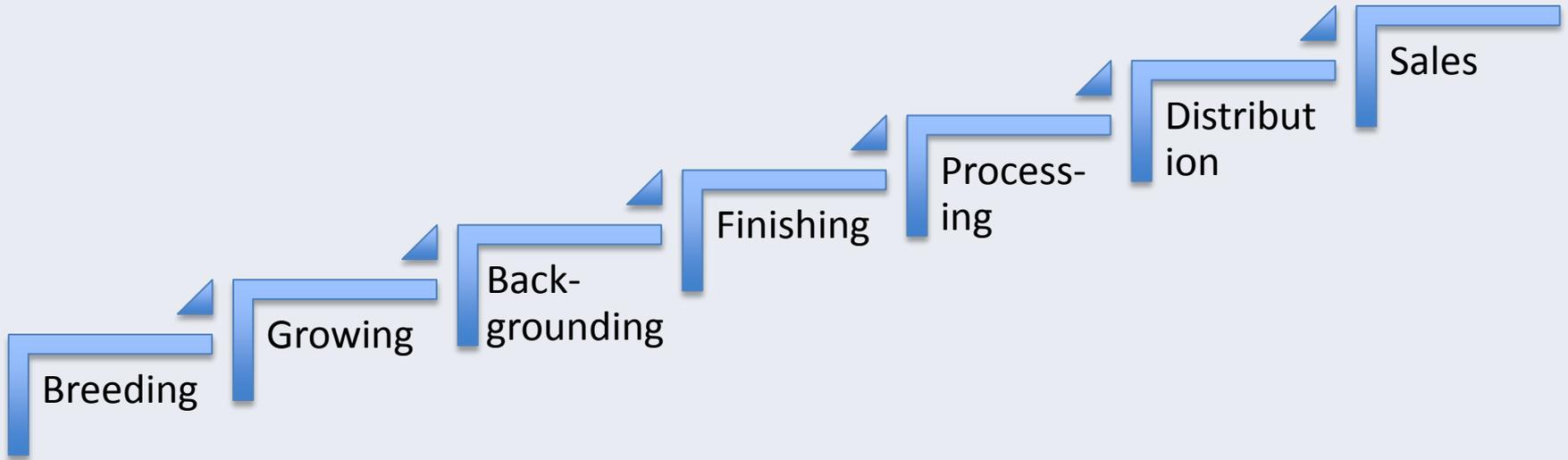
Innovation Drives Transformation

Leveraging our data

- Demand-Driven Integrated Supply Chain
- Data-based decision making
- Leveraging Knowledge & Innovation
- Dynamic & Flexible
- Integrated Information Systems from Paddock to Plate

Supply Chain Data Sources

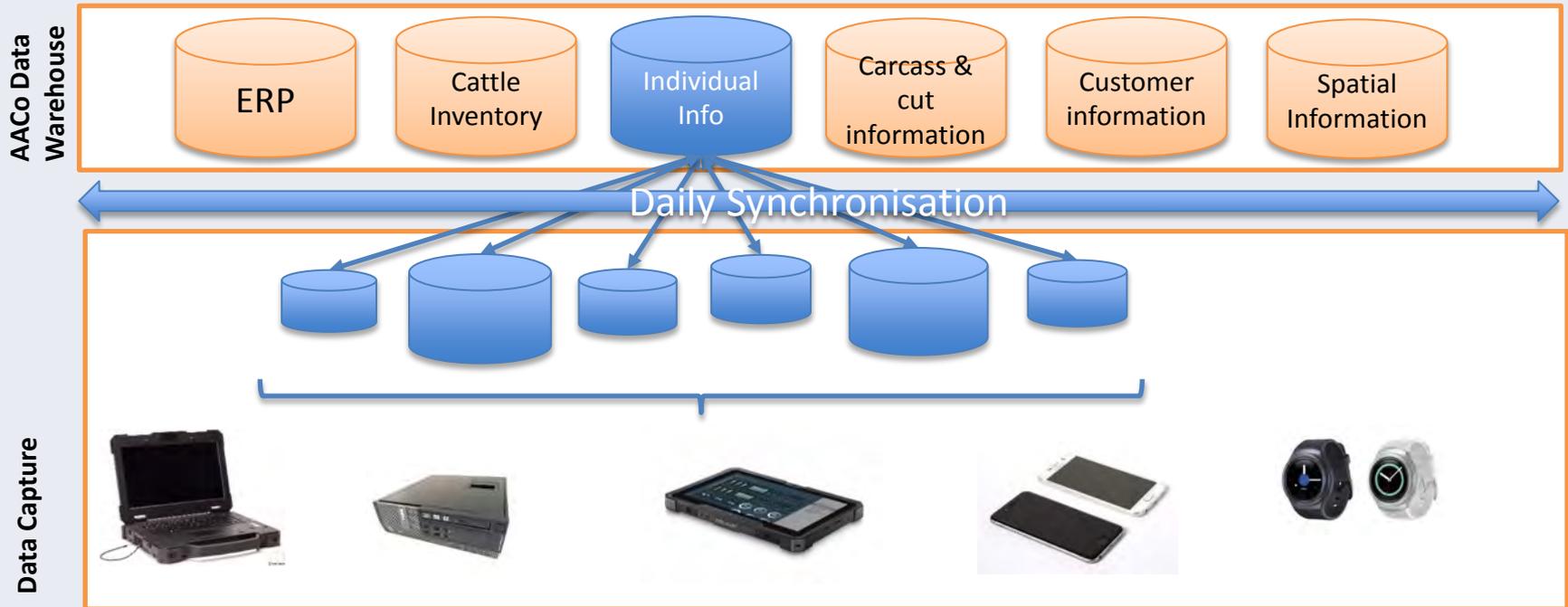Breeding → Growing → Back-grounding → Finishing → Process-ing → Distribution → Sales

http://wylarah.com.au/from-the-station/

PROPERTIES AND AACO SUPPLY CHAINS

Legend:
- Locality
- Major Highway
- Secondary Highway
- AACo owned properties
- Agistment properties
- Custom feeding feedlots
- Meat processing plants

Live Export

Localities and labels: Darwin, Noonamah, NABL, Pell, Labelle, Litchfield, Tipperary, Carbeen park, Katherine, Wyndham, Kununurra, Delamere, Top Springs, Montejinni, Camfield, Eva Downs, Anthony Lagoon, Benmarra, Borroloola, Karumba, Brunette Downs, Canoble, Wondoola, Dalgonally, Townsville, Tennant Creek, Barkly Homestead, Camooweal, Julia Creek, Cerrun, Avon Downs, Mt Isa, Cloncurry, Austral Downs, Headingly, Winton, Laurel Hills, Boulia, Longreach, Emerald, Muldoon, Rockhampton, Alice Springs, Goonoo, Lynora Downs, Glentana, South Galway, Windorah, Smithfield, Orinyah, Roma, Aronui, Dalby, Surat, Oakey, Brisbane, Wylarah, Maydan, Beef City, Cassino, Sundown

Legend (arrows):
- 1824 steers & cull heifers
- Wagyu steers & heifers
- Livingstone cows
- Live Export steers & heifers

Data Structure & Flow

AACo Data Warehouse

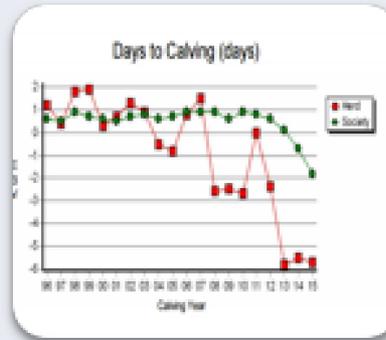| ERP | Cattle Inventory | Individual Info | Carcass & cut information | Customer information | Spatial Information |

Daily Synchronisation

Data Capture

Data to Business Decisions

Data Capture
- Breeding
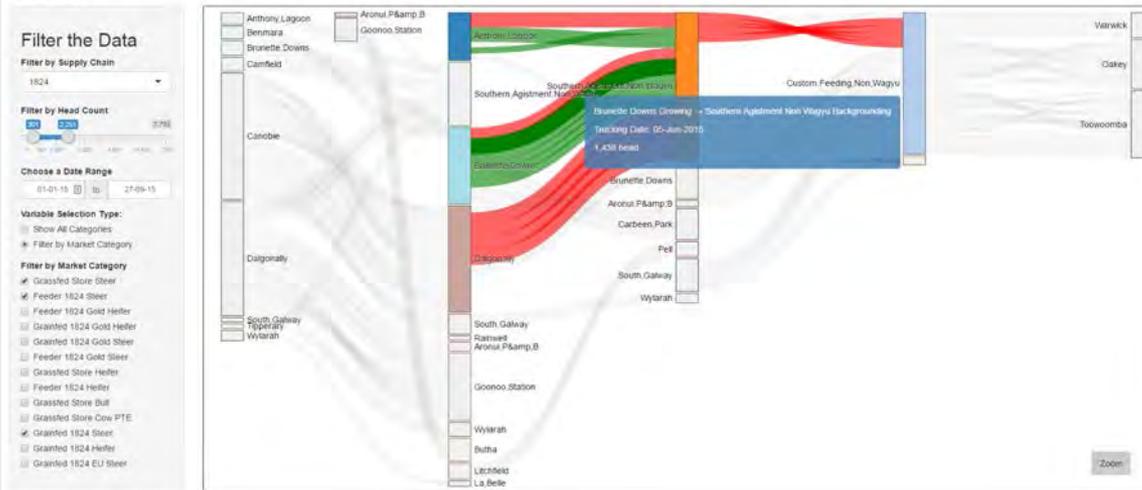- Growing
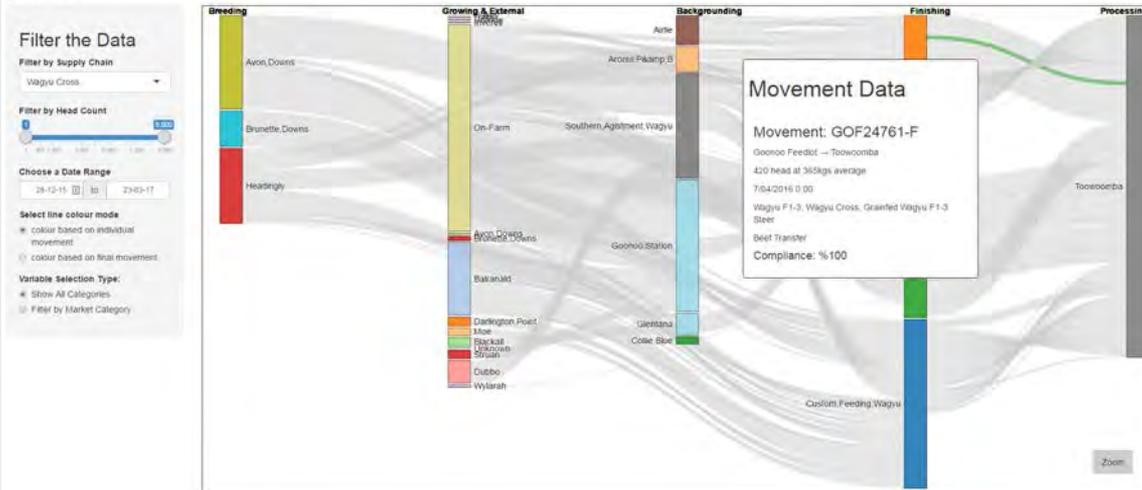- Backgrounding
- Feedlot
- Carcass
- Cartons
- Sales

Analysis provides Information
- Growth rates
- Cost of Gain
- Compliance
- Customers
- Genetic Trends

Business Decisions
- Movements
- Resource allocation
- Product types
- Marketing Programs

- **Supply Chain Modelling**
  - Predicting we have the cattle to meet carcass demand
  - Will they be delivered on time
  - Over 3,000 movements in a 2 year timeframe
  - Updated weekly

Conclusions

- **Data Sources are many & varied**
- **Data -> Information -> Decisions**
- **If its not in the system it is not understood**
- **Decision points/Specifications**
- **Process analysts & engineers**
- **Interconnection is key – need Standards**
- **Connectivity**