



Full digital traceability / claim verification and coordination of chain operations

EXPRESSION OF INTEREST for livestock producers

SCF have partnered with MLA and Aglive, (the only licenced MLA software provider) to trial their IntegriPro livestock traceability platform on 20 local farms in 2018. SCF is currently seeking Expressions of Interest from sheep and cattle producers across the Great Southern region to participate in on-farm trials to test the Aglive system and adapt this technology to local market specifications that need verification throughout supply chain.

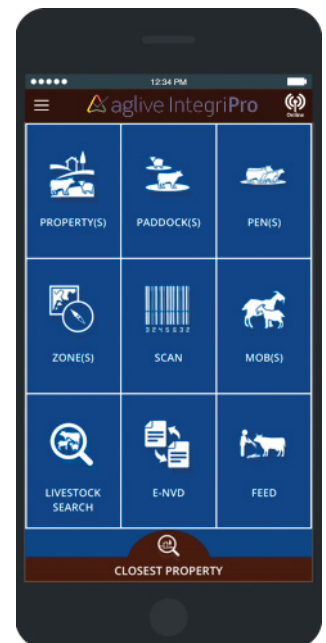
Project summary

Three grower groups in the lower Great Southern region of WA will collaborate with meat processors (2 sheep, 1 beef) and project partner, technology developer Aglive to trial a new digital traceability system on 20 farms across the region in 2018. Data will be collected in real-time from all parts of the supply chain enabling information to be transferred as the product moves from the farm to the retailer, providing digital traceability for consumers.

Specific objectives:

- Trial a new digital traceability system to track livestock from 'paddock to plate'.
- Investigate how the platform can be used to reduce costs and improve efficiencies along the supply chain, including integration with 'Blockchain' technologies.
- Develop a 'regional brand' supported via a consumer facing mobile App and optional providence and credence scopes.

Ultimately, the purpose of this project is to increase the value of livestock being produced in the Great Southern region of WA for both producers and processors through collaborative effort between key value chain stakeholders. This will be achieved through establishing new collaborative marketing strategies, including a regional meat brand supported by a state-of-the-art digital traceability (assurance) system. This ultimately will support the SCF co-operatives project (*see earlier Factsheets for further information about the co-operatives project*).



The Aglive IntegriPro® software allows for improved stock inventory management, ownership audit & control. It uses real time mapping technology to create a unique digital trail which associates each animal with its place of origin. Completely portable, you can track mob or individual livestock movements from your smartphone, tablet or desktop exploring the potential benefits of using the only MLA licenced digitised NLIS. In other words, this platform can be used to verify brand claims all along the supply chain and is also useful on farm as a grazing management tool.



► 2018 Field Trials on 20 farms in 2018

SCF will commence the trials in March 2018 to test the digital app with 20 local livestock producers and consumers (domestic only at this point). This will entail trial hosts having full digital traceability control over a small select number of livestock on their property (number to be confirmed). In the case of sheep, this will mean using eID tags and related equipment, which will be provided.

The trials will be used to test the usability of the app on farm and to tailor the app to local requirements. Trial hosts will be trained how to use the app, which enables you to map your paddocks, assign animals, monitor feed & treatments and integrate RFID wands for full animal traceability on-farm, during transport through to the processor. We will then use the data collated about the history on tagged livestock to undertake comparisons of paddock and abattoir assessments, which will assist producers to improve their on-farm management and genetic stocks. The system is automatically updated with NLIS and other quality assurance requirements in real time so that NVD's will be paperless.

Once participation is confirmed, hosts will be asked to attend a ½ day training workshop and allow Aglive consultants access to the farm to set up the platform and tailor it to individual farm needs. Additional training in using the tool

for grazing management and on-farm recording will be available subject to demand. The Aglive application has functionality that delivers insights and benefits across the farm. In summary, trial hosts will be provided with:

- ½ day training workshop about how to use the app and livestock equipment (don't worry, we will throw in an BBQ and make this fun);
- On-site farm visits to tailor the digital app and equipment to individual farm needs;
- Free use low-impact livestock handling equipment, if needed (eID, walk over weigh and others);
- Free registration of the Aglive on-farm management platform, which has multiple on-farm uses;
- Free digitisation and integration of QA systems into the app (NVD, MSA, NFSA, EUCAS, Waybills etc.). Additional state specific forms can be digitised where relevant.
- Free access to geospatial & farm inputs traceability overlay as a unique digital certificate for 'proof of origin & produce life cycle events' commencing with the production on farm and extending along the entire value chain, essentially creating a 'digital geo-string'.
- Opportunity to be involved in further projects.

The project could enable long-term flow on benefits for the livestock industry, such as improved biosecurity, better individual livestock handling practices, access to high value niche markets and reduced production costs for livestock producers and processors. Converting current paper-based systems of assurance and biosecurity control to digital will also increase the timeliness and accuracy of information received throughout the supply chain. The flexibility of a digital system also makes it easier to tailor a regional brand's assurance scheme to specific customer requirements as needed with little or no impact on-farm.

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► **Regional brand and assurance system being developed concurrently**

SCF will also be in the process of developing a regional brand (logo, visuals and code) based on characteristics agreed to by local producers and processors to reflect the perceived benefits of the region based on an image of clean, green, high quality products and meeting specific customer requirements. Trial hosts will be preferred producers when trials of the branded product are conducted in late 2018/early 2019.

The Great Southern region of WA is a prime livestock production area and food production hub with a picturesque



landscape. The area provides an excellent opportunity for marketing and promotion of clean, green, ethically produced high quality meat products.

Our brand will have a strong focus on family farming. This could include a 'virtual farm' that can be viewed by customers direct from their phone, giving customers direct communication with the food producer. It will also include full digital traceability of the product from farm to retail.

Farm stewardship (environmental and pasture and animal eating quality) will be promoted, animal and worker welfare will also be optional aspects to the scope of the regional brand.



For more information

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LIVESTOCK TRACEABILITY ON-FARM TRIALS

EXPRESSION OF INTEREST FOR PRODUCERS

SCF is seeking Expressions of Interest from 20 sheep and cattle producers across the lower Great Southern region to participate in field trials to test the Aglive digital livestock traceability system.

Please fill out and return this form if you are interested in hosting one of the 20 trial sites for this project.

Name(s):

Business name:

Farm Location:

Phone: Mobile:

Email:

Brief Description of Farming Operation:

What QA or livestock management certifications do you currently have e.g. NVD, MSA, SCF2000?

Date: / / Signature:

Once completed, please scan and email this form back to Eva Bett (SCF Office Manager) admin@scfarmers.org.au

Once received, you will be contacted by an SCF staff member to discuss your participation.

Thank you.

Want to know more?

Call Christine Kershaw for a chat on 0429 236 729 or go to the SCF website: www.scfarmers.org.au or Aglive website: www.aglive.com