A man in a blue shirt and a woman in a pink shirt are working on a large metal gate mechanism in a field. The man is on the left, wearing a blue shirt and a black cap, looking towards the gate. The woman is on the right, wearing a pink shirt, a black cap, and dark shorts, pushing or adjusting the gate. The gate is made of metal pipes and has a large metal door. The background shows a clear blue sky and some trees.

Individual Animal Management Guide

Put the future of your farm in
the palm of your hand.

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The necessity of Individual Animal Management for long-term success in the livestock industry

Livestock production is on the cusp of an exciting new era. The development of technology that streamlines the monitoring of animals on an individual level offers the opportunity to increase productivity across livestock operations big and small.

In recent decades, producers sought to maintain profits by increasing the scale of their operations. Naturally, with vast numbers of cattle, management decisions have been informed by overall herd performance. Variations within a herd have been hard to quantify, meaning producers have lacked the data to enable the more precise decision-making that adds up to valuable increases in productivity.

Today, producers can collect accurate performance data more easily than ever before. Once unimaginable on a broad scale, it is now possible on even the largest operations.





Insights that would traditionally have taken painstaking hours in the home office can now be produced at the touch of a button. Access to such insights means you can better understand your livestock and uncover opportunities to improve efficiency and profitability. Underperformers can be identified, as can overperformers, helping you to increase the productivity of your herd as a whole.

Beyond this, Individual Animal Management can lead to gains in

sustainability, livestock welfare, and traceability through the food chain - all of which are of increasing concern to the wider agricultural community.

In the following pages, we'll dive into these benefits in more detail and highlight a range of producers across the globe who are already seeing value in Individual Animal Management.

Take an interactive walk through [AgriWebb's Individual Animal Management](#) platform.



Leverage your records and drive profitability

One of the most evident benefits of [Individual Animal Management](#) is drawing powerful insights through the analysis of more precise data.

The integration of electronic ID (EID) ear tags with weigh scales and livestock enterprise software has made it easier to track the progression of animals through their time on farm. Information that was once time-consuming to record and typically difficult to analyse, is more accessible and actionable than ever.

Philip Coe and his family run a cattle breeding and growing enterprise on their 4,000 hectare property, Coo-ee, just north of Durong, Queensland. Being EU accredited, the animals need to be individually identified. Philip has found using the AgriWebb Individual Animal Management platform makes his data a lot more valuable.



“When I’m weighing cattle in the yards, the information is straight onto my tablet, straight into the portal. Everything’s there,” he says. “I don’t have to go to the office and waste time – when you spend so much time doing that, you don’t tend to analyse your data very well.

Now, Philip is building a detailed data profile each time he creates a new record. “I can compare weight gain across breeds, management groups and even paddocks,” he says. “We’ve been able to follow each individual animal’s production, and decide whether we should sell a certain group of animals before another group.”

Livestock data, once forgotten in a notepad or on a desktop computer, is now being used to produce insights that drive critical management decisions.



“I don’t have to go to the office and waste time – when you spend so much time doing that, you don’t tend to analyse your data very well.”



Phillip Coe
Durong, QLD



i Learn more about Philip Coe’s experience in AgriWebb’s [Revolutionising Individual Animal Management](#) webinar. →

📍 Phil Chan AgriWebb CPO at UNE SMART farm 2020



📍 Llŷon and Sian Jones, Wales UK



Take your livestock performance to the next level

[Individual Animal Management](#) is the key to supercharging your herd's performance. Data can be used to improve both reproductive performance and lifetime productivity.

Informed culling decisions, based on more than a single pregnancy scan, can raise herd fertility for long-term productivity increases. Pregnant cows, which may have been kept in the herd, can be culled if



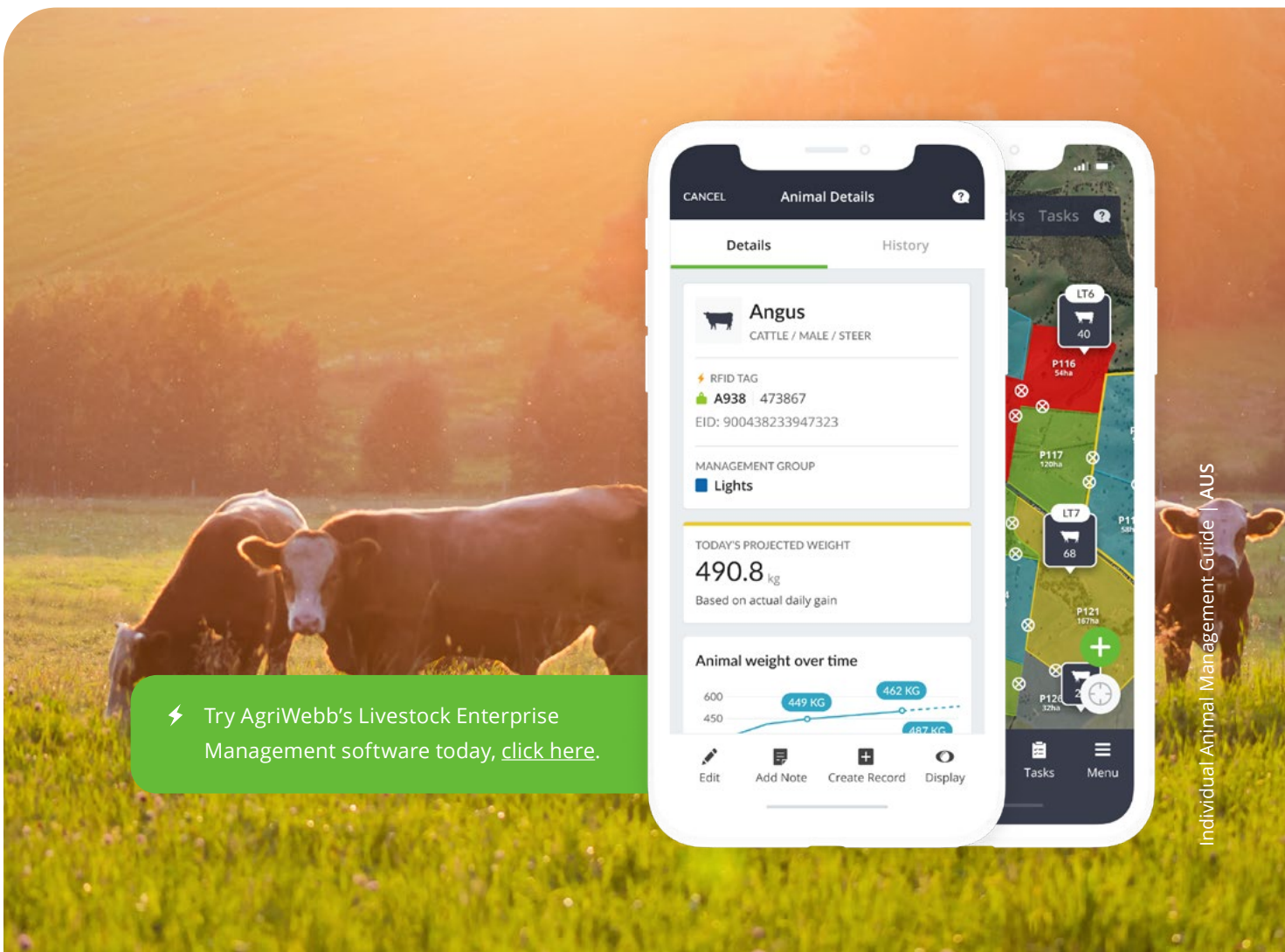
records reveal a history of calving difficulty or the inability to wean a calf.

Monitoring individual animal weights also means you can take measures to ensure heifers reach optimal weight for falling pregnant and producing high quality offspring, and perform to their genetic potential. Within AgriWebb you can also link weaning weights to each individual to ensure you're only keeping heifers and cows that are capable of delivering quality offspring.

On their stud farm in North Wales, [Llion and Sian Jones](#) weigh their bulls monthly, to ensure they are fit for purpose: "If you

don't do it, you don't know they aren't performing until you can visually see it," Llion says. "And by then it's too late." The couple then track the progeny's weight, to discover which sires pass on the best genetics for weight gain.

Increasing conception and weaning rates, plus improving weight gains through better performing animals, all add up to more kilograms of beef produced per AE. This equates to less feed being consumed, less methane being emitted, and less water being consumed to produce each kilo of beef. That's a win for your operation, and the environment.



⚡ Try AgriWebb's Livestock Enterprise Management software today, [click here](#).



Uncover a range of financial benefits

The financial benefits of managing animals on an individual basis go beyond the gains made by building a better herd. One clear and immediate advantage is in the more efficient allocation of expensive inputs. Animal treatments adjusted for individual animals are more effective and economical, while feed allocated according to individual needs saves an often precious resource.

Individual Animal Management can also increase profitability through facilitating better pasture management and simplifying involvement in accreditation schemes (discussed in the following pages), and allowing you to exploit short-term market opportunities with more flexible, segmented herd management.

For the Patons, who founded [Mitta Agricultural Company](#), Individual Animal Management has been central to moving from a family farm to a more extensive livestock operation, with a growing herd grazing across multiple properties.

“We have to be able to scan cattle going through the yards and verify that those

cattle are still part of the system,” David Paton says. “If we’re not in complete control of where they are, then our biggest asset is largely unknown. With that problem solved, the scalability of our operation is pretty much infinite,” he explains.

David explains that transparency around stock is integral for a forward-thinking company: “It wouldn’t matter who you talk to, whether it’s bank managers or financiers,” he says. “If you’re completely on top of your figures, people will deal with you.”



David Paton, Mitta Agricultural Company

“It wouldn’t matter who you talk to, whether it’s bank managers or financiers,” he says. “If you’re completely on top of your figures, people will deal with you.”



David Paton
Mitta Valley, VIC



Qualify for valuable accreditation schemes

Arduous audits are a thing of the past, thanks to livestock management software companies like AgriWebb that keep all of your records in one secure place.

Individual Animal Management makes it easier to qualify for [accreditation schemes](#) that reward farmers for good management practices, or for producing a premium quality product. An animal’s life on the property, including where they have grazed and the vaccinations they have received, can be recorded in detail. Those records, which could have taken days to dig up, can

be retrieved in an instant. Audits that may have dragged on for hours can be done in minutes.

[Lachlan Graham, co-CEO of Argyle Foods Group](#), has signed up to a number of accreditation schemes that earn him a premium for his management practices – he is GAP certified and Certified Humane, and has developed a natural grain-fed program targeting key US retail chains, such as Whole Foods.

AgriWebb has been a valuable tool for streamlining farm audits. Having accurate, up-to-date records has made it possible to undergo remote audits, at a time when auditors aren't able to make farm visits.

Lachlan believes using data intelligently is central to finding success in the farming landscape. He has a warning for farmers who aren't ready to embrace technology: "They'll miss out on opportunities, and they won't be able to have a lower cost of capital. They won't be able to expand and maximise productivity as they graze and operate the land with a sustainability focus," he says.



Comply with government regulations

In a sense, Australian cattle producers need to adopt Individual Animal Management practices as part of the National Livestock Identification System (NLIS). The system, for the identification and traceability of cattle, sheep and goats, underpins the livestock industry's commitment to biosecurity and food safety.

All cattle leaving a property must be identified with an NLIS accredited EID device, unless a specific exemption or permit is obtained from the state or territory authority. For AgriWebb co-

founder John Fargher, the [increased expectations around traceability](#) are an opportunity to empower producers.

"To meet increasing demands for traceable and sustainable meat, farmers need a greater understanding of their operations. The way to do this is via accurate data at an individual animal level," he says.

"Individual Animal Management is the next step in data-led agriculture and will deliver more efficient, profitable, and sustainable livestock operations, regardless of size."



Increase grazing productivity for a more sustainable, resilient operation

While Individual Animal Management is best known as a way to get more out of your livestock, it is important to realise that, in part, this is because it also helps livestock producers [develop and improve the land they manage](#). The insights gained through Individual Animal Management can lead to increased grazing productivity and help you implement sustainable farming practices.

On the South West Slopes of New South



📍 Phil and Margie McGeoch,
Wallendbeen NSW

Wales, [Phil and Margie McGeoch](#) run a cattle trading operation across two properties, in Wallendbeen and nearby Cootamundra. The family business trades around 1,500 head of cattle a year, growing them out from 200-250kg, up to 500kg, to sell into the domestic market.

Phil and Margie are determined to ensure the long-term success of their operation through considered land management. “It’s our aim to enhance the quality of the soil

14 and the health of our land. That, in turn, will only improve livestock productivity,” Phil says.

An issue that Phil and Margie have wrestled with is identifying the best pasture to fatten cattle at a given period of time – in the past, pastures that appeared to promise healthy weight gains have sometimes failed to deliver.

Now, the McGeochs are improving the efficiency of their business using [AgriWebb’s Individual Animal Management platform](#), which speeds up data collection time and makes it simple to analyse livestock data on the go. Interactive dashboards and predictive weight modelling helps the McGeochs to identify trends, recognise their under- or overperformers, and ultimately make the right management decisions for their

operation at any given time.

“Individual Animal Management is an absolute game-changer,” Phil says. “There’s been a lot of guesswork in selecting the best pastures for weight gain, so this enables us to be more confident with forward marketing decisions, rather than hoping cattle are still on track.”

The Individual Animal Management platform also includes a Pasture Management Feature so you can track every paddock’s grazing history. You can learn about productivity across your farm, to improve your pastures hand-in-hand with the livestock that graze them. Connecting the dots between particular pastures and individual weight gain means you can improve feed conversion and increase productivity.

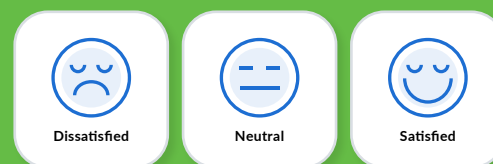


Phil, Margie and Ed McGeoch, Wallendbeen NSW



📍 Phil and Margie McGeoch, Wallendbeen NSW

How satisfied are you with this resource?



Click an option above to provide feedback.



Hardware requirements for IAM

Weighing and EID systems

EID handheld and panel readers help you identify livestock quickly and accurately. Depending on the hardware, they can record traits such as condition scores, pair offspring with parents, or provide more valuable weighing sessions, as they “speak” to the scale head via wifi or Bluetooth.

Panel readers are well suited to identifying animals as they go over a weigh platform or run through a race. They can be sold as part of a system, like the Gallagher TWR-5, or as stand-alone units that are compatible with other hardware.

The value of stick and panel readers only skyrockets when you use them with AgriWebb’s Individual Animal Management. As an animal is scanned, you can enter detailed information into AgriWebb via a connected mobile device. Instead of a stocktake, each tag scan becomes a chance to build a data profile of your animals and better manage them.

AgriWebb connects with various hardware providers to read individual animal data directly to the AgriWebb mobile application. The hardware can include Indicators

16 and EID Readers (both stick and panel). AgriWebb works with multiple brands and selected models including Gallagher, Te Pari, Tru-Test, Pharmweigh, Agrident, AllFlex, Shearwell and PTS Technologies. AgriWebb is proud to partner with Gallagher, Australia's leading weighing and EID hardware provider. Gallagher leads the

market in robust, easy-to-use equipment, with full support service to match. Below are some of their hardware solutions that our customers utilise.



Gallagher HR5

The Gallagher HR5 handheld reader stands out from other units with its unique pistol-grip design. Its large colour screen and alpha-numeric keypad make it easy to immediately record, edit, and customise data against EID records.



Gallagher TWR

The Gallagher TWR series are weigh scales, data collectors and EID tag readers combined. It allows simultaneous recording of up to nine animal traits, with custom trait definitions and life data recordings. The touchscreen weigh scale makes weighing and data management simpler, as you can analyse animal data crush side and record treatments or animal notes on the spot.



i To learn how to get the most out of your hardware when using AgriWebb, watch our [webinar with Mike Hemsley](#), Weighing and EID Business Development Manager at Gallagher. →

AgriWebb Livestock Enterprise Management Software

AgriWebb offers a revolutionary approach to livestock management. Its Individual Animal Management product gives you the tools you need to run a highly efficient livestock enterprise – and it does it all through your mobile device.

The power to take your operation to new levels is literally in the palm of your hand. With your mobile phone or tablet, you can record all the performance and welfare records that are integral to building a business that will thrive in the years ahead.

The Individual Animal Management platform turns your data into automatic insights, so you can better understand your livestock and uncover opportunities to improve. All relevant animal information is available on the mobile app in a clear visual display, giving you the power to make important management decisions out in the field.

To find out how AgriWebb can help your livestock enterprise thrive in the future, [sign up for a free Individual Animal Management trial today.](#)



Put the future of your farm in the palm of your hand

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Try for free ⚡





Have questions? Chat to us

 02 8311 4675

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Or find us on socials:



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