

How PLF Technologies Have Created a New Business Model

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Smart Farming for Europe

Value creation through **P**recision **L**ivestock **F**arming

So Who Are We?

- Initially a Broiler Farming Business (2014 -)
- Owner Farmer but contract manage 10 other sites as well
- Daily monitoring / Consultancy on further farms
- Covering 3,000,000 birds/ cycle producing around 20 million birds per annum to market
- Current plans manage beyond 3.5m birds in 2017
- Offer a range of contracting services as required
- Currently employing 50+ people, increasing at about 1 person/ month



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The Team



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PLF Technologies Installed

- Eyenamics – behaviour monitoring
- Auto scales – bird weights
- Feed & Water registration
- CCTV
- Microphones
- Environmental monitoring, CO², RH%, Temp, etc



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Experiences

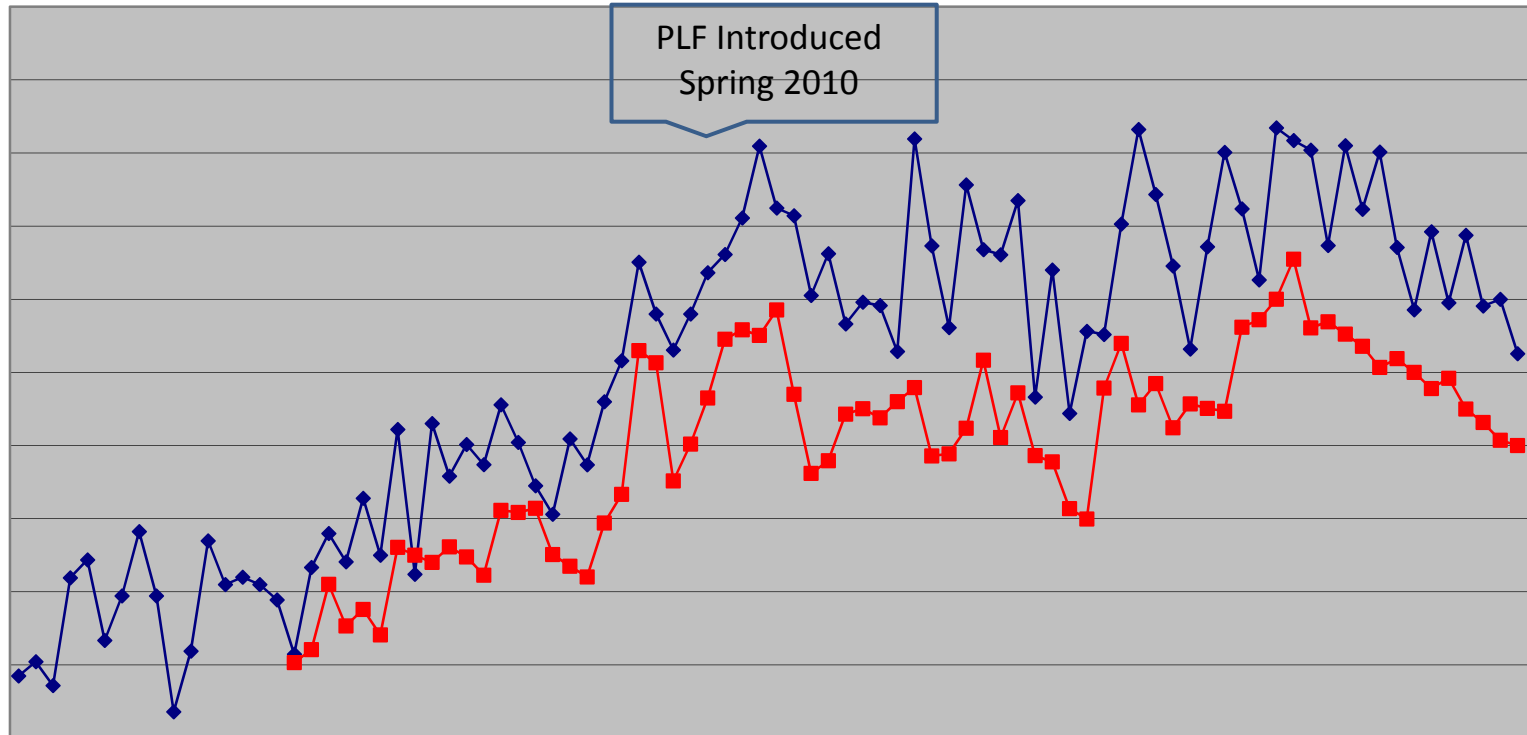
- The more innovative the technology the more teething problems you will have
- Expect more questions than answers from the data
- We still have to get the regular farming methods right as well
- Agriculture can be slow to accept new ideas



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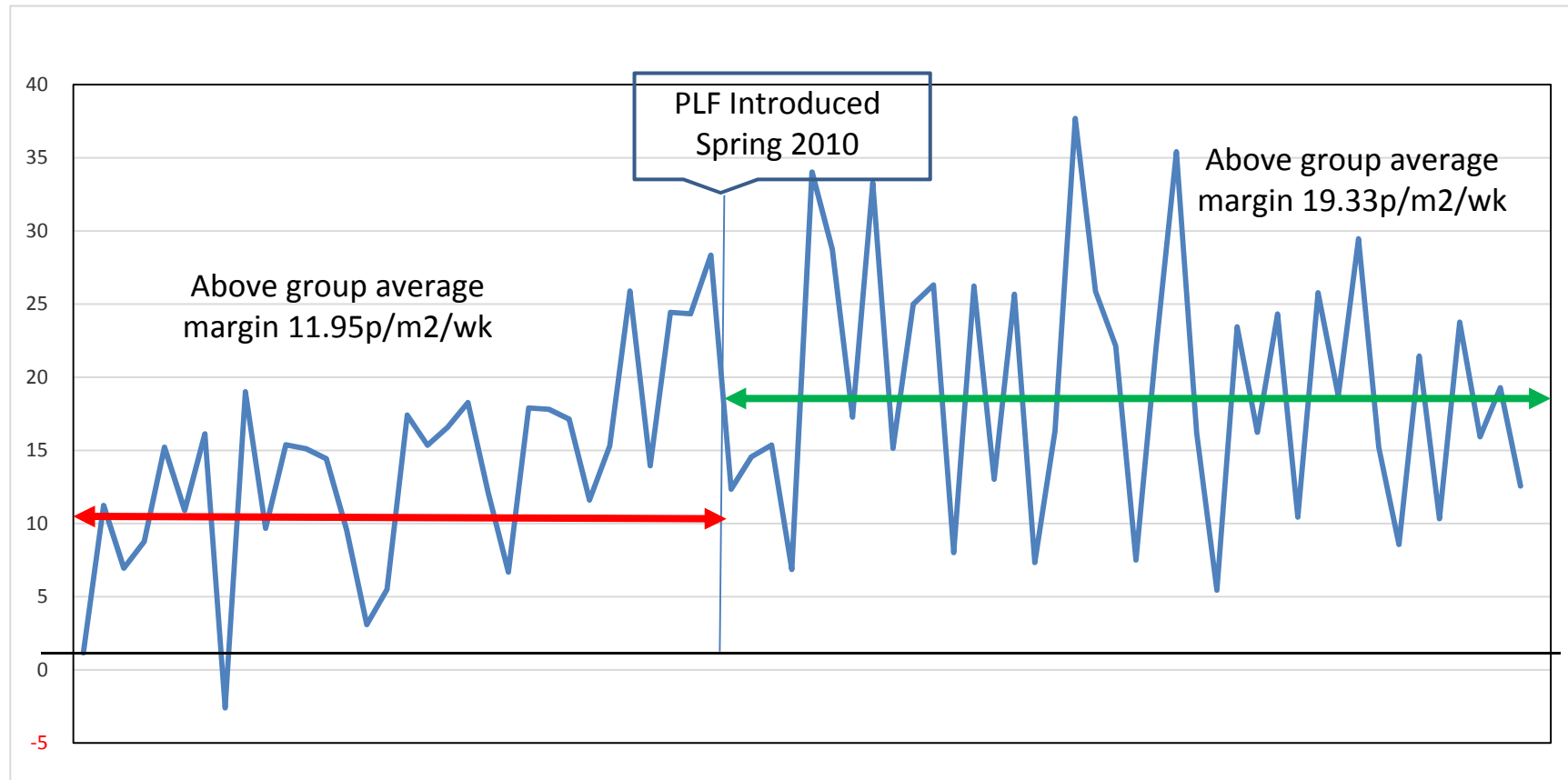
Has it Paid For Itself?



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Increased Margin (Over 6 years +240,000 Euros)



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Applications & Improvements

- Look to integrate with whole supply chain not just on farm (hatcheries, mills, factories).
- Consider developments in other sectors that can be moved into agriculture rather than looking to develop bespoke technologies
- Start to use PLF for human monitoring and biosecurity as well as bird monitoring



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Tips for Others

- Initially only spend on sensors to give you the data you want
- Ensure you look at the data and make decisions based on it
- Don't be put off by the potential to spend significant funds initially – you don't have to
- Expect your investment to continue as more sensors are developed



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Creating Value From PLF

- Predictive modelling of birds performance
- Driving forward performance and welfare
- True on farm in house trials
- Centralised monitoring of multiple sites
- Allowing for alternative staff recruitment



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Creating Value - New Service Developed

OPTIFarm

- Remote site monitoring and optimisation.
- An initial service allows monitoring of farm parameters and environmental optimisation
- Second level introduces bird optimisation, water, feed, bird weight management, light management, etc.
- Third level introduces bird behavioural management, Eyenamic, etc
- A 4th service introduces future innovation into a business



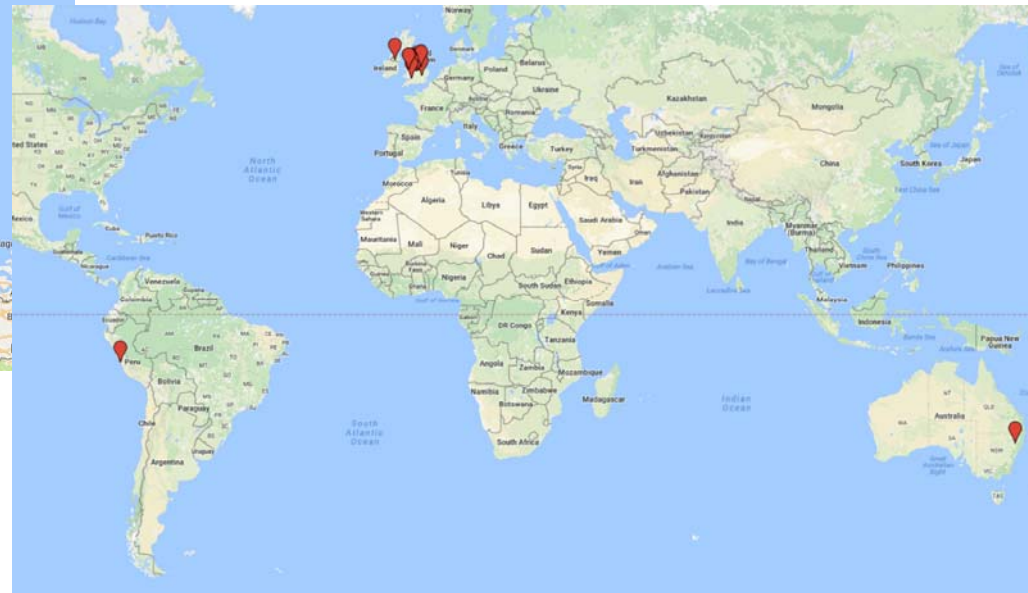
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Sites Managed/ Monitored



In Discussions With Australia & Peru



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