

CROS SPOONER, RICHARD WAKELIN, ERIN GARNETT

Beef + Lamb New Zealand

Cros Spooner is Chief Operating Officer, with responsibilities for the economic service, information technology and the financial and strategic functions. Richard Wakelin is General Manager Farm, managing the investment in research and development, extension and uptake, plus the development and delivery of the sheep and beef genetics programmes. Erin Garnett is Resource Coordinator within the development team, working on the development and distribution of tools and resources for farmers.

Lambing Calculator, Pasture Growth Forecaster, Farm Benchmarking Tool and Meat Exports Analysis Tool

Over two sessions, four tools from B+LNZ's information portal will be demonstrated. Development has involved interaction with end users, publishing prototypes every 2-3 weeks and using farmer feedback to refine them.

The **Lambing Calculator** enables an understanding of where a farm stands among a defined broader group.

The **Pasture Growth Forecaster** (jointly funded by B+LNZ and DairyNZ) is developed as an aid to feed budgeting. It hones in on specific geographic areas broken into 44 districts divided into 5km square grids. Data from NIWA's Virtual Climate Network Stations help estimate pasture growth forecasts. Historical data spanning 40 years of records is used in the calculations.

The **Farm Benchmarking Tool** is the first step in providing a toolset allowing selection of farm data relevant to individual situations. It simplifies existing quintile analysis from the Economic Service.

The **Export Analysis Tool** builds understanding of markets and trends for NZ meat exports (volumes and value by market). It enables users to create and download their own graph of annual export volumes, values and trends in average value.

MONDAY 12 MAY

 12.40pm | Room 2

MONDAY 12 MAY

 1.30pm | Room 7



AgInnovation

May 2014



OUR VISION



A confident and profitable
sheep and beef industry

OUR MISSION



Help farmers make informed
business decisions and promote their
collective interests

- Pasture Growth Forecaster
- Lambing Calculator

www.beeflambnz.com

Interactive tools



Pasture Growth Forecaster Interactive Tool

Erin Garnett

Beef + Lamb New Zealand



What, why and who

- A web-based tool that forecasts pasture growth to aid feed budgeting
- No district or farm-specific pasture growth data
- B+LNZ own and responsible for website tool
- Farmax own and responsible for My Forecast

How it works

- NZ divided into 5km² grids
- Environmental conditions from NIWA and Landcare Research:
 - Rainfall
 - Soil temperature
 - Solar radiation
 - Potential evapotranspiration
 - Soil water holding capacity
 - Soil fertility

District forecast

- NZ divided into 40 districts
- District forecast uses mean value for each grid and calculates overall mean value by averaging all grids in district
- This is a relative estimate



Validation

Actual climate, soil and pasture data collected at
Project farms

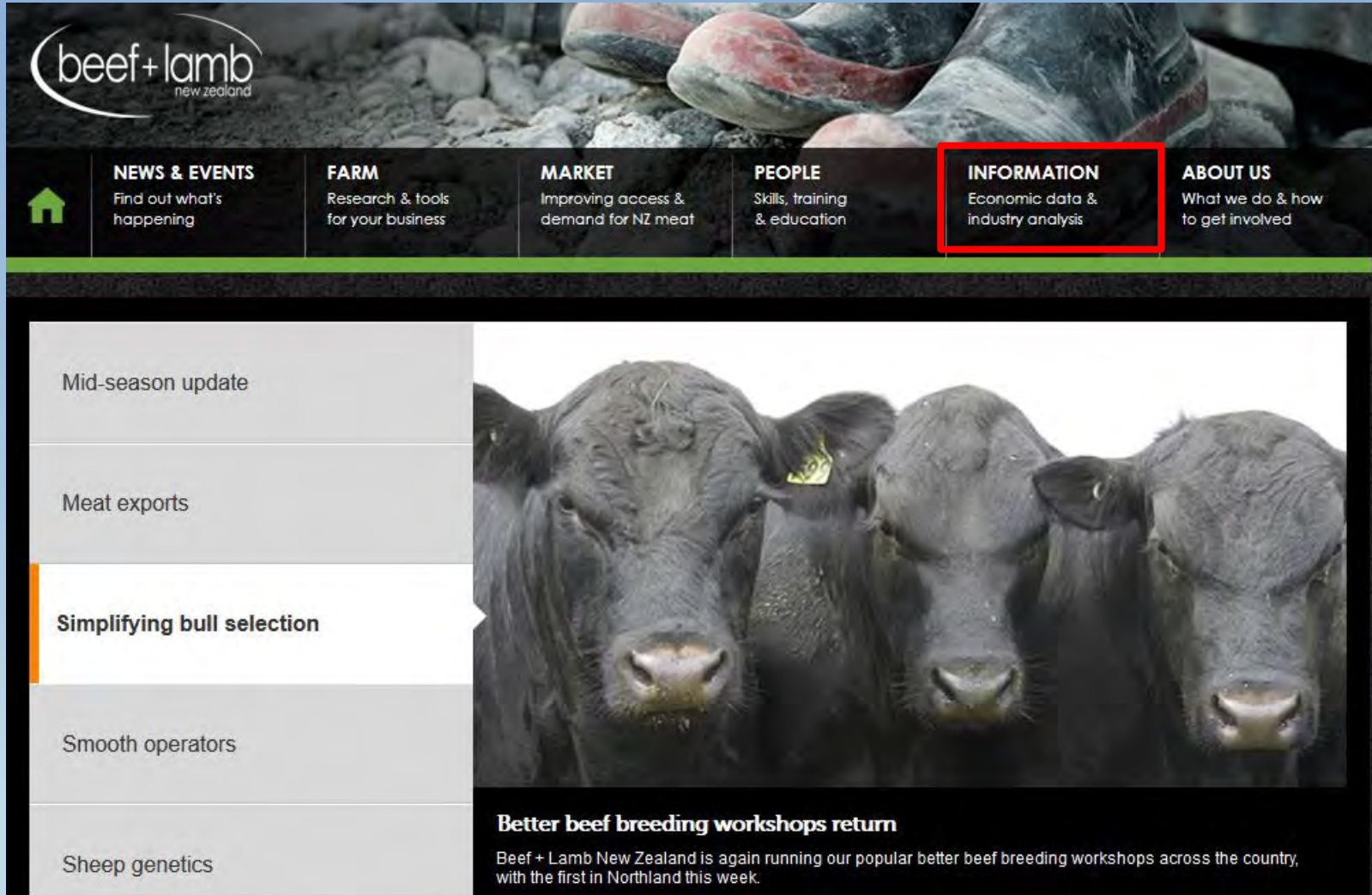


Pasture growth rates are calculated in Farmax



'Learning equation' is calibrated to improve
accuracy

Go to: www.beeflambnz.com



beef + lamb
new zealand

NEWS & EVENTS
Find out what's happening

FARM
Research & tools for your business

MARKET
Improving access & demand for NZ meat

PEOPLE
Skills, training & education

INFORMATION
Economic data & industry analysis

ABOUT US
What we do & how to get involved

Mid-season update

Meat exports

Simplifying bull selection

Smooth operators

Sheep genetics

Better beef breeding workshops return
Beef + Lamb New Zealand is again running our popular better beef breeding workshops across the country, with the first in Northland this week.

Click on interactive tools

Information

Economic reports, industry data, global indicators and export market statistics for New Zealand's sheep and beef sector.

In this section...

Economic reports

Read sheep and beef sector reports on projected and past farm income, expenditure and profit before tax, as well as market and economic conditions for the new season.

On-farm data and industry production

Get real data you can use to make business decisions, including the sheep & beef farm survey, industry production trends and price trends.



Export market statistics

View export market statistics for New Zealand beef, lamb, mutton and wool.

ECONOMIC SERVICE NEWS

- » Sheep and beef farm profits forecast to increase 35 per cent
- » Export statistics for the first half of 2013-14
- » Benchmarking made easy



Global indicators

We monitor export and production information from around the world that has a bearing on our sector.



Interactive tools

Online calculators and calendars to simplify your life and lift performance on your farm.

Scroll down



Export analysis tool

See how much beef and lamb New Zealand exports, where it goes, and what it's worth. You can create your own graphs of annual export volumes, values, and trends in average value, and download the data.

[Analyse New Zealand meat exports](#)

Pasture growth forecaster

The pasture growth forecaster is an easy-to-use, visual guide to predict how grass will grow up to two weeks in advance.

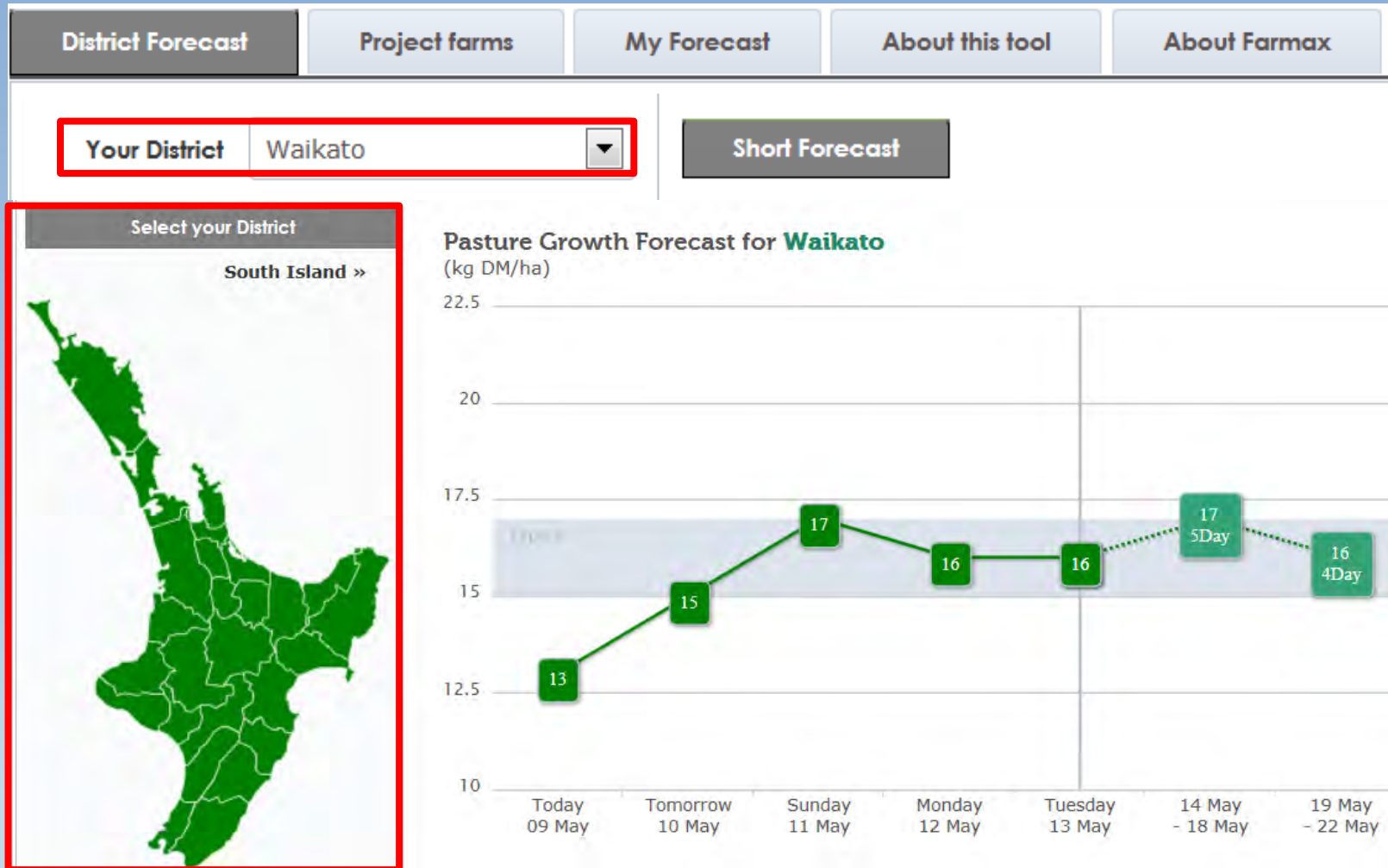
Developed specifically for New Zealand farmers to suit New Zealand's climatic conditions, it helps you make better feeding decisions, sooner.

[Manage your pasture more effectively](#)

Sheep calendar

Manage your ewes effectively with our handy planning tool, showing all the key sheep production activities in an easy-to-use online calendar.

Using the pasture growth forecaster



District Forecast

Project farms

My Forecast

About this tool

About Farmax

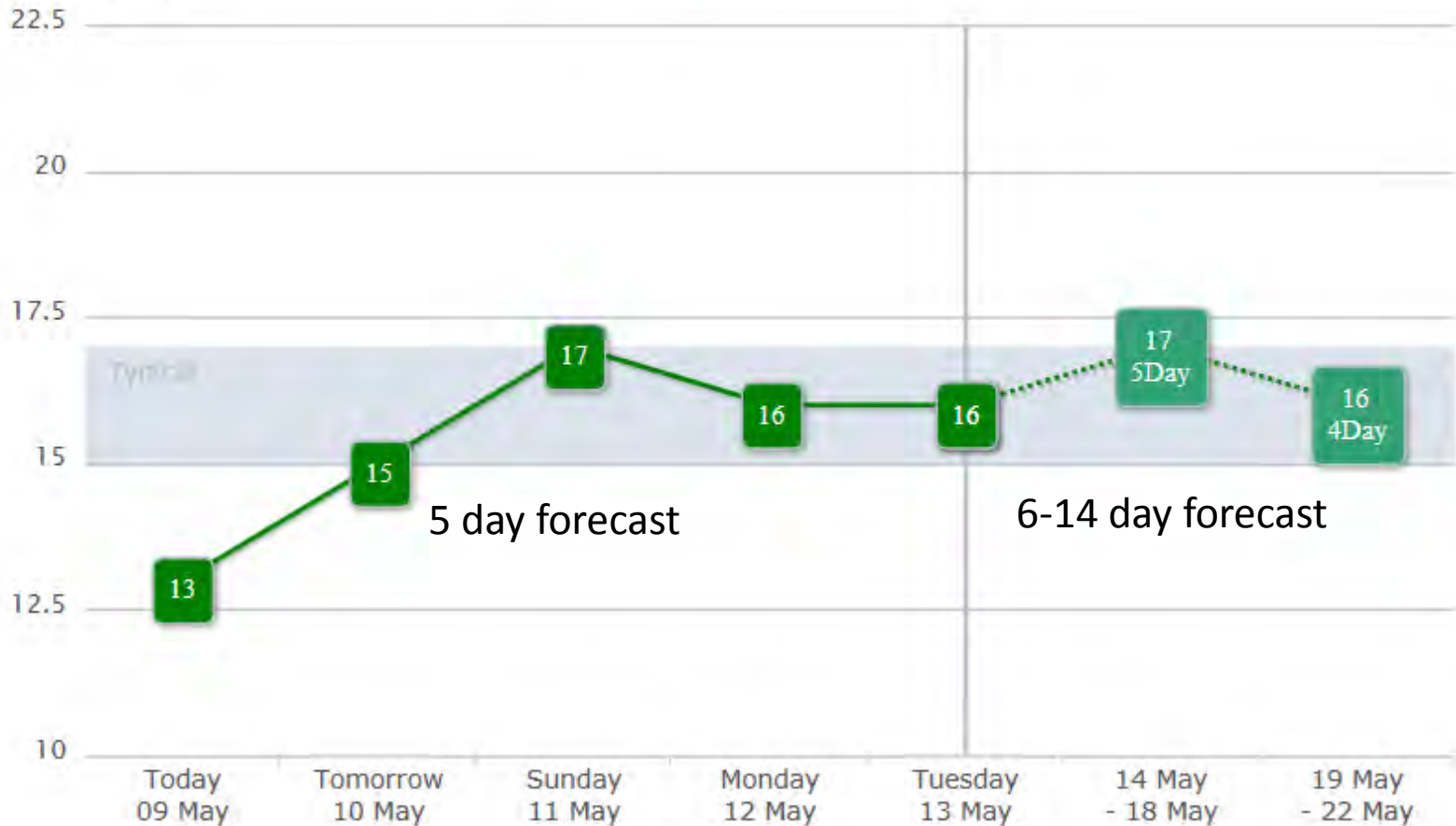
Your District

Waikato

Short Forecast

Pasture Growth Forecast for **Waikato**

(kg DM/ha)



How to sign up

Forecast in your Inbox

Sign up to get a weekly email forecast for your region.

Your name

Waikato

Your email address

Sign up



Dear steve,

Here is the weekly pasture growth forecast for the **Waikato** district from Beef + Lamb New Zealand and FARMAX.

Sun 20 Apr	Mon 21 Apr	Tue 22 Apr	Wed 23 Apr	Thu 24 Apr	Fri 25 Apr	Sat 26 Apr
2 kgDM/ha	3 kgDM/ha	3 kgDM/ha	3 kgDM/ha	4 kgDM/ha	4 kgDM/ha	4 kgDM/ha

District Forecast

Project farms

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Focus farm forecast for

Anna and Blair Nelson

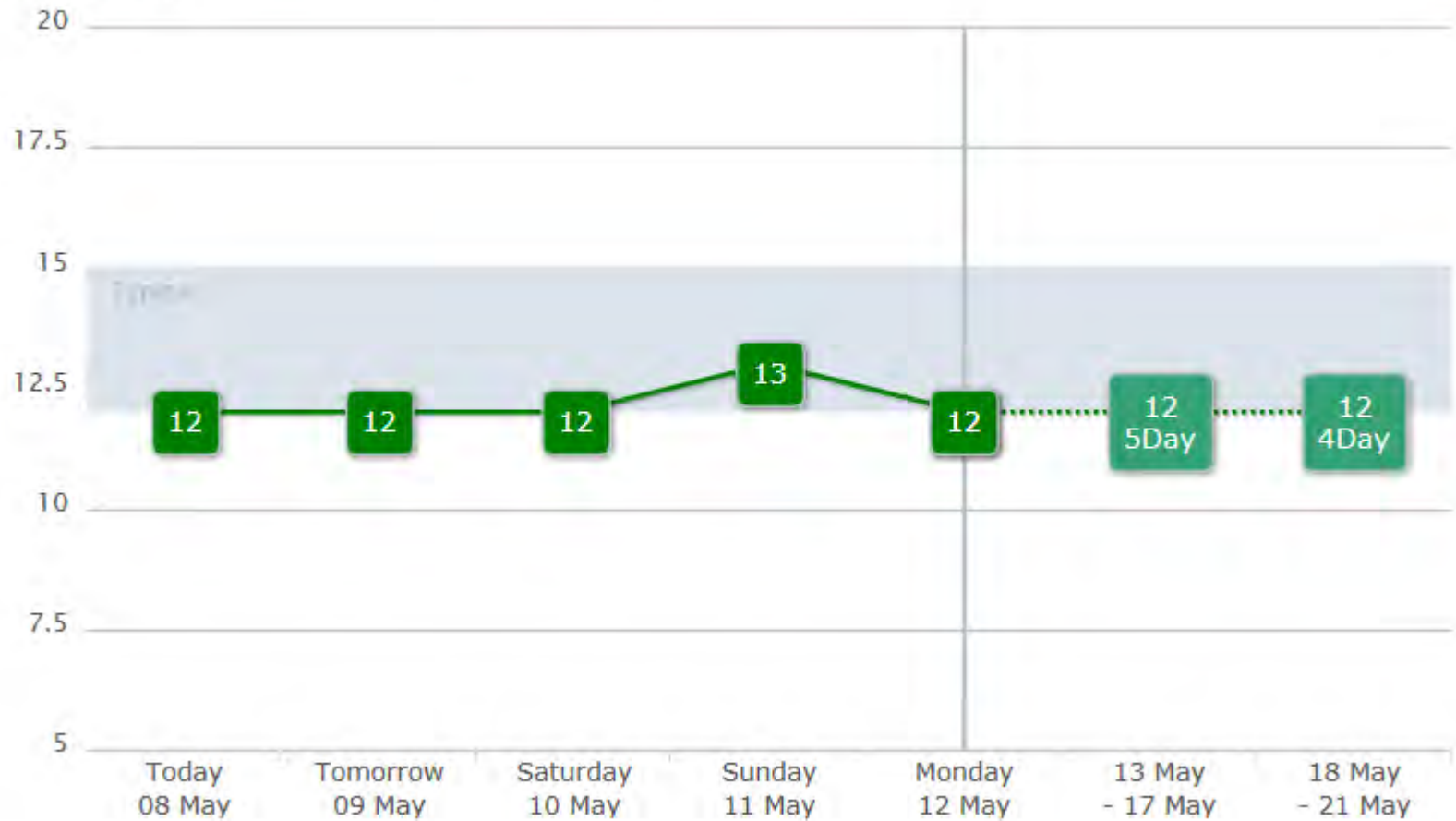
Short Forecast

Current season

Long Term

Pasture Growth Forecast for **Anna and Blair Nelson**

(kg DM/ha)



District Forecast

Project farms

My Forecast

About this tool

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Focus farm forecast for

Anna and Blair Nelson

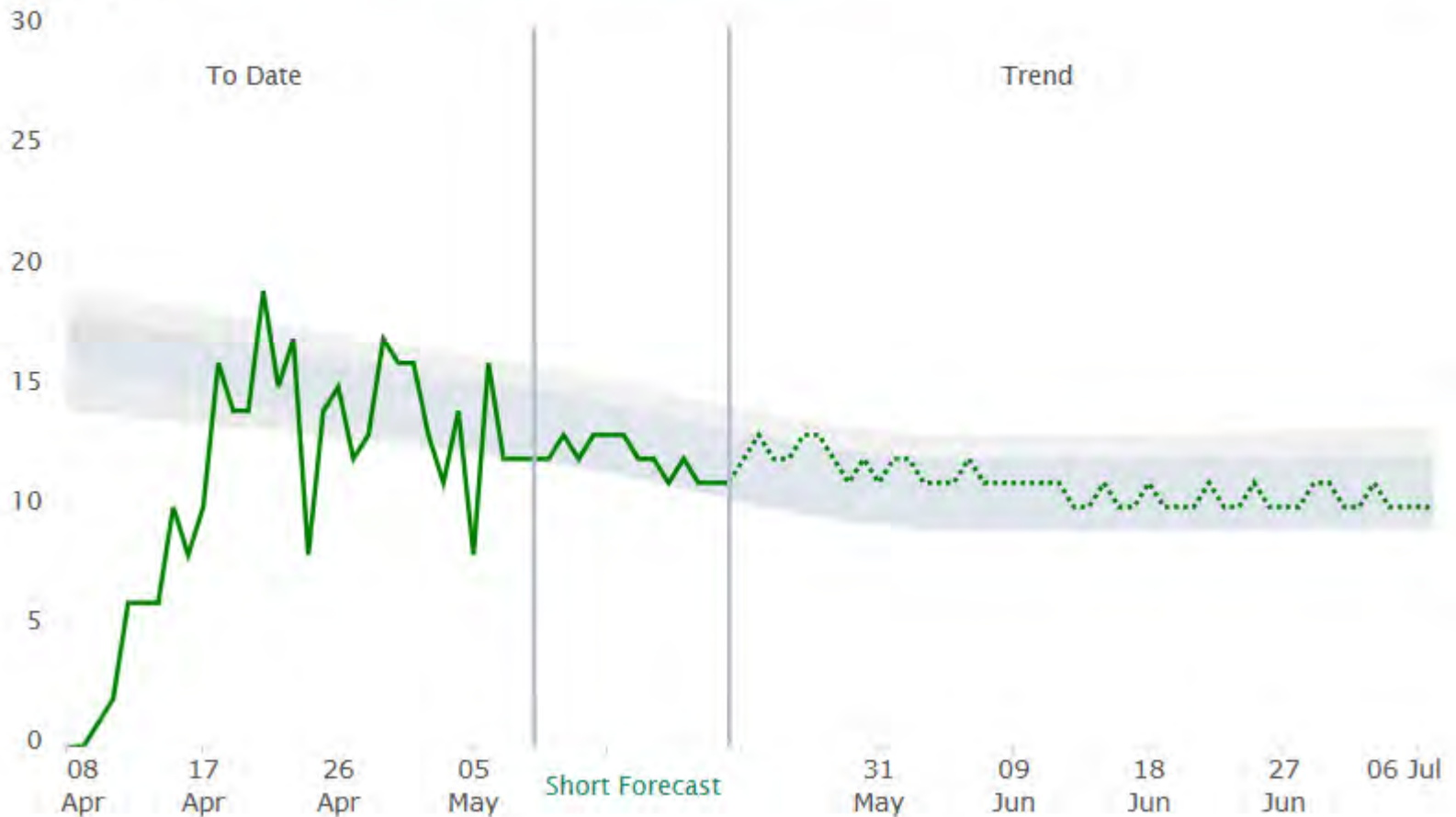
Short Forecast

Current season

Long Term

Pasture Growth Forecast for **Anna and Blair Nelson**

(kg DM/ha)



District Forecast

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Anna and Blair Nelson



Short Forecast

Current season

Long Term

Pasture Growth Forecast for **Anna and Blair Nelson** (kg DM/ha)



60

50

40

30

20

10

0

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

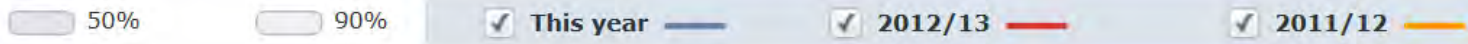
50%

90%

This year

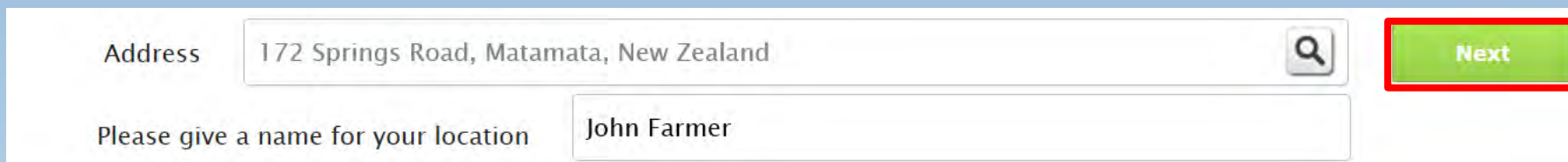
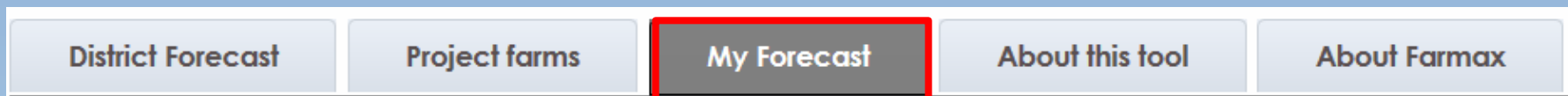
2012/13

2011/12

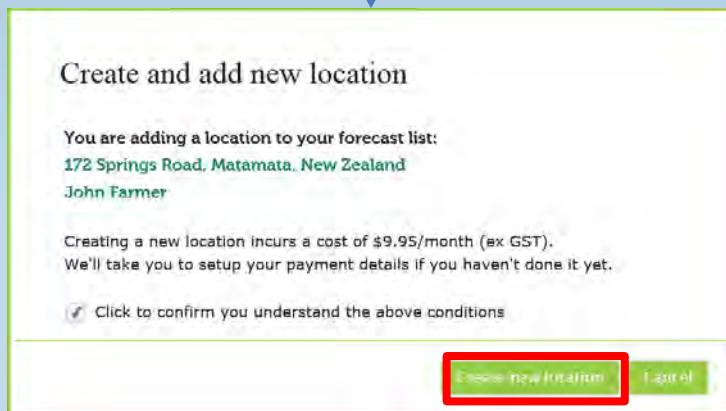


Sign up to My Forecast

- My Forecast gives a forecast specifically for a farm
- Receive: short, current and long-term forecasts
- \$9.95/month



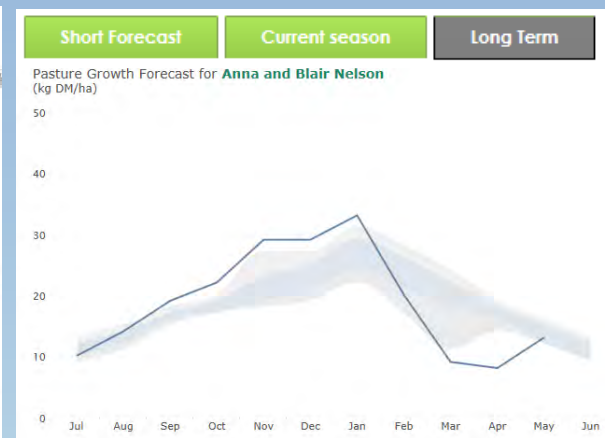
A form for adding a location. It has two input fields: 'Address' with the value '172 Springs Road, Matamata, New Zealand' and a search icon, and 'Please give a name for your location' with the value 'John Farmer'. A green 'Next' button is on the right, highlighted with a red border.



A confirmation screen titled 'Create and add new location'. It contains the following text: 'You are adding a location to your forecast list: 172 Springs Road, Matamata, New Zealand John Farmer'. Below this, it states: 'Creating a new location incurs a cost of \$9.95/month (ex GST). We'll take you to setup your payment details if you haven't done it yet.' There is a checked checkbox with the text 'Click to confirm you understand the above conditions'. At the bottom, there are two buttons: 'Finish new location' (highlighted with a red border) and 'Cancel'.

On-farm application

- Decision making in relation to feed budgeting

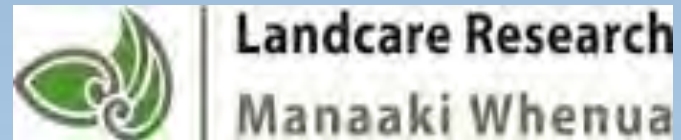


- Short forecast
- Operational decisions
- 1-30 days

- Current season forecast
- Tactical decisions
- 30-90 days

- Long term forecast
- Strategic decisions

Acknowledgements



Our websites:

GROWING
Farming & Industry

BUYING
The New Zealand Market

RECIPES
Cooking & Eating



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Beef genetics

Steak of Origin

Mid-season update

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Simplifying bull selection

Sheep genetics



Cattle policy driven by hybrid vigour

North Canterbury's Mendip Hills Station uses Angus bulls over poorer producing cows, to boost progeny growth and help meet its beef contracts.



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Lambing Calculator



Lambing Calculator

Compare your lambing percentage to other farmers in New Zealand to increase your revenue.



Compare Lambing Percentage

Lambing Tool

About

Definitions

Compare Lambing Percentage

Lambs Tailed

1500

Breeding Ewes

1500

Calculate

Reset

Add your number of lambs tailed from ewes to compare your ewe Lambing Percentage.

Related Info

[Survival and Performance of Multiple Lambs](#)

[Increasing the Lambing Percentage of Hoggets](#)

[Management of Ewes with Multiple Lambs](#)

Compare Lambing Percentage

Lambing Tool

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Compare Lambing Percentage

Lambs Tailed

Breeding Ewes

Calculate

Reset

Your Ewe Lambing Percentage is

100%

Increase Lambing Percentage to

With a lamb price of

Potential revenue change

\$7,293

Related Info

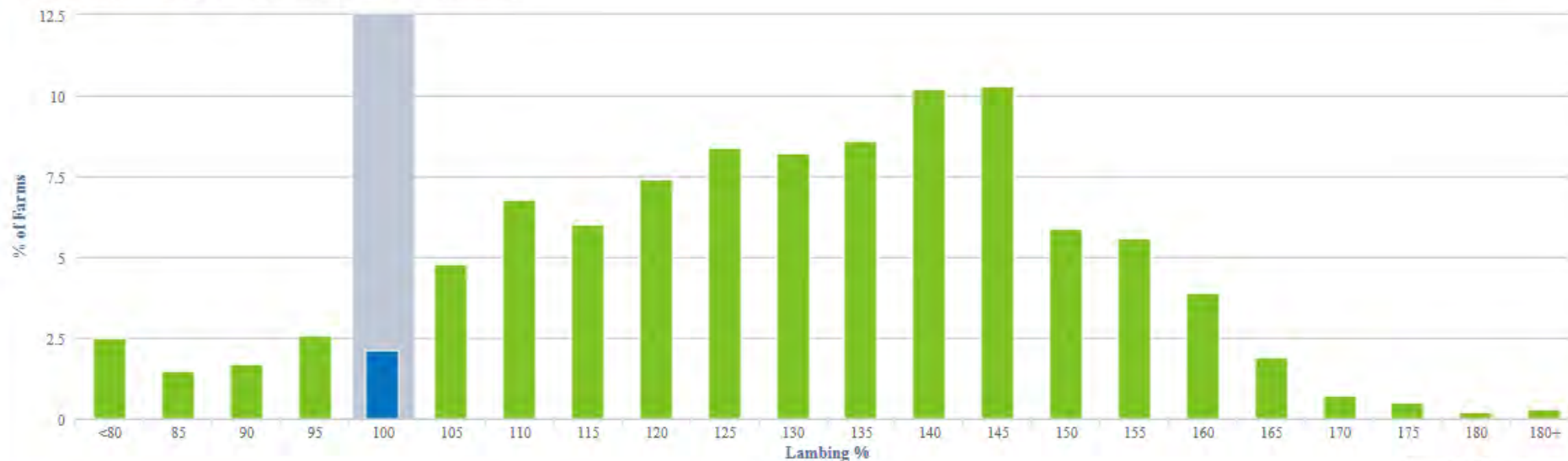
[Survival and Performance of Multiple Lambs](#)

[Increasing the Lambing Percentage of Hoggets](#)

[Management of Ewes with Multiple Lambs](#)

Lambing Percentage

For All New Zealand Region, All Classes Spring 2013 (Estimated)



Source: H+LNZ Economic Service

Filter

Spring 2013 (Estimated) ▾

All Classes ▾

All New Zealand ▾