

KPI's and Data

Managing Data

- What are others doing?
 - Other opportunities?
 - Using Data – Analysis and Decision Making.
- What targets are appropriate?

Management Tools

- Cash Manager
- Weights – weaning/Kill/growth
- Benchmarking velvet weights/data
- ENIT/su/ha
- Tactical management – early indicators
- Target growth curves
- Truetest Weight file
- Spreadsheets
- Farm IQ
- DNA
- Farm ax
- Zero

Information needs to be:

- Easy to use
- Visual
- Comparable with industry benchmarks and own farm history
- Give purpose and ownership
- Shared with staff

Key Performance Indicator

Target – measurement vs target

- Why is there a difference?
- Drive management change

Velvet – Measures and Considerations

- Wt/head by age/grade
- Kg velvet/ha and or /kg dm
- Financial – EBIT/ha/su/kgdm
- Animal liveweight
- Regrowth
- DM consumed/grown
- Pasture growth
- Covers

Reproduction – Measures and Considerations

- Scan %
- Fawn survival (weaning %)
- Fawning/Hind mated (adjusted)
- Foetal aging (mean conception data)
- Weaning wgt
- Pre-weaning growth
- Double scan – hind condition
- Time of weaning

Finishing – Measurements and Considerations

- Growth rate
- Mean slaughter data
- Carcass wt
- \$ - margin
- 1 June wt – Kill flow
- JML – Johnes

In general:

- Sort own benchmarking out first
- Work out what is the key information required – eg financials
- Monitor financials
- Maintain R1 growth
- Think how info can be used – planning is important
- Set targets – suggest June 1.
- Motivation of staff can be achieved by sharing profits from meeting production targets. Share financials so staff have ownership of goals and performance.