



THE FARMER'S VIEW POINT INNOVATION & THE FUTURE FARM

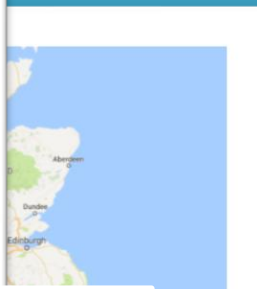
PRESENTED BY D SPELLER
OWNER/ CEO
APPLIED & OPTIFARM



WHO AM I AND WHAT DO I FARM



Contract Farming



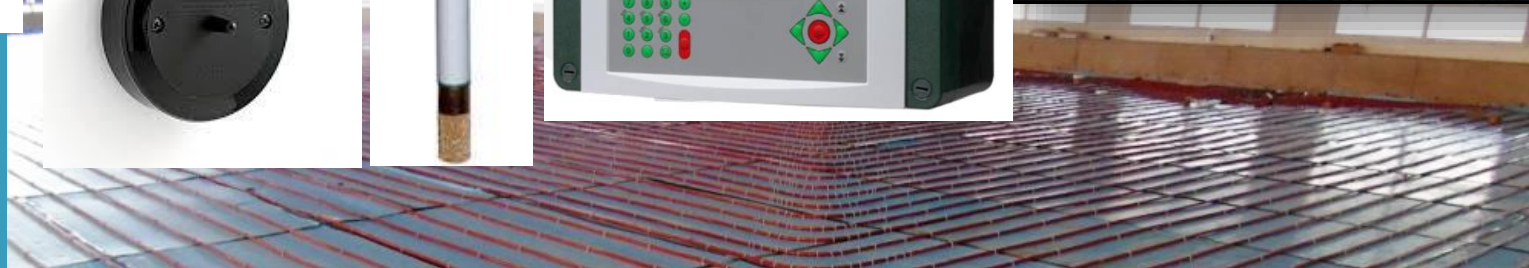
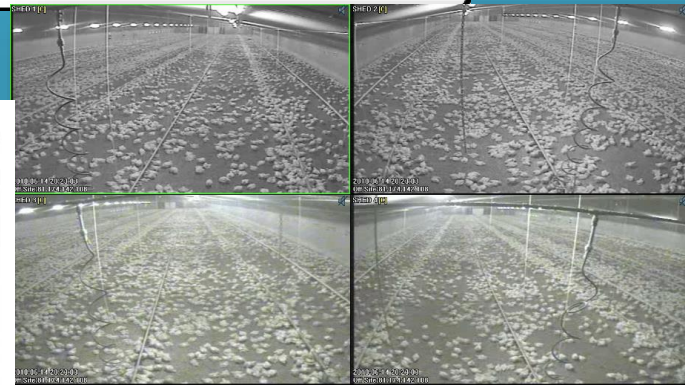
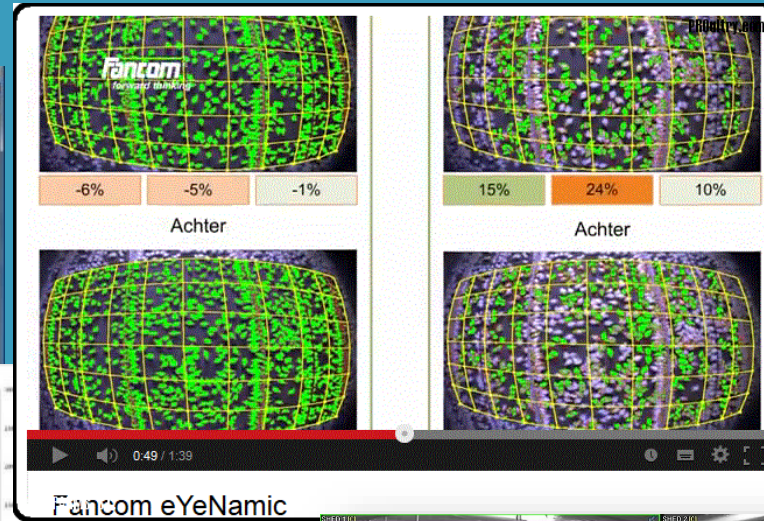
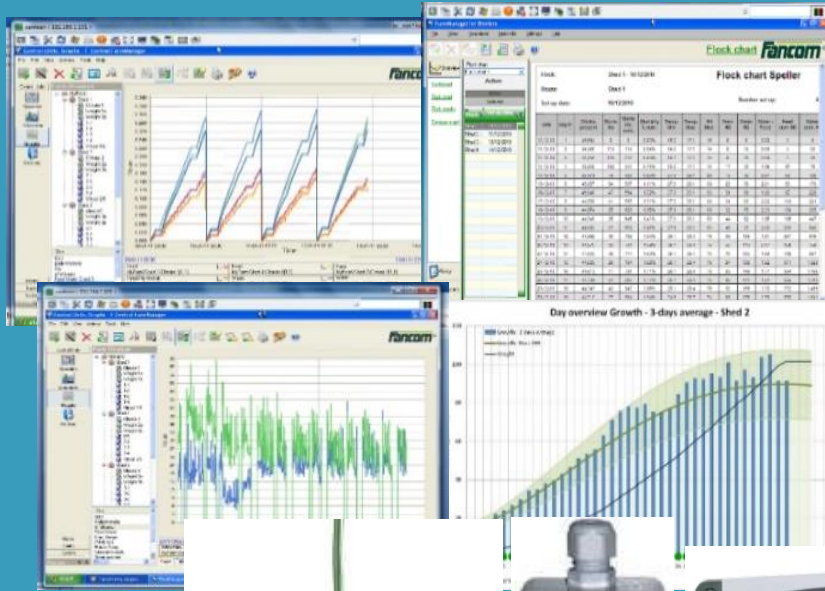
Global Optimisation & Consultancy



Innovation & Research



MY CURRENT TECHNOLOGY LANDSCAPE



MY TECHNOLOGY ALLOWS ME TO;

- ▶ Reduce Risk
- ▶ Understand more about what was happening and why
- ▶ Improve consistency of my production
- ▶ Keep my customer happy
- ▶ Make more money



WHAT DELIVERS THE MOST VALUE

- ▶ The technology that does what it says it does at least 99% of the time. *(We all remember the parcel that didn't arrive not the 99 that did)*
- ▶ The technology that is actually used in decision making not just making data
- ▶ The technology with good support, we farmers will need help I promise you & if we don't get help we will dismantle it in an attempt to solve the issue ourselves and it may never work again



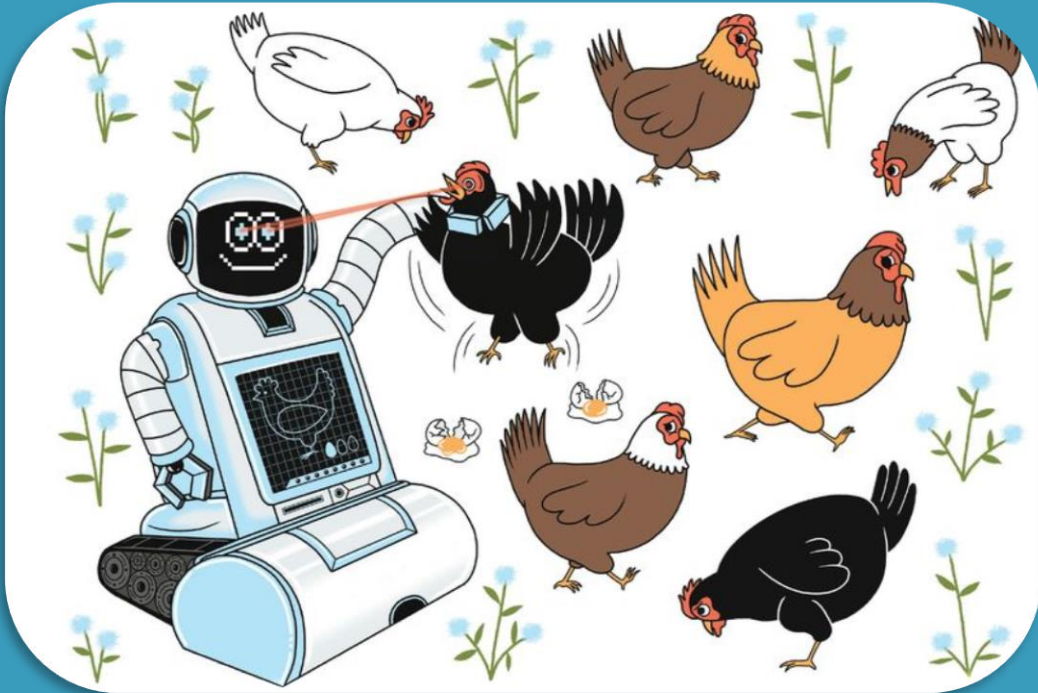
WHAT'S NEEDED? DEVELOP NEW LEARNING ABOUT BROILERS & WELFARE



- ▶ Our farms, our genetics, our nutrition's, our use of medication has all changed so much how accurate is our current knowledge
- ▶ How can we transmit our welfare credentials to a consumer who doesn't want or need to understand chicken farming
- ▶ Create value through desire and trust – I desire a chicken grown in this way or from this farming system

WHAT'S NEEDED?

EXPLORE ALL OF THE POTENTIAL OF ROBOTICS



- ▶ Knowing so much more about my birds, including behavioral information
- ▶ Use robotics to improve veterinary support, remote post mortems
- ▶ Use robotics to remove some tasks from staff, collecting dead animals
- ▶ Understand a consumers take on robotics and do not alienate the consumer with robotic food

WE NEED TECHNOLOGY TO HELP IN RECRUITMENT



- ▶ We need and will always need people to look after our chickens
- ▶ The current lifestyle offered attracts limited people, you work 24/7 and put the chickens before all else, not everyone wants to do this
- ▶ The best chicken people are the worst technology operators
- ▶ Could body cameras, augmented reality, body sensors, smart watches, etc allow us to support staff better, e.g. on job support, training etc?

BUT SAYING ALL THAT JUST GETTING ME CONNECTED
CAN STILL BE A PROBLEM IN PARTS OF THE WORLD



Thankyou
for
listening



Users of
Precision
Livestock
Technology

David Speller

CEO

Applied Poultry & OPTifarm



www.applied-group.co.uk



@appliedpoultry



David Speller



www.optifarm.co.uk



@optifarm

