



INNOVATION *for* AGRICULTURE
PRACTICAL | TECHNICAL | APPLIED

Beef-up Your Profits!

Improve the use of data to be profitable after Brexit



Join beef farmer Adam Quinney, Richard Lloyd - Precision Livestock Manager at IfA and a representative from the benchmarking team at AHDB for on-farm demonstrations and presentations on how understanding and using data is essential for profitable beef production in an era when farming subsidies are likely to be reduced.

28th November 2017, 10.30am - 2.30pm
(Lunch provided)

Reins Farm, Oak Tree Lane, Sambourne, Redditch, B96 6EX

FREE to attend but places are limited so booking is essential

www.beef-PCF.eventbrite.co.uk

An Innovation for Agriculture Event
Supported by the National Federation of Young Farmers Clubs
Funded by the Princes Countryside Fund



www.innovationforagriculture.org.uk www.facebook.com/i4agri.org/ @InnovationforAg



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Farm demonstration at Reins Farm showing:

- Adam's herd of Salers cross cows and finishing cattle
- The use of EIDs with smartphone farm management programmes to save time and make money
- How the use of computerised mixer wagon feeding helps you go on holiday and know the cattle are well fed
- Consistent rations
- EID with weights imported directly to evaluate growth and feed efficiency
- Breeding using selection criteria, sexed semen and objective sire data
- Use of computer records and benchmarking

Afternoon Presentations:

"Using Data to Make a Profit"

Adam Quinney, Reins Farm, Sambourne

"KPIs & Benchmarking In Beef"

AHDB Benchmarking

"The Benefits of Precision Livestock Farming"

Richard Lloyd, Precision Livestock Manager, Innovation for Agriculture

The afternoon presentations will take place at Sambourne Village Hall

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Book your place at www.beef-PCF.eventbrite.co.uk

Event contact: 02476 692470 Email: carrie@i4agri.org