

HOW CAN WE IMPROVE FARM INFORMATION PROCESSING AND PACKAGING TO ACHIEVE BETTER RESULTS?

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Sick of collecting farm data that has no use? Want to know the minimum amount of information you need to collect? This workshop will demonstrate what data needs to be collected on farm to give you the right information to enable effective and profitable decision making. It will highlight the best practices used on profitable farms as identified by DairyNZ, how data is utilised by **FARMAX Dairy** to provide insights into your Farm system, and how to achieve sustainable profitability.

DairyNZ have clearly identified practices carried out by the most profitable Farm businesses. The top 4 are: Benchmarking; Budgeting; Confident Decision Making; and Networking. If those are the skills identified to operate a successful farm business, how do owners and managers piece them all together to achieve their objectives? What information is required and what technology systems exist to make sense of it?

Farmax has provided world leading decision support tools for pastoral farms in New Zealand for 15 years. It is an evidence based tool originally developed by AgResearch and used widely by Government, industry support organisations, regional councils, rural consultants, educational institutes and Farm business owners.

The Farm information for better results workshop shows what essential data needs to be collected on-farm and how it is utilised by the FARMAX system to cover best practice on Farm.

1. **Budgeting** – using the FARMAX system, how a biologically validated plan of the farm business for the Season(s) ahead can be created and used to compare different options.
2. **Benchmarking** - how data feed into the FARMAX system can provide benchmarking comparisons not only within the Farm business (across seasons), but also against similar farms, or against industry averages.

Notes:

3. **Confident decision making** – Farming is a simple business model – the conversion of one form of energy (feed) into another (milk solids). However, the farm system is complex – to operate a profitable, sustainable business there are an increasing number of variables to be considered and managed. Gut feeling and intuition, while being a quintessential part of the NZ farming story, is no longer a reliable method of decision making for farm businesses. The FARMAX system, through its scientifically validated biological model, enables farmers to look into the future. It enables physical and financial feasibility of different scenarios to be investigated before action is taken. The result is proactive and confident decision making.
4. **Networking** – Successful farm businesses rely on a network of skilled operators helping with, and supporting, on-farm decisions. It is vital everyone involved has timely and accurate information regarding the farm system and its performance. The FARMAX Cloud enables that to occur.