



Breed Better

Supercharging the free range livestock industry with technology that will change the way farmers think about breeding

WHAT IS SMARTSHEPHERD

The SmartShepherd system is an innovative technology solution that enables livestock breeders to collect maternal pedigree quickly and cost effectively. Maternal pedigree is the key to unlocking the genetic potential of a farmer's herd or flock, significant productivity gains can be achieved by tracking which animals produce profitable offspring. Additionally, there are numerous animal welfare issues that can only be addressed by knowing an animal's mothering ability. SmartShepherd works on any grazing livestock, including sheep, cattle and goats.

HOW IT WORKS

The system works by attaching a small device to both the mothers and offspring. When the devices are attached the animal's visual ID or RFID is recorded alongside the SmartShepherd pod. The animals are then released back to graze in the field for two days (or longer), after which the pods are removed, and the data is collected from each pod. This data is then uploaded to the SmartShepherd web application using the farmer's Wi-Fi and pedigree results are returned to the farmer.



SmartShepherd Pod

"The SmartShepherd pedigree system is much cheaper than DNA testing and will save us a great deal in time and labour compared to mothering-up by hand"

- Trevor Ryan, Quandialla Station, Australia

"Without a doubt SmartShepherd tags are one of the most exciting inventions in recent times"

- Alistair Campbell, Earnsclough Station, New Zealand

OVERVIEW

- Determines maternal pedigree extremely cost effectively
- Designed to function on remote farms that do not have any cellular or Internet coverage where animals graze
- Smart pods can be attached to animals using a collar or ear tag



VALUE PROPOSITION

The ability to reuse smart tags on multiple mobs is what makes SmartShepherd's pricing so compelling. By replacing a one-use biological process with a reusable digital process, SmartShepherd has effectively digitally disrupted pedigree recording and the livestock breeding industry. SmartShepherd costs less than 15% of the cost of genomic testing over 3 years and is far less labour intensive than traditional mothering up. Due to this shift in economics it will now be possible to perform full pedigree recording over entire commercial herds, which means farmers can achieve their breeding goals far more rapidly than was previously possible.