

DIGITAL FARMING:

7 WAYS IT CAN BOOST PRODUCTIVITY AND EFFICIENCY

**Poultry production has changed.
The way you manage your flocks should too.**



ABOUT INTELIA

Intelia enables the real-time data flow of information between the farm and every other function of the chicken value chain. By adding value to the collected data through machine learning and other artificial intelligence tools, we create a greater visibility into your operations, which leads to better decision-making that improves productivity and sustainability of broiler production.



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WHAT IS

DIGITAL FARMING?

Across industries, organizations are transforming their business processes to integrate digital technologies such as cloud computing, automation of data collection with connected objects (aka Internet of Things or IoT devices), blockchain solutions and more. This "digitization" is usually done gradually, to optimize the efficiency of the organization. While it may stem from a corporate-wide strategy that may lead to a new business model, it usually refers to more modest initiatives that signal a desire to be more proactive and efficient in handling information.

Digital farming is this philosophy applied to agriculture. The crop industry has been relying on digital technologies for over a decade now with significant impact on yields, productivity and profitability. The recent affordability of IoT devices now make it possible to have the same leverage in livestock production. It's time for a change.

7 WAYS

DIGITAL TECHNOLOGIES BOOST EFFICIENCY

By bringing all the actors involved in broiler production in a centralized platform to exchange information in real-time, digital farming ensures the best decisions are taken in a timely manner instead of relying on manual data entry and written or verbal reports.

#1

REMOTE VISIBILITY INTO ALL FARMS

To truly have value for a poultry integrator, the digital technology connecting your farms to the rest of your operations needs to aggregate the information from every chicken house, regardless of the IoT device installed at the farm.

The idea is not to replace the grower in managing the flock; it is rather to supervise the performance of your assets: the chickens. With the right information in hand, flock advisors are able to better support and coach growers in best practices, ensuring the productivity you expect.



ALERTS & NOTIFICATIONS

Have the right staff notified of abnormal deviations from expected growing conditions, by issues, duration and time of occurrence so they can take action immediately with the support of the grower.



NO MORE GUESSWORK

Remote visibility lets you know precisely how the production is doing. Digital tools allow your staff to focus on the "now" instead of guessing from the past.



FOCUSED ON TRUE PRIORITIES

Having a global view of your live production allows staff to quickly identify the true priorities of the day, ensuring prompt corrective actions.

#2

ACCURATE & UP-TO-DATE

INFORMATION FROM THE HOUSE

Most of the information collected on the performance of a flock is gathered and available once the settlement report is out. For some operations, this means you could identify an issue some 50 days after the fact!

Today's chicken business requires producers to be agile and able to adapt quickly. Whether it is unusual weather, a disease outbreak, an unexpected feed issue, you have to know quickly to adjust the course of the production.

ACCURATE

If you are going to base your decisions on the information collected from digital technologies, you have to trust that it is accurate.

Ensure existing devices, such as bird scales, meet the level of accuracy required to support predictive models. It's like monitoring a marathon using a pocket watch: It will be enough to settle the first and last place but it's not to distinguish the winner from the runner-up.

CONTINUOUS

Once you start to transition to digital farming, you become dependent on the steady stream of fresh data to ensure your processes remain efficient.

Service Level Agreement and system uptime must be extremely high if your organization is to rely on these new tools to manage production optimally.

RELIABLE

The digitization of the farm means there will be additional equipment at the farm you are relying on to collect the data.

These IoT devices must be rugged and built to last to minimize repairs and maintenance. At the very best, these should be included in the service subscription so you are really paying for sustained data flow, not equipment hassles.

REAL-TIME

Customers are asking the industry to be proactive and flexible and your processes must follow to remain competitive.

Without real time information, it could be days before the service technician or the grower recognizes a problem and oftentimes, it will be too late.

#3

EASY TO ACCESS

ALWAYS ACCESSIBLE

Acknowledge

Abnormal Low Consumption (3221)

SITE	DURATION
Smith & Garnier	32 Minutes

ACTIVE TIME	CLEAR TIME
10.13 AM - 08 Jan, 2019	10.13 AM - 08 Jan, 2019

ACKNOWLEDGED BY	ACKNOWLEDGED TIME
Esther Wilson	12 Min ago

TIMELINE

- 21 Jan, 2019 - 03:15:36 Albert Fox
Event cause by electric failure. Electrician has been called.
- 22 Jan, 2019 - 10:45:04 Esther Wilson
Breaker blow-out. The bypass has been done while the new breaker will be delivered and installed.

22 Jan, 2019 - 11:02:30
Add Activity

Cancel **Save**



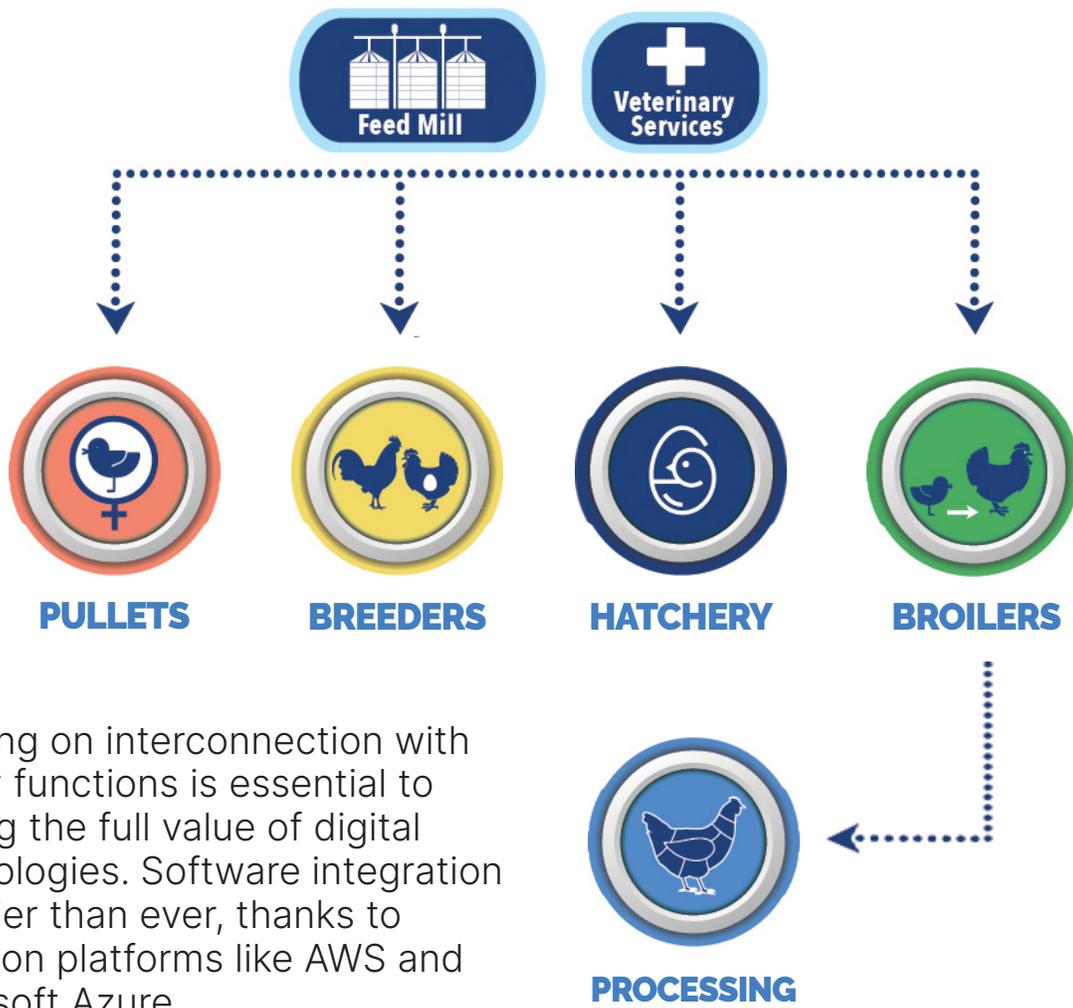
Growers and live production staff must be making decisions on the go, as situations evolve quickly. It helps when everyone involved has access to the same information. There's less time spent debating and more on solving.

The last months have also proven that work happens outside of the office. Mobile apps and web-based data platform ensure producers have all the information they need at the touch of a button.

#4 | SHARED

WITH EVERYONE INVOLVED

Most broiler production in the US is vertically integrated but the information flow between key stakeholders is not. With digital farming, it's easy to follow the performance of your flocks from the hatchery all the way to the processing plant. Digital farming improves efficiency beyond the farm.



Insisting on interconnection with all key functions is essential to getting the full value of digital technologies. Software integration is easier than ever, thanks to common platforms like AWS and Microsoft Azure.

#5

ENHANCED BIOSECURITY

PROTECTING HUMAN AND ANIMAL HEALTH

No unauthorized
pedestrian or vehicular traffic

STOP

Losing the ability to walk the houses and monitor birds visually can cost growers and integrators money. Flock advisors are on the front line every day, making decisions and advising growers. When they are not able to do their jobs due to diseases, human or animal, performance goes down and cost goes up.

THRIVE DESPITE TOUGH CONDITIONS

Relying on physical visits can mean your information flow will dry up or become unreliable in times of lockdown. Digital farming helps maintain performance despite the challenges.

COMPLEMENT TO IN-PERSON VISITS

Reviewing digital information with the growers can help flock advisors play a coaching role while the greater transparency lessens frustration and miscommunication.

PREVENT DISEASE SPREAD

Give your staff the tools they need so they can continue to do their jobs even in biosecurity lockdown. Control disease outbreak more efficiently without hurting performance.

#6

FACING LABOR CHALLENGES

WHEN EXPERTISE AND SKILLS ARE SCARCE

Raising chickens is a rewarding but sometimes gruesome job. In today's job market, finding motivated workers and skilled growers can be a real challenge. What enthusiasm and good will farm workers bring to broiler production does not make up for the lack of expertise in animal husbandry.

That's where flock advisors can play a major role in accompanying and supporting the growers under their supervision. With the help of savvy digital tools and predictive models, they can help growers identify issues, becoming more proactive and engaged.

New technology is also a way to keep young employees fresh out of college interested in what is a great entry-level position. Raised with Internet access and at ease with these new digital tools, the automated data collection keeps them focused on high value tasks instead of repetitive data entry, form collection or manual weighing.

#7

REMAINING COMPETITIVE

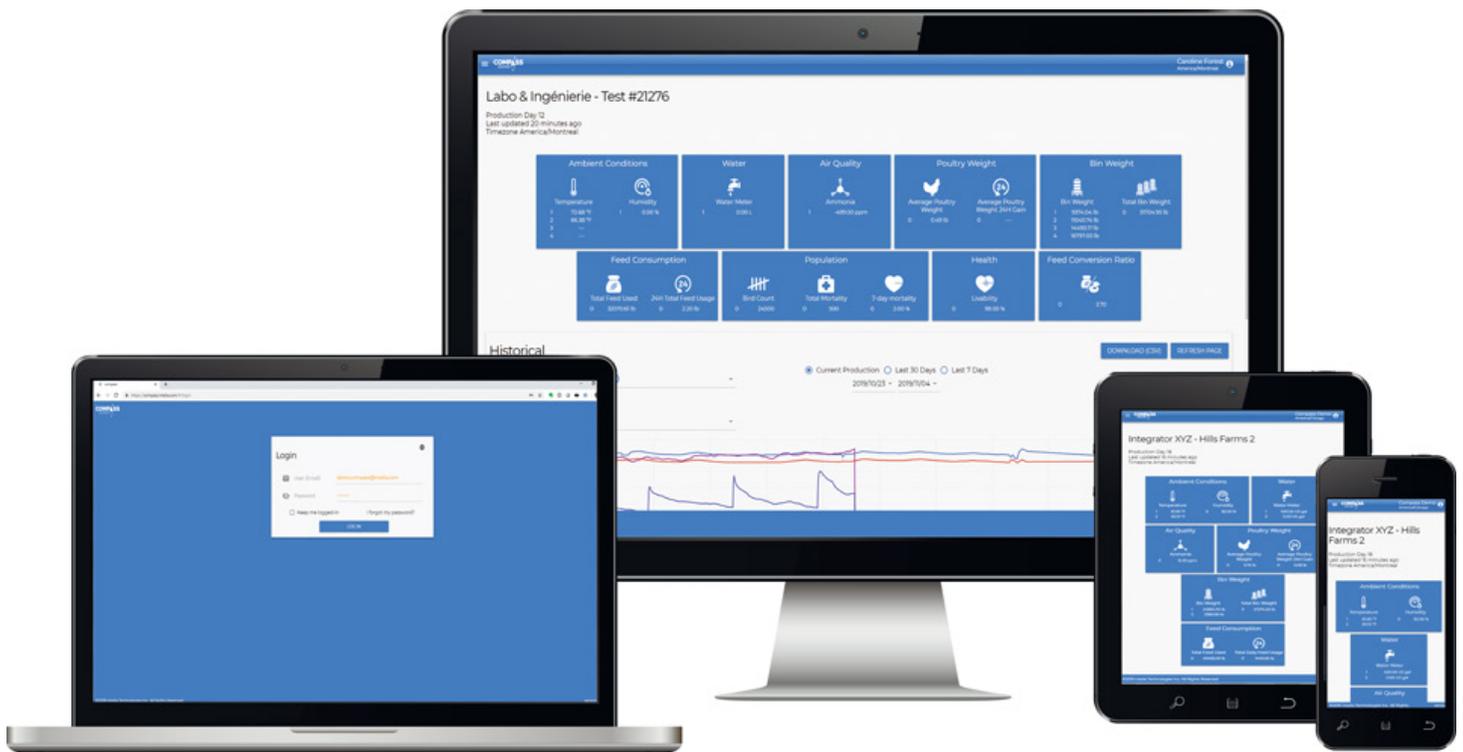
Being the first to adopt a new technology is not a very popular position: it's easy to doubt the value, the return on investment and the truth behind what sometimes sounds like fake promises. Thankfully, the crop side of agriculture has already tested many of these digital tools with resounding success.

Forward-thinking companies that embrace digital technologies and integrate them quickly in their live operations benefit from a substantial competitive advantage. Digital farming can let you test different diets or practices for instance, allowing you to see almost instantly whether this would be a good thing... or not.

In an industry whose profits is counted in fractions of a penny per pound, every bit of improvement must be sought after relentlessly. Let technology do the gritty work for you so you and your team can focus on being the best.



READY TO TEST DIGITAL FARMING?



BOOK A DEMO TODAY!

A majority of poultry integrators in North America are already testing our digital technologies for their broiler operations. The industry is about to see its first large scale deployments. It's time to see it for yourself.

Digital transformation is best done in a progressive way. Intelia's team is ready to discuss your challenges and see which ones could reap faster benefits from digitization. After all, as Mark Twain said, the secret to getting ahead is getting started.