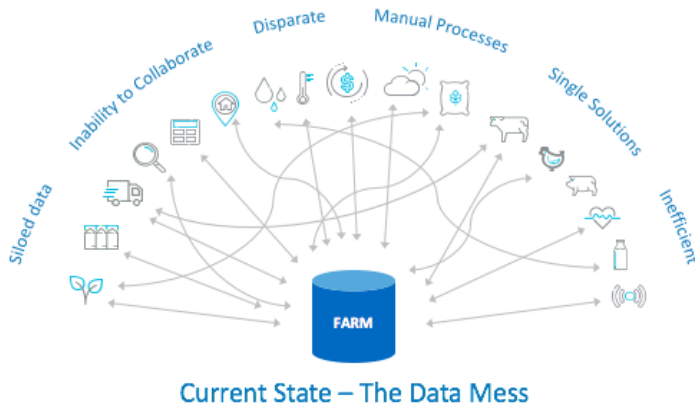


AgriNovus Challenge – Executive Summary



“Industry dynamics are creating a tipping point. The amount of data coming from different sources across the value chain has made it impossible for herd managers to analyze data and make critical decisions without the support of an integrated software solution.” National DHIA Board Member

The Problem – Feed represents approximately 50% of the cost of producing milk on dairy farms. Cows do not consume the same amount of feed each day, with known factors like temperature, diet composition and stage of lactation all impacting their dry matter intake. Herd managers are consistently looking to optimize feed distribution in order to maximize profitability. Integrating data from multiple sources (such as feed management systems, herd management software, weather sensors, and parlor management systems) is an overwhelming task and prevents dairy managers from accessing accurate and timely data to predict accurate feeding requirements.

Our Solution - Technology tools such as feed and animal management software and weather sensors have the potential to provide valuable information for the dairy industry regarding daily feed intake per pen. For example, data points on individual animals, feed rations, delivery timing of feed, amount of feed consumed and wasted, milk yield and quality, and changing weather conditions can be collected multiple times a day to predict changes in cattle requirements and therefore feed intake. This information has the potential to greatly increase feed efficiency, minimize feed waste and maximize milk production.

This project is designed to create a scalable and repeatable process for **automating, validating** and **displaying** the critical data, including **automated alert notifications**, required to significantly improve feed management. The working system we have built **is part of a much larger comprehensive effort** to collect and aggregate multiple sources of data and serve the eco-system surrounding the Dairyman, from ‘seed to shelf’ as part of the **iYOTAH Solution**.

OUR VALUE PROPOSITION

Feed optimization could result in \$781,000 in financial impact from increased revenue and decreased expenses for Ambia’s 4200 cow farm.

- Increase dry matter intake (DMI) by 1lb/cow/day
- Increase milk yield by 2.5 lbs./cow/day
- Decrease feed waste by 1lb/cow/day

OUR GO-TO-MARKET STRATEGY

We are currently in the pilot phase testing our solution, which will include 25-30 farms over Q1 and Q2 2021. Roll out to the dairy industry will continue during 2021 with expansion to other segments in the Animal Protein Supply chain over the next year.