IOT IN THE MEAT TRIAL

Opportunities, challenges and user feedback

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MEAT SECTOR: IOT OPPORTUNITIES

1) **Traceability & connectivity** throughout the value chain

[Diagram showing the value chain: Feed, Breeder, Farm, Slaughter house, Retail, Consumer]
MEAT SECTOR: IOT OPPORTUNITIES

2) Maintain the **overview** on-farm

- **# animals**
  - 100,000 animals
  - 4 barns

- **# groups**
  - 5,000 animals
  - 300 housing units

- **250 animals**
  - 1 barn
MEAT SECTOR: CHALLENGES

BUT: Need for decreased **cost/benefit** of IOT

- Investment in IOT depends on
  - Revenue per animal
  - Number of animals covered
  - ADDED VALUE

High cost/benefit

Producer will not invest

User will not invest
MEAT TRIAL: USE CASES

- Traceability + connectivity of chain data
- IOT on farm

- FEED SUPPLY CHAIN MANAGEMENT
- PIG FARM MANAGEMENT
- POULTRY CHAIN MANAGEMENT
- DECISION-MAKING OPTIMIZATION IN BEEF SUPPLY CHAIN
- MEAT TRANSPARENCY AND TRACEABILITY

- INTEROPERABLE PIG HEALTH TRACKING

- IOT on farm
MEAT TRIAL: USE CASES

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INTEROPERABLE PIG HEALTH TRACKING

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MEAT TRANSPARENCY AND TRACEABILITY

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PIG FARM MANAGEMENT: ORGANIZATION

EXAMPLE
2100 animals
140 housing units

Barn

14 departments

10 pens/department

15 pigs/pen
PIG FARM MANAGEMENT: DATA

**DATA TYPE**
- Feed data
- Water data
- Climate data
- Slaughterhouse data
- Weight data

**LEVEL**
- Barn
- Department
- Pen
- Pig
PIG FARM MANAGEMENT: GOALS

• Dashboard with overview of farm and slaughter house data
  • Easy & clear overview
  • More dept if needed

• **User input**
  • Individual farm visits
  • Assessment of needs
  • Group meetings