

Developing a low cost DIY weight recording model for beef cows and calves in Ireland

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ICAR Prague, June 2019



Who are ICBF?

- Based in Cork, Ireland
- Established in 1998 to increase farm profitability through genetics and data integration.
- Vision
 - Empowering sustainable farming through collaboration and excellence in genetics and big data solutions.
- ICBF national central database.
 - All stakeholders sharing data for farmer & industry benefit.
 - 2nd in world to launch dairy genomics.
 - Beef Genomics, largest cattle genomics project globally.



Beef Environmental Efficiency Pilot (BEEP)

- Announced by the Irish Department of Agriculture in October 2018.
- €20 million budget targeting the weighing of 500,000 Beef animals.
- Farmer receives €40 for weighing a cow and her calf.
- Weights must be submitted to the ICBF database before 1st November 2019.
- ICBF is responsible for the administration and coordination of the project.



Beef Environmental Efficiency Pilot (BEEP)

Reason:

- Low levels of weighing on beef farms
 - 2% of weanling
 - 1% of cows

- **Goals:**

1. Support decision making on farms through better quality data on herd performance.
2. To further increase economic and environmental efficiency in the Irish suckler herd.
3. Ultimately help reduce carbon emissions.

- Pilot began in February 2019 with 18,700 herds.



BEEP Challenges

1. Unknown level of weighing equipment on farms
 - Some farmers will have their own equipment.
 - Some will use technician services or borrow scales.
 2. Provide access to weighing equipment at a low cost.
- Decision made to set up a rental solution.



Rental Service

- Nationwide rental service
 - Had to be set up in less than five months.
- Estimated we needed
 - 400 sets of weight equipment.
 - 70+ depots around the country.
- EU tender procurement process
 1. Weighing equipment.
 2. Service provision.
- The rental fee for the farmer would be €50 per day.



Weighing Equipment



EziWeigh 7i
Indicator



MP 600
Loadbars



Depots

- ICOS won the tender for the service provision.
- Rental service provided via Co-Ops and marts



Equipment Management Software

- **Booking software**

- Allow farmers reserve equipment online.
- Design and develop customised booking software.
 - Investigated off the shelf options but they were not suitable.
 - Software was developed in house by ICBF.

- **Depot Management Software**

- Depots book out and book in equipment.
- Record any issues with the equipment.
- Keeps track of inventory, facilitates the movement of equipment between depots.

- Software available at www.mybeep.ie



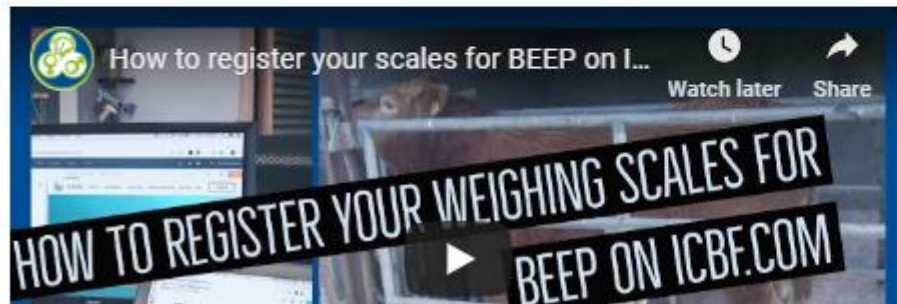


Beef Environmental Efficiency Pilot (BEEP)

The Beef Environmental Efficiency Pilot (BEEP) was launched by Minister Michael Creed TD on Wed 30th Jan 2019. Funding of 20 million euro has been made available by the Department of Agriculture, Food and the Marine (DAFM) for the pilot which aims to capture on-farm liveweights of approx. 500,000 cows and their calves.



How do I register my weighing scales for BEEP?



[Rent A Scales](#)

[Register Scales / Record Weights](#)

[Technician Services](#)

[FAQ](#)

[Admin Login](#)

Farmer Booking screen

Please note: The rental charge is €50 per day (excluding Sundays)

Step 1. Please select your depot from the list below

Regions Depots

Garranenagappul

Macroon
Co. Cork

Step 2. Please pick a date for collection of the scales

FRI 14-JUN-19	SAT 15-JUN-19	MON 17-JUN-19	TUE 18-JUN-19	WED 19-JUN-19
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Step 3. Please pick the day you will be returning the scales (Maximum rental 3 days)

WED 19-JUN-19	THU 20-JUN-19	FRI 21-JUN-19
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Mobile (Required)

If you would also like your reservation details by email, please enter you email address below.

Email

If you are adding additional herds (maximum of 2 herds) to this booking please enter their herd number below:

Additional Herd 1

Additional Herd 2

Click here if you accept the [Terms and Conditions](#) ☒

Reserve Scales

Depot Book out/in screens

BEEP Book Out

Reservation No. 190614-007

Herd No.(BTE) D1770498

Name JOE WALSH

Scale Set Number

Please select a Scale ▼

Please select a Scale

If you are adding a (up to 2 herds) to this booking please enter below:

SET_055

SET_056

Additional Herd 1

Additional Herd 2

Please Return On: SAT 15-JUN-19

Book Out

BEEP Book In

Booking No. 190614-007

Herd No D1770498

Name JOE WALSH

Scale Set Number SET_055

Payment Methods Cash ▼

Scales Clean?

Yes

No

Are the scales in acceptable condition?

Yes

No



Damaged Cable



Missing Caps on Indicator / Beams



Load Feet Bent or Worn



Black Image on Indicator Screen (LCD)



Indicator Case Cracked



Other

Comment

Book In

Farmer weighs the animals



Other factors

- **Training**

- Depots, 10 regional meetings to train staff.
 - Information about the scheme.
 - Booking software.
 - Engagement with depots.
- Videos to train farmers and depot staff.
 - Developed videos in house.

- **Rental T&Cs**

- Significant work in coordinating all parties.
- Farmer signs T&Cs and is given an instruction booklet when collecting equipment.






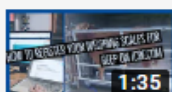

- **Call Centre**

- Trained to answer queries from farmers regarding the scheme.



BEEP (Beef Environmental Efficiency Scheme)
ICBF Irish Cattle Breeding Federation - 1/7

☐ ✕ ☰

▶		BEEP - Handling & setting up the weighing scales ICBF Irish Cattle Breeding Federation 5:33
2		BEEP - Weighing ICBF Irish Cattle Breeding Federation 2:11
3		BEEP - Do's and Don'ts when weighing animals ICBF Irish Cattle Breeding Federation 1:23
4		BEEP - Recording weights ICBF Irish Cattle Breeding Federation 4:46
5		BEEP - Washing & Disinfecting ICBF Irish Cattle Breeding Federation 4:03
6		How to register your scales for BEEP on ICBF.com ICBF Irish Cattle Breeding Federation 1:35
7		How to record your animals weights for BEEP on ICBF.com ICBF Irish Cattle Breeding Federation 2:36

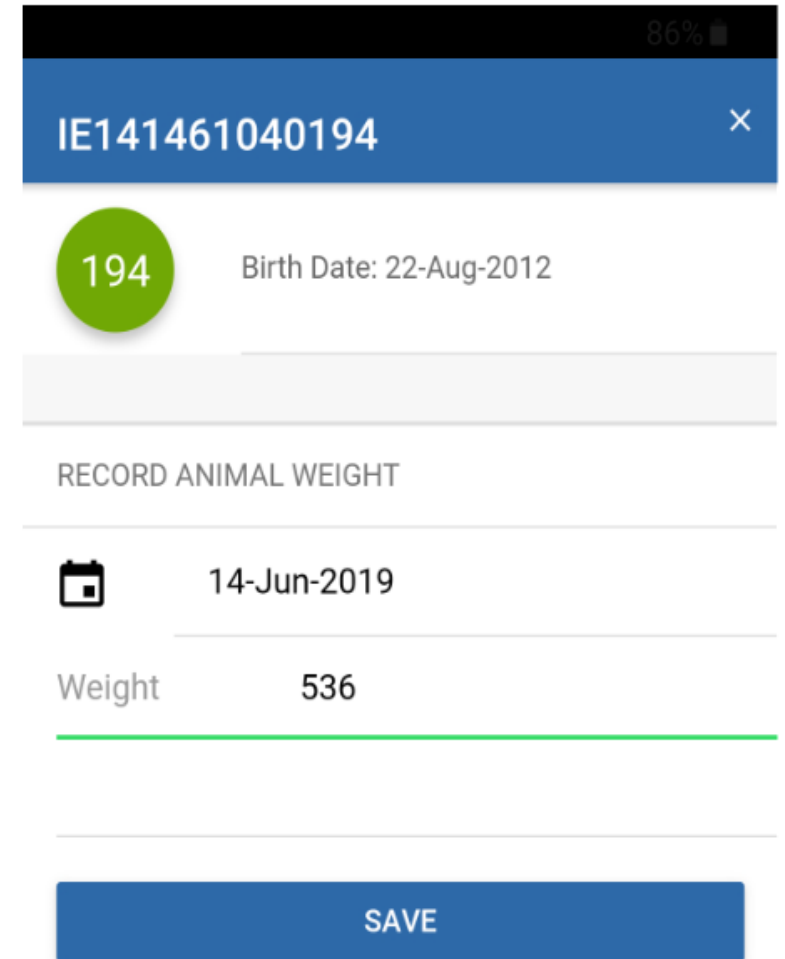
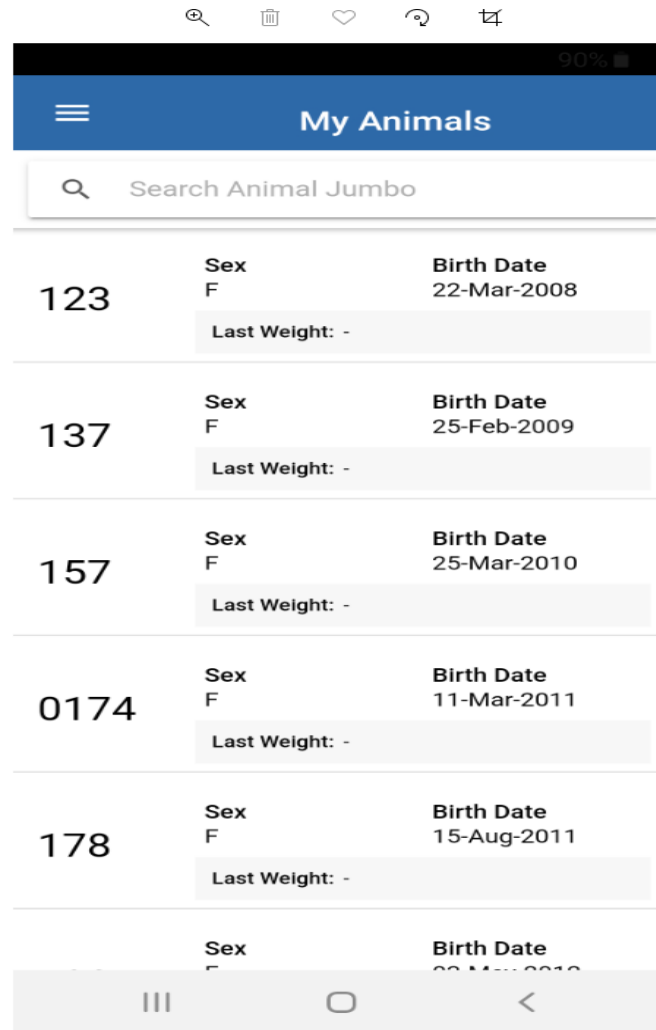
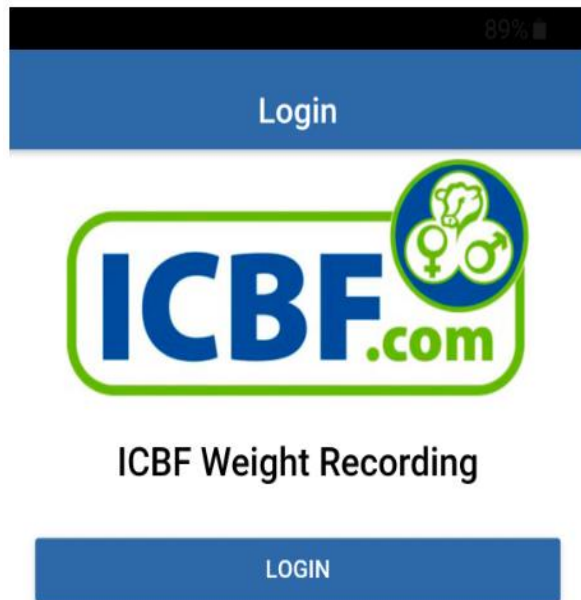


Weight Recording Options

- Weights need to be submitted to the ICBF database
- 1. ICBF developed an Android/IOS App.
- 2. Web page
www.icbf.com
- 3. Paper forms.
Sent in by post and keyed.
- 4. Third party software/apps that integrate directly with ICBF.
- Encourage digital transmission.



Weight Recording Options – Android/iOS App



Weight Recording Options – Webpage

BEEP- Record Animal Weight Record live weights for cows and their calves.

Listing of animals eligible to be weighed for BEEP which have not yet had a weight submitted, animals with valid BEEP weights and animals who have left the herd without a valid weight. To record weights on other animals in your herd or animals which have BEEP weights already submitted please [click here](#)

Date of Weighing:

Animals To Be Weighed

Animals With Valid BEEP Weights

Invalid Departed Animals

Showing 1 to 39 of 39 entries

Jumbo ^	Animal Number ^	Sex ^	Date of Birth	Weight
123	IE141461070123	F	22-MAR-08	<input type="text"/>
178	IE141461040178	F	15-AUG-11	<input type="text"/>
194	IE141461040194	F	22-AUG-12	<input type="text"/>
199	IE141461090199	F	17-DEC-12	<input type="text"/>
201	IE141461020201	F	27-DEC-12	<input type="text"/>
205	IE141461060205	F	31-JAN-13	<input type="text"/>
206	IE141461070206	F	09-FEB-13	<input type="text"/>
208BI	IE151094460710	F	14-FEB-13	<input type="text"/>

Weight Recording Options – Paper Option



17704981640905

BEEP
Weight Recording



Herd Id: D1770498

Date: 06-Jun-2019

Weighing Date:

/ /
D D M M Y Y

Ensure that
Weighing Date
is recorded

Scales Registration Number:

OWN2995

Cow Liveweight		Calf Liveweight			
Cow Tag	Weight (kg)	Calf Tag	Birth Date	Sex	Weight (kg)
372224667810285	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667830320	26-Jan-2019	M	<input type="text"/> <input type="text"/> <input type="text"/>
IE141461070123	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667840321	28-Jan-2019	M	<input type="text"/> <input type="text"/> <input type="text"/>
IE141461060205	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667850322	29-Jan-2019	M	<input type="text"/> <input type="text"/> <input type="text"/>
IE141461070255	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667860323	31-Jan-2019	M	<input type="text"/> <input type="text"/> <input type="text"/>
IE141461070255	Multiple Births	372224667870324	31-Jan-2019	F	<input type="text"/> <input type="text"/> <input type="text"/>
IE141461040260	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667880325	06-Feb-2019	F	<input type="text"/> <input type="text"/> <input type="text"/>
IE151094460710	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667890326	09-Feb-2019	F	<input type="text"/> <input type="text"/> <input type="text"/>
IE141461040194	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	372224667810327	09-Feb-2019	F	<input type="text"/> <input type="text"/> <input type="text"/>

Farmer Management Screens

Beef Environmental Efficiency Pilot (BEEP)

Eligible Animals

Eligible animals to be weighed through BEEP are:

- Beef calves (beef sire x beef dam) born in your herd from 01-Jul-2018 to 30-Jun-2019
- The dams of these calves

Eligible calves: 28

Eligible cows: 27

Data Recording and Scales Registration

Owned Scales Registration Number(s): OWN2995

Record Weights

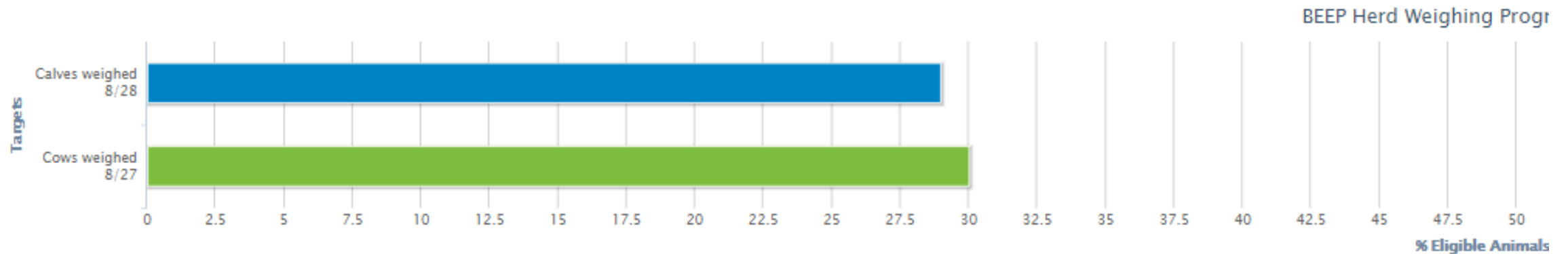
Weight Recording Form

View/Register Own Scales

View/Register Third Party Scales

If you wish to rent a scales through the BEEP rental network, click [here](#)

Herd Summary



Farmer Report



Weaning Performance Report

Animals born between 01/08/2018 - 29/05/2019



Print Date: 29-MAY-2019
Herd Owner: JOHN DALY
Herd Number: D1770498

1. Summary Data - Overview of weight performance of calves born in your herd in the period and their dams.

A. Calf Performance

All Calves

	Born In Period*	No. Weighed**	ADG (kg)	Avg. 200 Day Weight (kg)	
				Your Herd	Target
All	28	8	1.18	287	N/A
Males	13	5	1.22	296	300
Females	15	3	1.11	272	250

Top Males & Females

Top 5 Males on 200 Day Weight					
Calf Tag	Dam Parity***	200 Day Weight (kg)	ADG (kg)	Dam Jumbo	Dam Rep. Index
70316	3	326	1.37	217	€111 ★★★★★
50314	4	317	1.31	210	€65 ★★
80317	6	308	1.29	174	€48 ★★

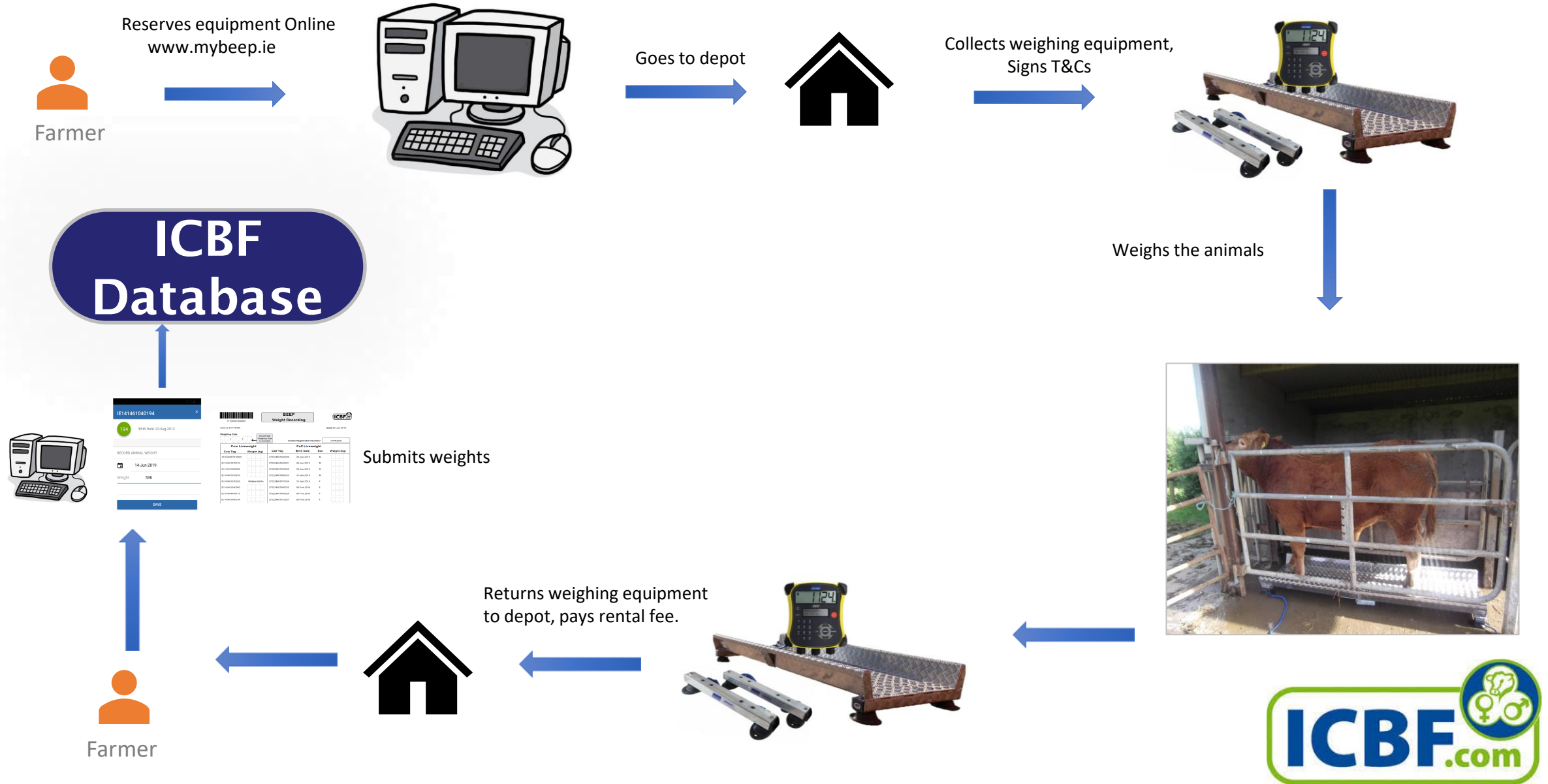
Top 5 Females on 200 Day Weight					
Calf Tag	Dam Parity***	200 Day Weight (kg)	ADG (kg)	Dam Jumbo	Dam Rep. Index
90318	7	291	1.2	157	€83 ★★★
30312	2	268	1.08	250	€89 ★★★★★

Bottom Males & Females

Bottom 5 Males on 200 Day Weight					
Calf Tag	Dam Parity***	200 Day Weight (kg)	ADG (kg)	Dam Jumbo	Dam Rep. Index
40313	8	261	1.09	137	€128 ★★★★★
60315	5	266	1.05	192	€142 ★★★★★

Bottom 5 Females on 200 Day Weight					
Calf Tag	Dam Parity***	200 Day Weight (kg)	ADG (kg)	Dam Jumbo	Dam Rep. Index
10319	2	258	1.06	256	€75 ★★★

BEEP Rental Solution



Operational Considerations

- **Biosecurity**

- Concerns around the spread of disease
- Stress the importance of cleaning and disinfecting equipment
- Part of rental T&C's
 - Equipment must be returned clean by farmer.
 - Payment may be stopped if farmer does not comply.
- The depot disinfects equipment before each rental.

- **Accuracy of weighing data being submitted**

- All farmer owned/borrowed scales need to be registered with ICBF.
 - Provides good knowledge of on farm weighing equipment.
- Quality Control checks on data to identify irregularities..
- Dept of Agriculture audits to ensure compliance.



Edit Scales: OWN2995

Make/Model of Scales: TRUTEST EZIWEIGH5 *

Year of Purchase: 2019 *

Serial Number: 715462

Save

* Required fields



Outcomes & Learnings

- **Outcomes**

- Developed a national infrastructure for weighing cattle that can be used in the future.
- Help farmers see the benefits of weighing their animals.
- Improved genetic evaluations because of increased data.

- **Learnings**

- Legal issues
 - Tenders and T&Cs were the most time-consuming aspects.
- Early engagement with service providers was essential.



Our Farmer & Government Representation



Our AI & Milk Recording Organisations



Our Herdbooks



Acknowledging Our Members