Optifarm Forms a Key Partnership with Fancom to Revolutionise Data Insights

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“Deliver Innovation and Value”

We are thrilled to announce that **Optifarm is partnering with Fancom**. This collaboration will leverage the strengths of both companies to deliver artificial intelligence (AI) led solutions for the global livestock sector.

Optifarm, renowned for its innovative insights into what causes changes in animal behaviour on farms, and Fancom, a leader in agricultural control systems and automation, believe joining forces will **better utilise existing data generated** on farms.

Initial aims will be to utilise Optifarm’s artificial intelligence to track and predict drinking behaviour of poultry and later pigs on those farms utilising Fancom technologies. By identifying changes in the drinking behaviour and then exploring other data correlations at that time Optifarm is able to provide actionable insights directly to mobile phones and farm offices in real-time, allowing for data driven decision making and vastly increasing the insights regarding farming livestock in areas such as production, health and welfare.

David Speller, CEO of Optifarm, is thrilled to see the formation of this partnership: "*Collaborating with Fancom allows us to enhance our AI capabilities alongside another fantastic key partner ensuring we deliver even greater value to farming businesses. This partnership we will deliver innovation and value using some of the latest artificial intelligence techniques, primarily using data that is already readily available such as water meter outputs.*”

Optifarm is already making a significant impact in pig and poultry production worldwide. With the **integration of Fancom's technology, we are poised to extend our reach** and effectiveness even further.