

OPTiFARM

NEWS FROM OUR BARN

Keeping you up to date

January 2023



Why Livestock Value Engineering?

What a busy time 2022 became at Optifarm, we significantly grew our customer base, secured a fantastic investment partner in AGCO, welcomed the continued support from Evonik Venture Capital, launched into a new species and set about developing our own Artificial Intelligence solution.

Today we are thrilled to work in 17 countries and 9 languages globally and we are excited to be also now working in both Poultry and the global swine sector.

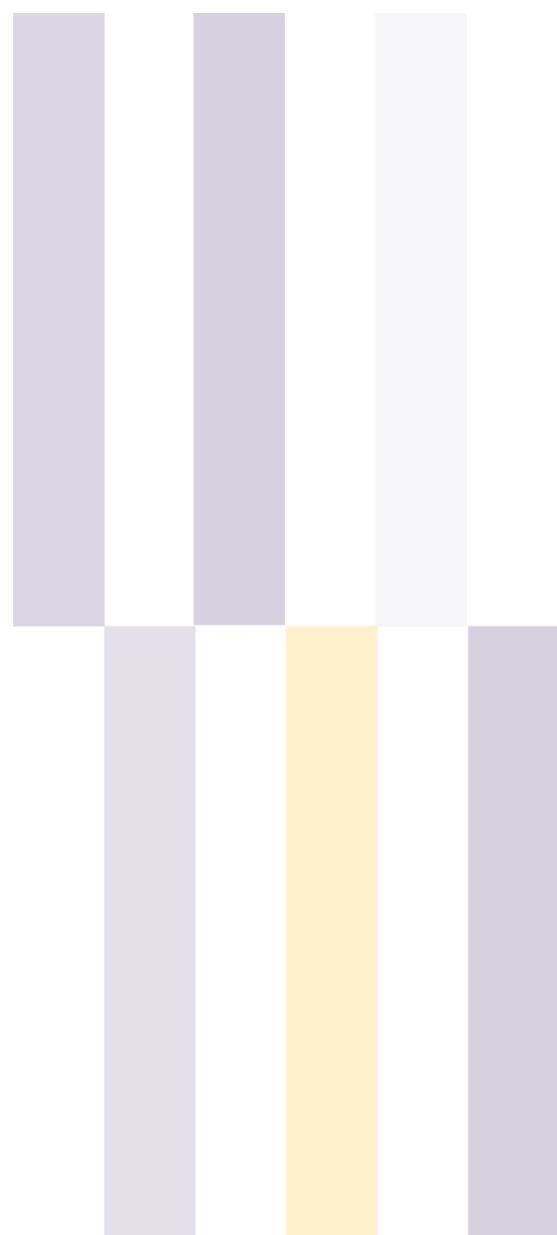
So why **Livestock Value Engineering**? Today we are so much more than our roots of Poultry, a blend of science, data analysis and experience, designed to add value and resilience at every stage of the supply chain. Combining multi-source sensor data, AI software and traditional farming knowledge to build the worlds first interactive animal behavioural data base.

This is just the start; we have even greater things coming for 2023 which will drive an even greater value proposition for you and your business.



A New Year, a New Look, same Commitment.

We feel that Optifarm has come a long way since its formation and as such this is a great time to release a new branding that reflects what we are today. We are still the incredible service you know, that is a combination of data science, animal knowledge and human consideration but we have matured, learnt, developed, and evolved so we hope you love our new look as much as we do.



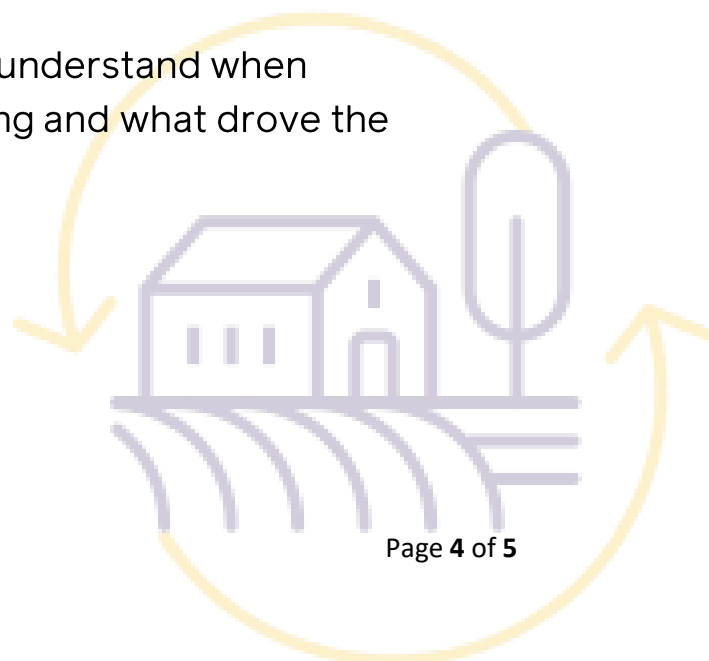
Automated Data Screening

Our new capacities will allow us to track in detail not only, as we do now, issues as they arrive but we will have the data that tracks the recovery process as well.

This will mean we can share with you the available solutions to any issues, proving the solutions effectiveness and the time you might expect for it to work, in this way you can then choose which solution is right for your specific circumstance backed by hard facts.

This is something the industry has never seen before and is just another example of how we are pushing the boundaries of possibility.

- An ability to check your farm data every 5 minutes (subject to date availability and data transfer speeds).
- Review every data point, with unrestricted possibilities for unlimited comparisons and evaluations.
- Complete assessment of all farm information, control panel data and settings, farm knowledge and farm manager feedback.
- First service to track, identify and understand when issues and challenges are improving and what drove the improvements.



Still Appreciating Humans

Our skilled operators will also remain available to assist clients around the world to make changes to their systems where it is requested.

We are seeing a growing demand for us to action automatically some settings changes on behalf of clients, and we see this as a growing demand.

- As new technology and data solutions are implemented, we have no plans to reduce or remove our valued operators that diligently support your business 24/7. The new artificial solutions will empower our team with more information and advance understanding.
- We aim to continue utilising our operators to communicate and engage with you so that we capture and understand what is happening on your farms and do not become misled by data alone.
- We are not aiming for a solely AI based robotic service, more of an even smarter combination of technology and humans.

Any questions?

Contact the team: info@optifarm.co.uk