



OPTIWEIGH

3 YEARS OF LEARNING FROM OUR CUSTOMERS

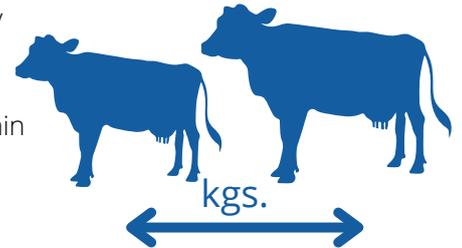
Since early 2019 nearly 200 Optiweigh units have been deployed into just about every environment and production system in Australia. Every day we learn more and more from our customers about the benefits of in paddock weighing and how to get the most out of their investment in Optiweigh. Our 3 key findings are:



1. 10-20 ANIMALS PER DAY GIVES GREAT DATA

To get an accurate mob average there is no need to weigh every single animal in the mob. In fact, it may not even be necessary to weigh half, a quarter or even 10%. It all depends on the range of weights in the mob. To be 95% confident of mob average within 10kg it takes:

- 20 animals if the weight range is 100kg (lightest to heaviest)
- 35 animals if the weight range is 150kg
- 65 animals if the weight range is 200kg

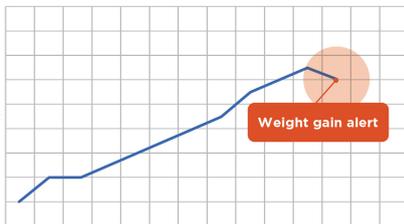


..REGARDLESS OF TOTAL MOB SIZE..

Interestingly, we have learnt that different animals visit the Optiweigh unit from day to day. We use an average of all the animals that have visited in the past five days to calculate the mob average.

This means that 10-20 animals per day give a five day average comprising of 40 to 60 + animals. More than enough for highly accurate data, even for a very large mob.

To understand just how good this data is, consider the outcomes that have been achieved this year:



- Identifying weight changes of less than 10kg in response to weather events and nutrition changes;
- Calculating number of head in 25kg weight ranges for making marketing decisions; and
- Identifying differences in average daily gains between different feeds and grazing situations.

2. THE KEY IS THE ATTRACTANT

Taking the Optiweigh to the paddock and putting any old lick block in it rarely gets the best results. Sure, it will usually still weigh some animals - but it won't deliver on its potential.

The best results happen when people trial different blocks, dry licks and liquids, work out which gives the best results, and regularly replenish them.

We have also been working hard to find improved solutions and in 2022 Optiweigh will have:

- A molasses lick roller, optimised to fit the Optiweigh unit; and
- A custom dry-lick designed to be super attractive for hard-to-please cattle.

3. It takes time for both the cattle and customer to get used to Optiweigh:



- for the cattle to be comfortable visiting the unit; and
- for the customer to understand and utilise the data.

FOR YEARS DAIRY FARMERS HAVE OUTSTRIPPED BEEF PRODUCERS IN TERMS OF PRODUCTIVITY GAINS - LARGELY BECAUSE THEY KNOW HOW MANAGEMENT DECISIONS IMPACT MILK VOLUMES. EMBRACING IN-Paddock WEIGHING WITH OPTIWEIGH GIVES THE DATA THAT CREATES OPPORTUNITIES TO IMPROVE PRODUCTIVITY AND PROFITABILITY.