CHALLENGE TITLE

Connected Sheep

How might we better

Link ewes and lambs on the farm to prevent them being stressed when separated and connect breeding and productivity data to make better breeding decisions?

CHALLENGE STORY

When ewes and lambs are separated this causes a great amount of stress to the animals which impacts how they grow reducing their weight and their value at market.

There is also no way to track the breeding productivity of ewes and the value of their lambs at market.

Currently all sheep have ear tags for identification, ageing and linking them back to the farm, which farmers keep records of, but this data doesn't link the sheep to each other, their productivity, price or breeding history.

Better tracking of the sheep on the farm and linking of productivity data would mean better animal welfare, price at market as well as improved breeding decisions.

Scale/Potential:

HIGH

Linking the data of ewes and lambs improves welfare, productivity and the value of the sheep at market and enables better breeding decisions.

Data Description & Source

- Farmer sheep records
- Farm ID data
- Breeding history
- Sheep market price

Mentors & Contacts

John-Paul Collins
Mandy Curnow