

# 2022 State of the Global Farmer Report

Powered by AgriWebb



# Contents

A note from our co-founders	03
Who is AgriWebb?	04
Understanding this report	06
2022 Outlook	13
The business of livestock	18
The future of regenerative farming	24
Tech and innovation	29
Got questions? AgriWebb has answers.	35
Transforming records into insights	42



# A note from our co-founders



## Justin Webb

Executive Chairman | London, UK

When pandemic strikes, and global food chains threaten food on the shelves, it's farmers who keep us reliably fed. Therefore, I see 2022 as a fantastic opportunity for the Global farming community to own the superiority and sustainability of their food products through data-led evidence of economic, ethical and environmental food supply welfare.

Retail supermarkets desperately seek information to give consumers comfort that their purchasing decisions are healthy for their bodies and the environment. Data that supports both of those messages will hold tremendous value not just for the retailer but also for the farmer who can validate their product provenance. The progressive farmers who record and represent data validating animal and environmental welfare will be handsomely rewarded.

At AgriWebb, we constantly look to take confident steps together as a farming community to empower the best farmers with the power of compounding improvements. We help you manage your land precisely, with data-led decisions. Look for the subtle 1-2% gains in husbandry, pasture management and rotations that will help put more money in your pocket, consistently. Move your farm forward, your way.

Finally, how could any comment be made about next year without a reference to Carbon markets!? Farmers know that capitalising on the carbon opportunity will demand accurate data and systematic reporting. There's no silver bullet, but what is certain is the need to record the data on your block of dirt. Recording data EMPOWERS you, the farmer, to be the owner of your fate. When the dust settles, regardless of what regulations are decided, you can use your data to capitalise on the best opportunities for you.

Make this year be the year you take charge of your future.



## Kevin Baum

Chief Executive Officer | Denver, CO

Throughout the decades, transformative technologies have enabled farmers to continue to feed the world despite exponential population growth in the face of mass urbanization. Technology, from the advent of irrigation all the way to the driverless tractor, has enabled the industry to manage constant challenges while improving the quality and quantity of that which sustains us.

The latest agricultural revolution is a digital one. With changes and demands on the industry coming faster than ever before, data is a tool that can not only help the farmer keep up, but get ahead.

Too often, agricultural data has only been available further up the supply chain and used to punish producers.

At AgriWebb we believe it's time for that to change.

With the power of a super-computer now available to all, digital data capture is now available to anyone, too. Founded by 5th generation producers, AgriWebb believes in empowering farmers to use data to build a brighter, more profitable and more sustainable future for their family and their business.

We believe in farmers that work together to improve the industry and bring the power back to where it all begins: on farm. This is why we've put together our first annual "State of the Global Farmer" report to help bring producers together to understand where things are going, what is working and what we can do to get ahead.

We hope that you find value in this report and that it's a step towards farmers taking control of the future of the industry and getting back to what matters most: feeding the world.



## John Fargher

Chief Revenue Officer | Sydney, AU

Having grown up on my family's sheep and cattle station in the Northern Flinders Ranges of SA, with a fair degree of isolation, I know first hand how important education, innovation and collaboration can be in farming. Whether it be from other family members, neighbours or colleagues, we are influenced by their experience, experiments and views. And the best anecdotes are always backed by results and data.

We started AgriWebb with the core values of: We Live For the Farmer; We have Integrity; We are Innovators; and We are Impactful, and we think this report encompasses all of that. There are a lot of pressures and challenges coming thick and fast, such as enhanced compliance requirements, erratic weather and market fluctuations, sustainability measures, increased consumer mis-information around carbon and the cattle industry, just to name a few.

Importantly, how can we help farmers navigate the complex and uncertain environment that seems to be changing quickly?

The beauty of data and digital agriculture is that we can solve many problems with the one data set, and use it to create new opportunities.

The data behind the questions we ask and answer will deliver a step change improvement for the farmer, and provide huge efficiency, trust and transparency through the supply chain. Our industry needs to take this step as a matter of urgency, and it starts with you, the farmer!

The best bit is, this report doesn't just lay out what AgriWebb thinks, this State of the Farmer Global Report lays out what our industry thinks. We hope you enjoy this report and are inspired to move your business forward with a new appreciation for digital agriculture and the value it can bring to you, your operation and the next generation.



# Who is AgriWebb?

AgriWebb is the Livestock Business Management solution that moves our industry forward. Our industry-leading digital solutions empower producers and livestock innovators throughout the supply chain to visualize, connect, and leverage powerful business insights to create a more profitable, efficient, and sustainable future. We believe the farmers who uphold the legacy of the livestock industry are also the stewards of our society's future; of a planet that is fertile and a population that is fed. Trusted by over 11,500 farmers worldwide, entrusted to the oversight of more than 20 million animals, and welcoming more than 250 new users each month, AgriWebb is the singular connected platform that enables our industry to chart the course to a more successful future.







**20 million**  
Animals under management



**11, 500**  
Global users



**48.5 million**  
Hectares under management

\*That's 120 Million acres, for you U.S. ranchers!



### **Get more done, faster.**

AgriWebb is the only tool you need to manage your entire operation. Visualize your whole farm with our interactive map, track every record that matters all in one place, manage chute-side data without the hassle, and keep your entire team on point with real-time task management that works online and offline.



### **Build your bottom line.**

Better insights always mean greater profits. AgriWebb combines unparalleled individual animal and grazing insights with real-time cost of production data, so you can always know which investments are working hardest for your bottom line.



### **Protect your land, and your legacy**

Ensure the success of your operation for generations to come. From grazing innovation to succession planning, AgriWebb gives you the insights and airtight record histories you need to protect your land and legacy.



# Understanding this report



# Methodology (and some guidance on how to read this report)

## Ready to dive in? Here are a few tips to ensure you get the most out of the 2022 State of the Global Farmer Report:

Reading this report from somewhere else where British English isn't the norm? Those aren't typos you're seeing! While we've worked to report in terms as universal as possible, you may notice some areas where we give a nod to our Australian roots. We've also provided translations for metric vs standard measurement to make things easier to read wherever we can.

We've tapped two incredible data sources for this report:

The voices, priorities, and predictions of hundreds of global producers, and the powerful data and insights harnessed from more than 11,500 active producers who are using AgriWebb to move their farms and ranches forward. To jump into global producer insights, start on page 13. To dive into quantitative AgriWebb producer community insights, jump to page 35. To stay consistent *and* concise, we refer to the three main regions surveyed as AU, US, and UK. To understand the respondent geos included in these buckets, refer to slides 8-10.

All data collected for this report has been done through active consent in line with global best practice privacy policies, laws and regulations. All data represented has been aggregated and de-identified.

## Notes and caveats

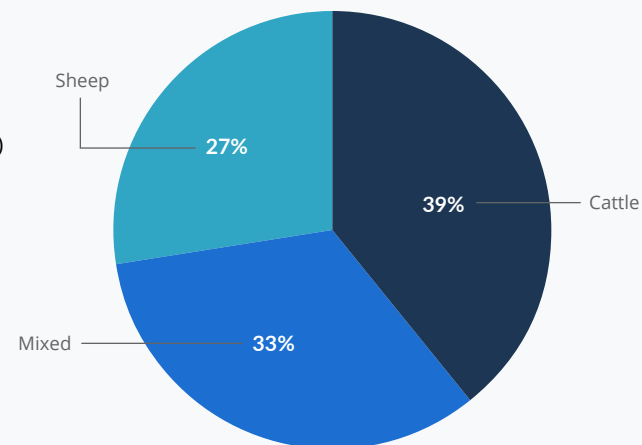
- To collect producer-reported data on the current and future state of the livestock industry, AgriWebb surveyed 636 global producers.
- Duplicate submissions were removed from the study and all survey responses were cross-checked by hand to confirm legitimacy.
- This survey was divided into 3 regional question sets: AU, Oceania, Africa, and Asia; UK and Europe; and North America to ensure region-appropriate industry language. No respondents reported operations in South America.
- A large percentage of our survey respondents (61%) are current AgriWebb users. Our global AgriWebb producer community collectively embrace a tech-forward, progressive approach to farming, and that mindset is reflected in these results.
- Although every effort has been made to provide complete and accurate information, AgriWebb does not guarantee, and accepts no legal liability, for the accuracy, reliability, currency or completeness of any material in this report. You should not rely on material in this report.
- For questions answered by 90%+ of total regional respondents, we have omitted "No Response" data from findings.

# Australia and Oceania region

AU and Oceania respondents	
Australia	411
NSW	160
NT	5
Other	1
QLD	49
SA	47
TAS	24
VIC	91
WA	34
New Zealand	16
South Africa	13
<b>Grand Total ("N")</b>	<b>440</b>

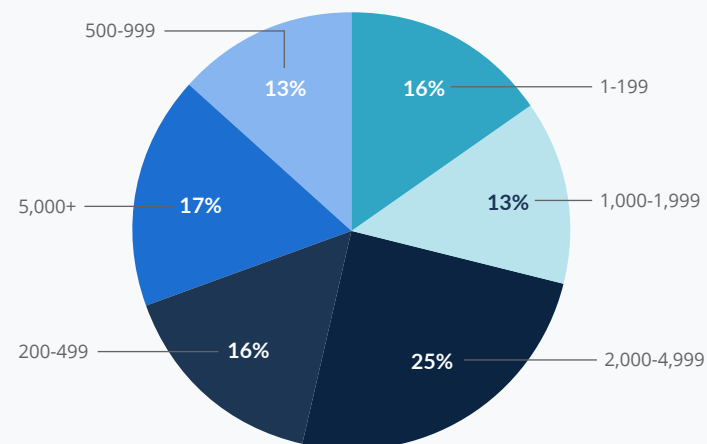
## Type of enterprise

- Cattle
- Sheep
- Mixed (both cattle and sheep)



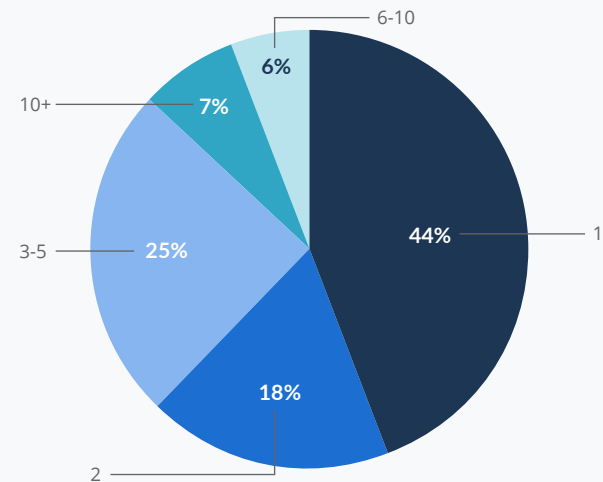
## Farm size (Ha)

- 1-199
- 200-499
- 500-999
- 1,000-1,999
- 2,000-4,999
- 5,000+



## Farm employee count

- 1
- 2
- 3-5
- 6-10
- 10+



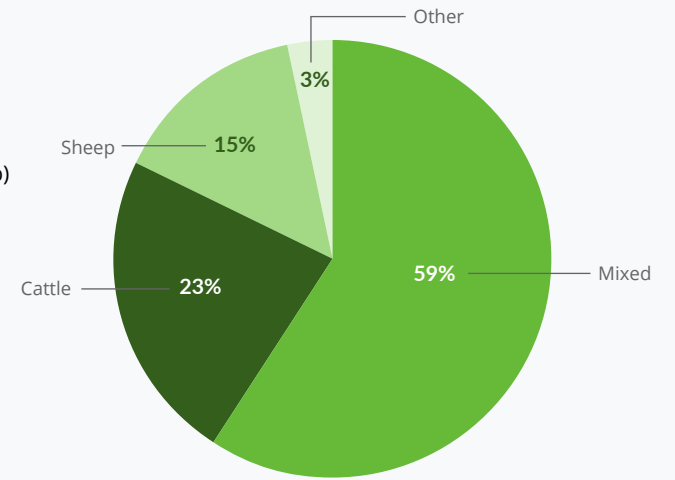


# United Kingdom

UK respondents	
ENG	65
NIR	15
SCT	21
WLS	32
Grand Total ("N")	133

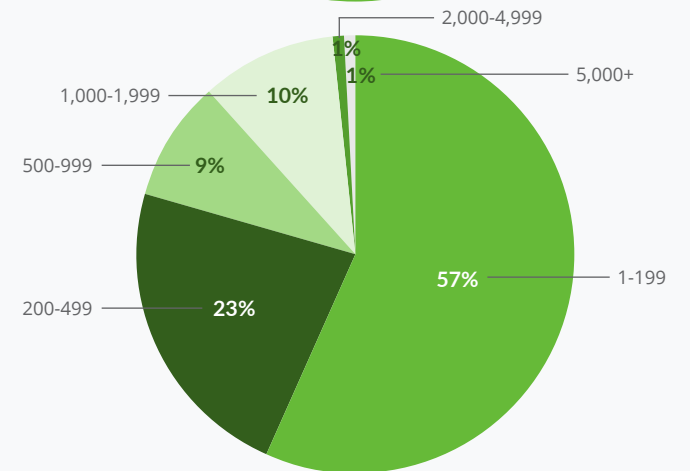
## Type of enterprise

- Cattle
- Sheep
- Mixed (both cattle and sheep)
- Other



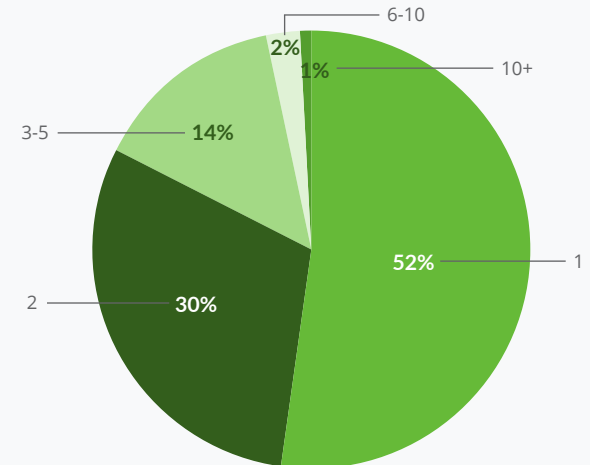
## Farm size (Ha)

- 1-199
- 200-499
- 500-999
- 1,000-1,999
- 2,000-4,999
- 5,000+



## Farm employee count

- 1
- 2
- 3-5
- 6-10
- 10+

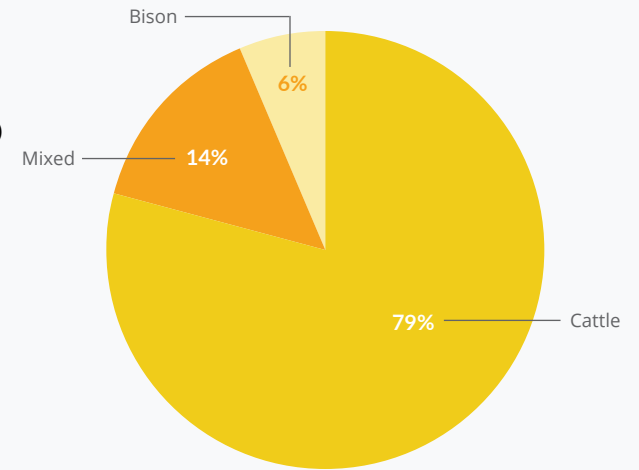


# United States

US respondents	
Texas	18
Colorado	8
California	5
Oklahoma	5
Montana, Nebraska	4
Oregon	4
South Dakota	4
Iowa	2
Wyoming	2
Florida	1
Idaho	1
Missouri	1
New York	1
North Carolina	1
North Dakota	1
Ohio	1
Pennsylvania, Rhode Island	1
Tennessee	1
Vermont	1
Virginia	1
<b>Grand Total ("N")</b>	<b>63</b>

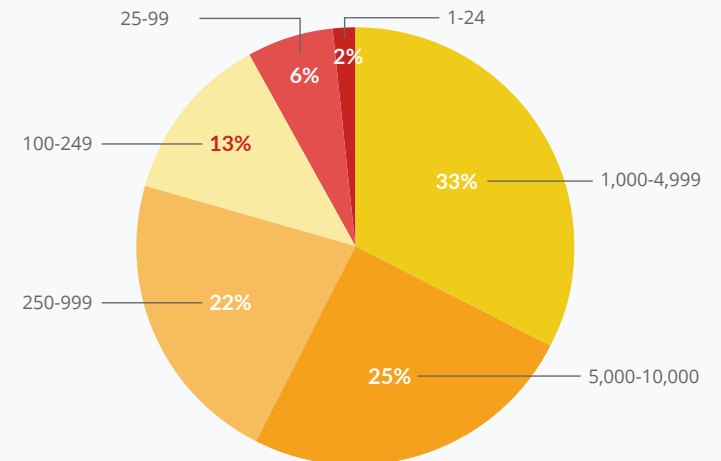
## Type of enterprise

- Cattle
- Mixed (both cattle and sheep)
- Bison



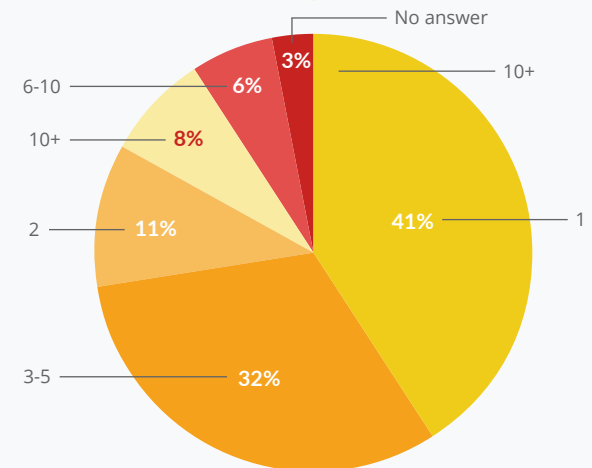
## Ranch size (Ac)

- 1-24
- 25-99
- 100-249
- 250-999
- 1,000-4,999
- 5,000-10,000



## Ranch employee count

- 1
- 2
- 3-5
- 6-10
- 10+
- No answer





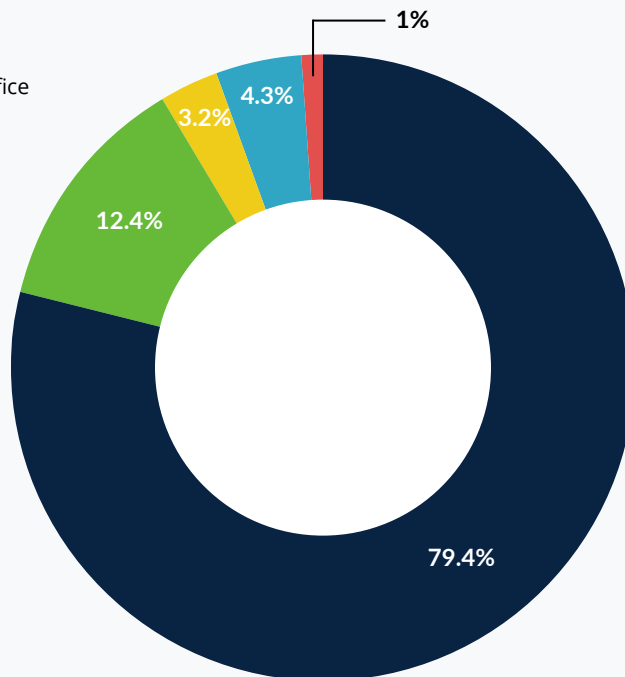
# Heritage in farming

## An industry thriving across generations

While the ag industry is evolving to take on new challenges and opportunities, one attribute has remained true across generations: the importance of the family-run operation. Whether on ranches in America, farms in the United Kingdom, or sprawling stations in the Australian outback, it is family-owned business that provide the food for their nation. While a substantial number of families are new to the industry, bringing outside insights and expertise, most family-owned operations have been in that family for three generations or more.

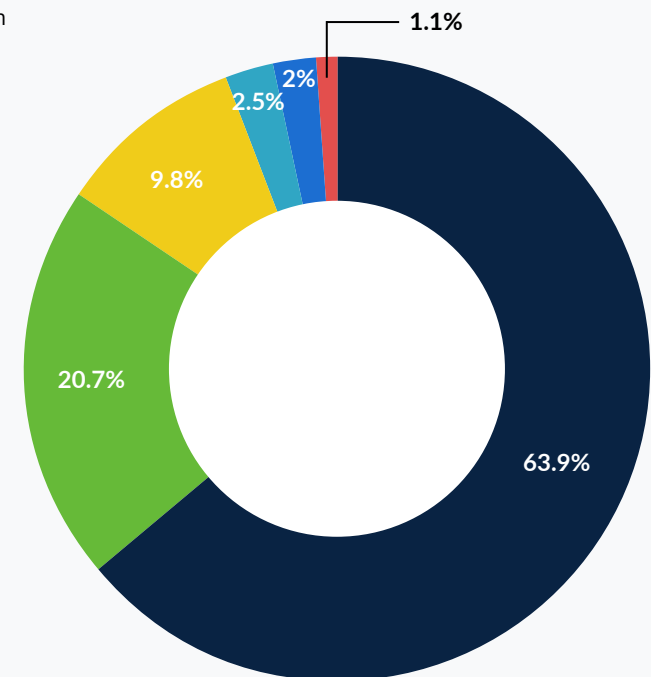
### Role of survey respondent

- Owner/Operator
- Farm/Ranch Manager
- Farm/Ranch Hand
- Head of Operations/Office
- Other



### Respondent geography

- Australia
- United Kingdom
- United States
- New Zealand
- South Africa
- Other





## We're proud of our legacy – and it shows



**90%**

Farms reported as family-owned



**3 Generations**

Average reported amount of time a farm has been in the family



**40%**

Farms reported to have been in the family for 3 generations or more



**5%**

Farms reported to have been in the family for 6+ generations or more



animalEYEQ

BEEF  
2021

AgriWebb

Your complete  
farm management

# 2022 Outlook

Want to know more?  
Talk to us here.



# What we're aiming for: key priorities in 2022



## Improving profitability is king

Across the globe, profitability was identified as the number one priority for 2022. Nearly half of survey participants identified it as their top priority. This isn't surprising – without profits, you don't have a business. It also underlines the awareness producers have of challenges they face, be it around prices, regulation or shifting weather conditions.



## Efficiency is queen

Producers aren't expecting to increase the profitability on the back of increased prices alone. Operational efficiency and herd efficiency were identified as second and third highest priorities across all regions.



## Grazing is a global priority

All regions noted grazing innovation as a top priority, with more than three quarters of US farmers identifying it as either a priority or top priority. Producers across the globe are using increasingly sophisticated grazing management practices. Less than 20% of producers are using continuous grazing methods. More intensive rotational grazing methods - such as time-control or cell grazing - are more common in the US than other regions.



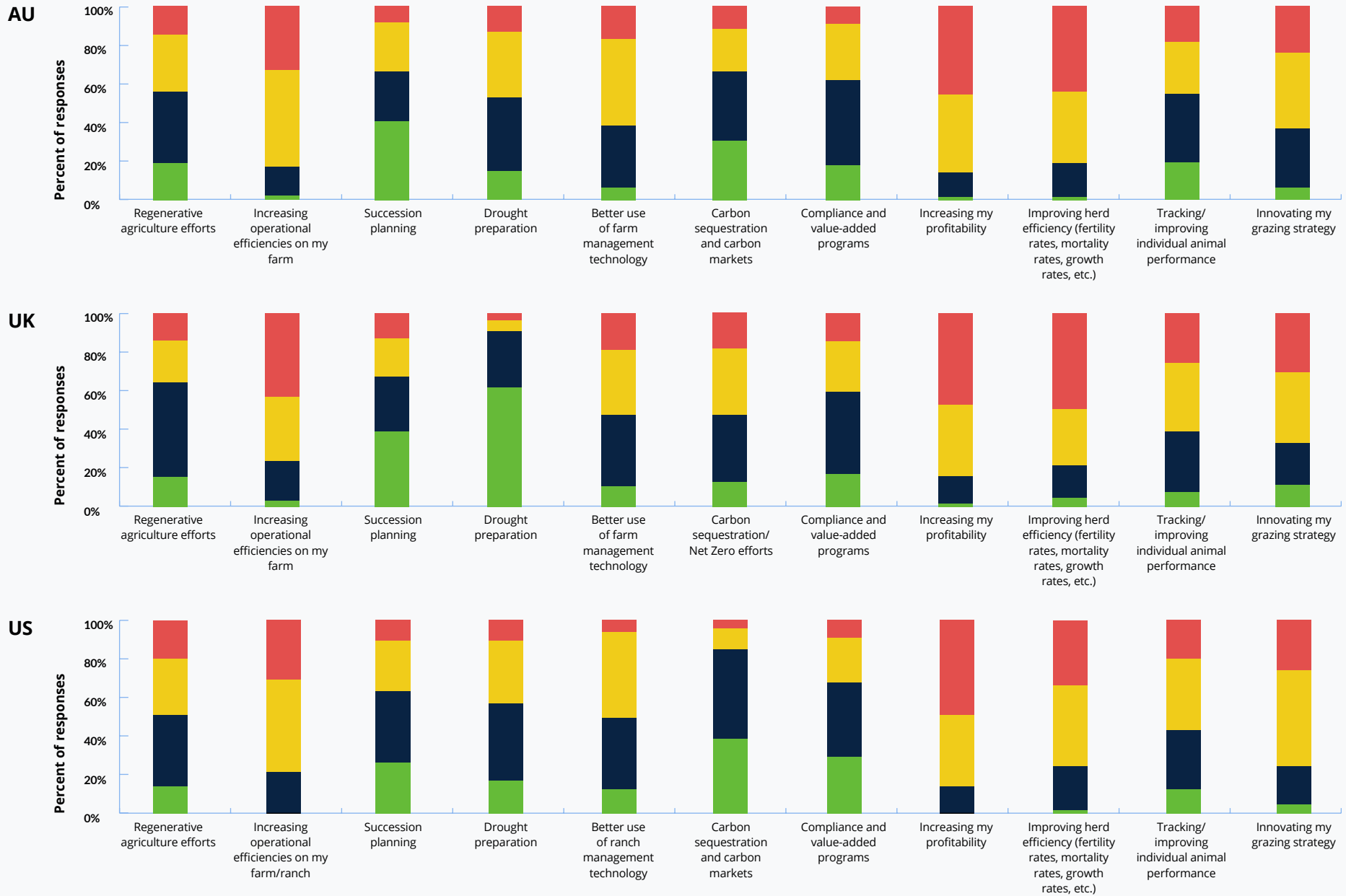
## Carbon farming is more talk than action – outside the UK

While the movement to reduce carbon emissions is making headlines, and the role agriculture can play is much talked about, producers aren't all quite ready to jump on the bandwagon. In all, two thirds of survey participants felt carbon sequestration and/or carbon markets were not a priority or only somewhat a priority. In this field, UK livestock producers stand apart, with more than 50% calling it a priority or their top priority. Only 13% of UK farmers said it wasn't a priority, compared with 30.8% of Australian respondents and 38.5% of US producers.



# Out of the following areas, what opportunity areas are you prioritizing in 2022?

■ Not a priority   
 ■ Somewhat a priority   
 ■ Priority   
 ■ Top priority



# What we're preparing for: primary concerns for 2022

Producers' major priority for 2022, improving profitability, was echoed in their major concern for the year ahead: maintaining or improving margins. This is only to be expected with the challenges they face, in rising cost, changing regulations, and the vagaries of the weather.

While producers across the globe were most worried about margins, other challenges varied region to region. In the US, drought and packer consolidation emerged as key concerns, whereas in the UK producers are anticipating challenges around government and regulatory pressure and the end of the Basic Payments Scheme. Australian producers, many of whom have survived years of drought, had the most positive outlook of farmers across the globe.



## We're proud of our produce

Soybean steaks and "not dogs" aren't about to shake up the red meat world anytime soon, according to our respondents. One thing producers in every region agreed on: lab-made meat and plant-based protein are no cause for panic.



## Concerns about consolidation

More than 50% of US ranchers surveyed said they were concerned or very concerned by consolidation in the meat-processing industry. The problem has been underlined through the pandemic, when wholesale beef price rises far outstripped input prices for cattle. As a Whitehouse press briefing notes, "The meat-processors are generating record profits during the pandemic, at the expense of consumers, farmers, and ranchers."



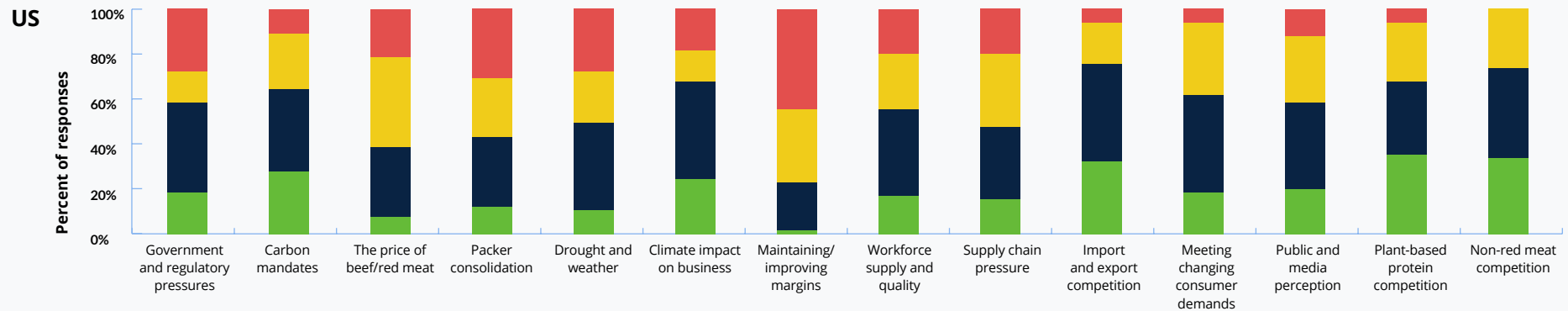
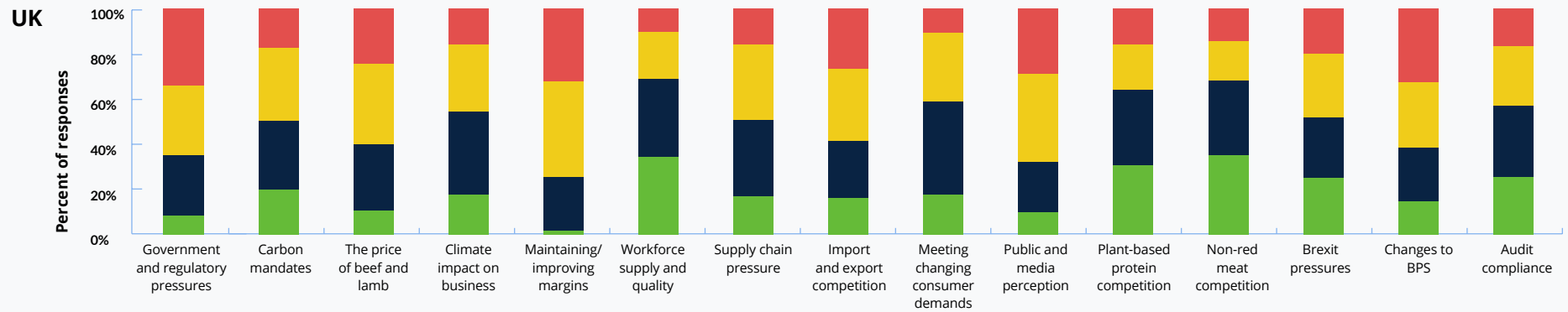
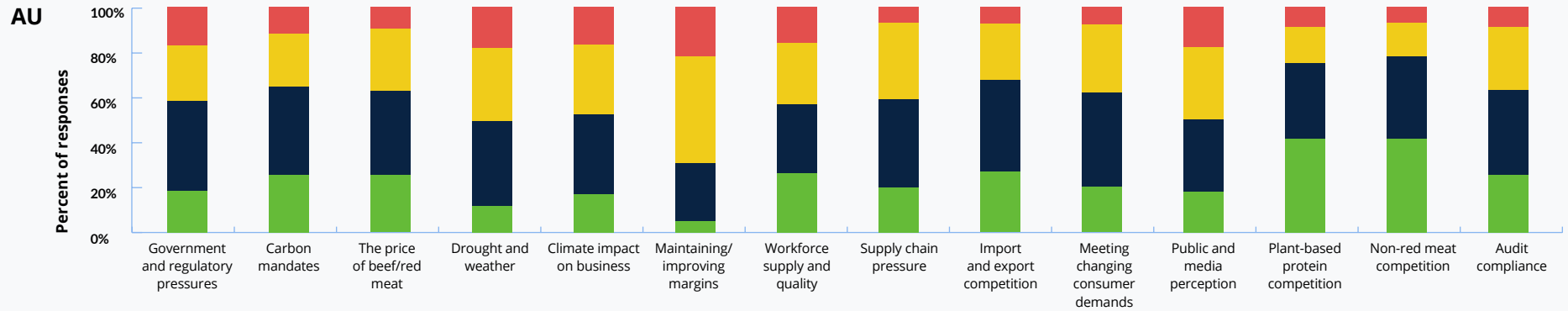
## A PR problem in the UK

Beyond their concerns around government regulations and payments, a major worry for UK producers is public and media perception. 29% of UK producers are "very concerned" about the issue, compared to just 12.3% in the US and 17.6% in Australia.



# How concerned are you about the following challenges you're preparing for in 2022?

■ Not concerned   
 ■ Somewhat concerned   
 ■ Concerned   
 ■ Very concerned





# The business of livestock

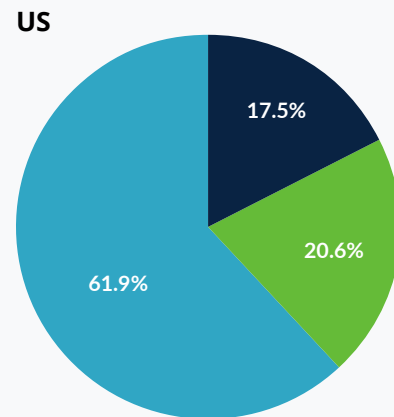
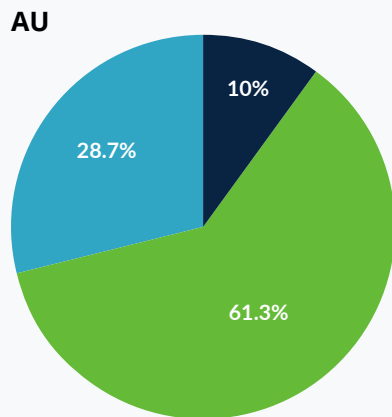
# Managing for success

Across regions, the value of managing animals on an individual basis to improve the performance of the herd, is becoming evident. Successful producers know that accurate, up-to-date records make for better management decisions, while Individual Animal Management can fast track gains. Tracking weight goals can expose trends and identify your best performers, and help you cull underperforming livestock. Scanning records and fertility reports help you improve the fertility of your herd, while monitoring pastures and tracking available feed leads to better grazing management. Management decisions aren't just made on gut feeling, they are backed by data and grounded in facts.

## How do you manage your animals?

\*UK data omitted, due to dominance of individual animal management

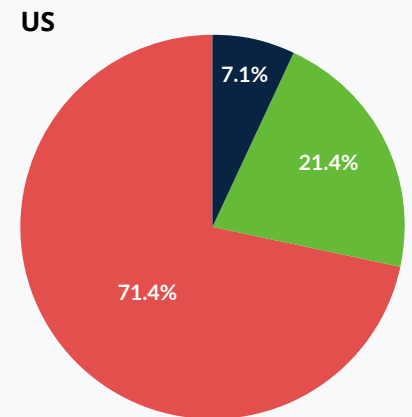
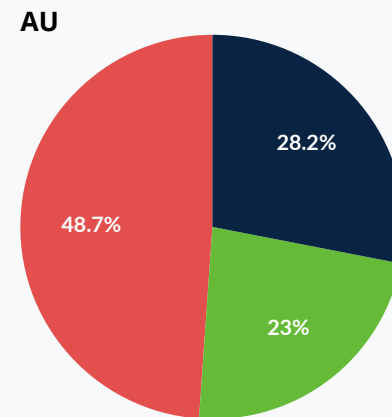
- Individual
- Mob/Herd
- Both



## Do you have plans to move to individual management?

(answered by those not currently managing individually)

- Yes - in the next year
- Yes - in the far future
- No





# There's cash in compliance

Livestock producers are increasingly aware of the benefits of value-added and compliance programs, which reward them financially for specific management practices. These can vary from animal welfare programs that testify to high animal welfare standards livestock enjoy, through to quality assurance programs that let consumers know they will be sinking their teeth into a first-rate steak. Qualifying for these programs, which can often require a rigorous audit process, has become less of a problem with the help of Livestock Business Management software.

## Most commonly reported US programs:

GAP-4                      Grass Fed                      BQA                      NTHC

## Most commonly reported AU programs:

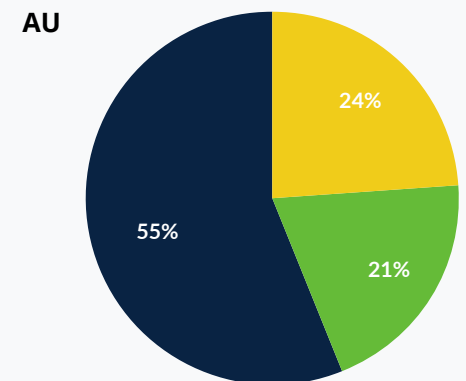
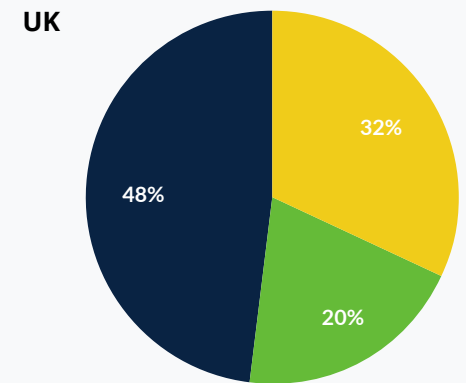
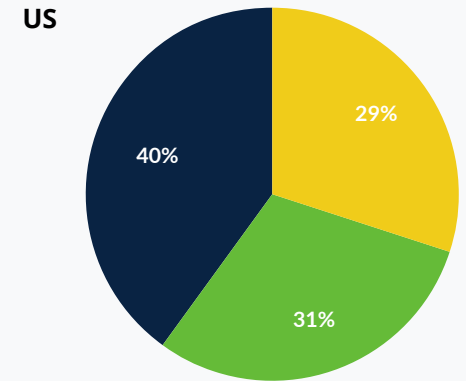
LPA                      Pasture-Fed Cattle Assurance scheme                      Never Ever                      MSA

## Most commonly reported UK programs:

Red Tractor                      Farm Quality Assurance                      Quality Meat Scotland (QMS)                      PFL

## Are you involved in any value-added or compliance programs?

- No, and I don't have plans to get involved
- No, but I am interested in getting involved
- Yes



# It's in the genes

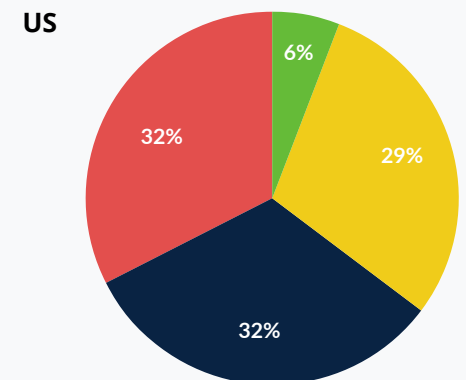
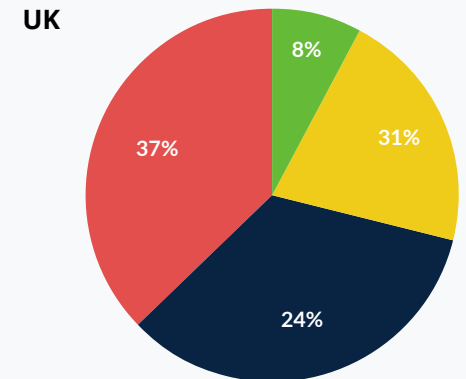
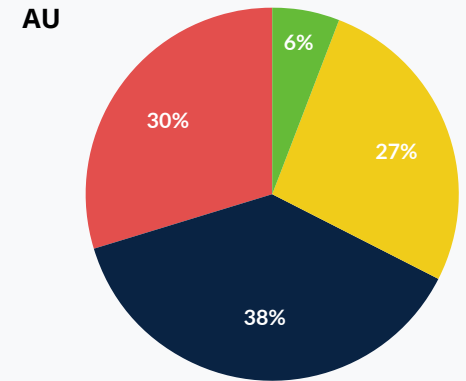
Looking at the numbers, it's obvious that genetics is a global priority.

UK farmers have long prioritized genetics (England is, after all, the actual birthplace of Hereford and Devon cattle), and this has led to high herd uniformity on the Isles. Over the last century, the US has followed suit, introducing a greater mix of English and continental cross-breeds. Perhaps most exciting insight from this survey is the indication that Australian producers are closing the gap with the US and the UK when it comes to prioritizing genetics. A larger percentage of Australian producer respondents prioritized genetics as very important or extremely important than did US or UK respondents.

In Australia, offspring performance from birth to weaning and yearly weights is the primary focus of their genetic evaluation, with carcass, wool, and maternal traits fast-following. For the US, producers reported a greater mix of offspring performance, carcass, and maternal trait priorities. In the UK, offspring performance traits led the pack, with carcass and maternal traits fast-following in terms of reported priority.

## How important are genetics to your operation?

- 0-4 Not important
- 5-7 Somewhat important
- 8-9 Very important
- 10 Extremely important



# Selling livestock

The coronavirus pandemic has turned the world economy on its head in the last two years, and the livestock industry hasn't escaped unscathed. Supply chains have been under strain; restrictions have crippled the foodservice sector; the meat processing sector is still experiencing widespread disruptions. On the plus side, consumers have taken comfort in the familiar during this time of turmoil, with red meat consumption increasing through the pandemic. The industry adjusted too. Video auctions became more prevalent, and direct-to-consumer sales proved more popular than ever. Whether these developments are passing fads or long-term trends remains to be seen.

## Things are looking up down under

After years of drought and – in some regions – devastating floods, Australian producers have a spring in their step. With cattle prices breaking records and demand outstripping supply, most anticipate above-average cattle prices for the foreseeable future. Aussie respondents were the most confident about the market for their meat – only 9.6% were “very concerned” about prices, compared to 21.5% in the US and 24.4% in the UK.

## More US ranchers cut out the middleman

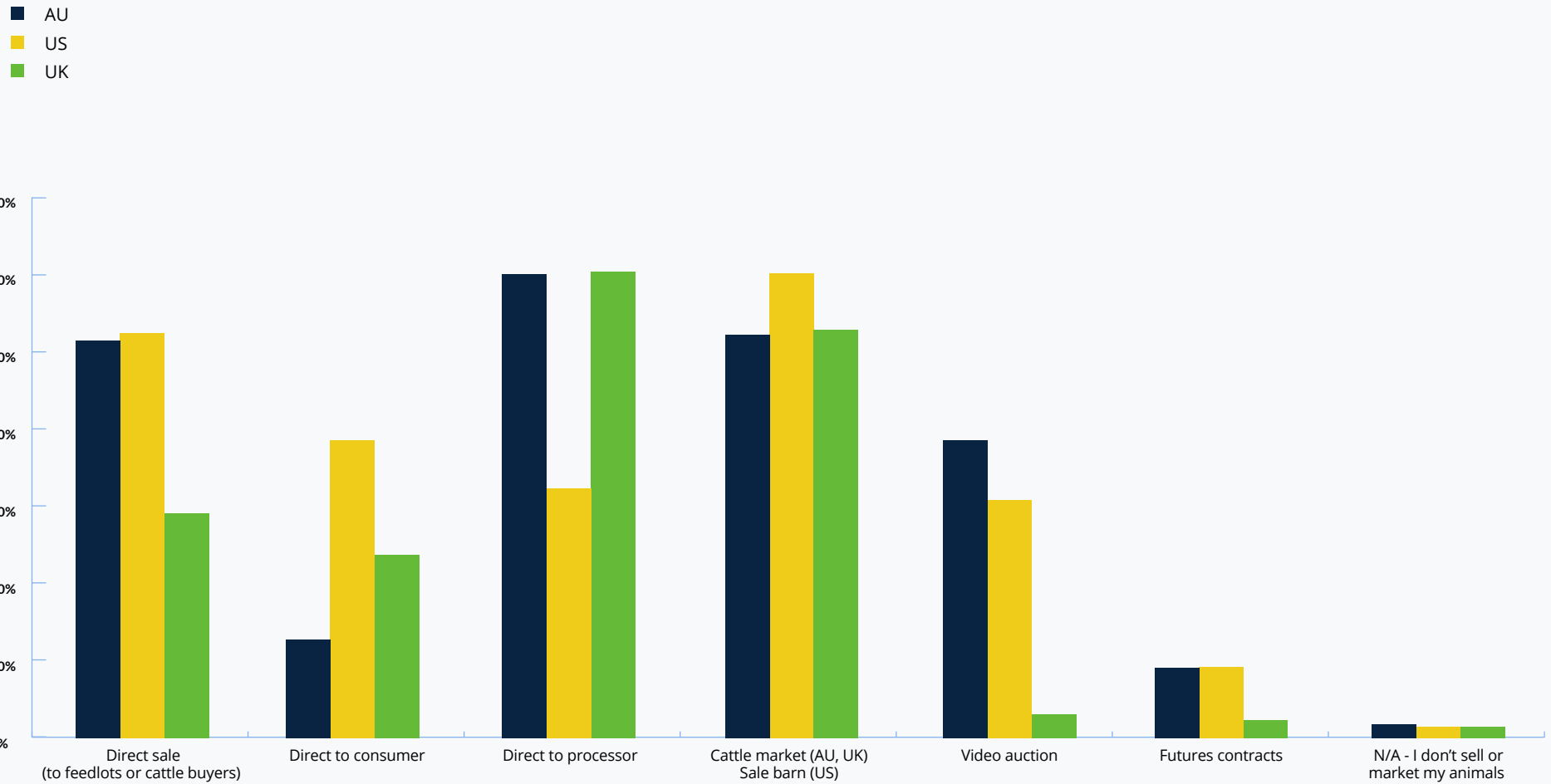
Consolidation of packers is a major concern for US ranchers, and a significant number of producers are looking at alternative ways to get their beef to market. 38.5% of US survey respondents are selling some or all of their cattle direct to consumers, compared to 13.4% in Australia and 23.7% in the UK. One rancher predicted, “It looks like the divide is coming between commodity beef producers and those that are taking a more direct marketing approach.” The latter approach is becoming more viable, as producers who adopt management software can better tell the story of their product.

## UK farmers get with the program

In the UK, 48.1% of surveyed farmers are in value-added or compliance programs, with another 19.8% interested in becoming involved. In a region where producers raised concerns about public and media perception, as well as government regulations, programs that can assure consumers that livestock are raised humanely and safely are particularly important.



# Livestock sales channels



# The future of regenerative farming

Regenerative agriculture and holistic farming are terms that can be dismissed as buzzwords (or BS, as one of our blunter respondents made clear), but practices that fall under the umbrella of these terms are being embraced by producers.

No doubt some landowners are skeptical of this “new” way of agriculture because it’s what they’ve always been doing – our ranchers and farmers are leading the way here. Regenerative agriculture practices used by our respondents include rotational grazing, no-till farming, multi-species cover cropping, retention of native plants and reduced fertilizer use.

A central tenet of regenerative agriculture is improving soil quality, which goes hand in hand with its ability to store carbon. This has led many governments to identify regenerative agriculture as a valuable tool for climate change mitigation - and landowners stand to be rewarded for the practices.

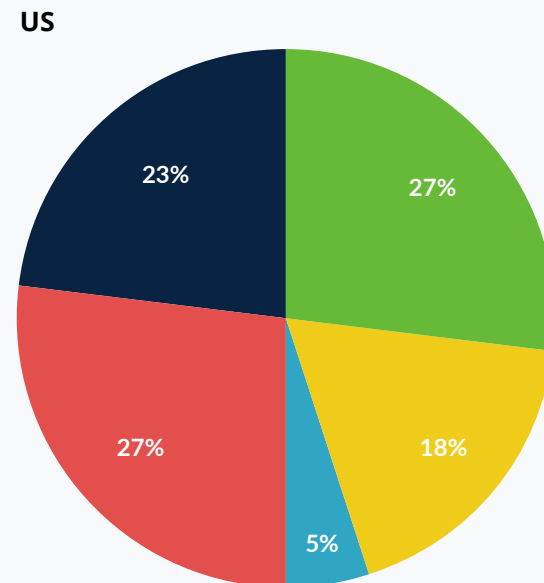
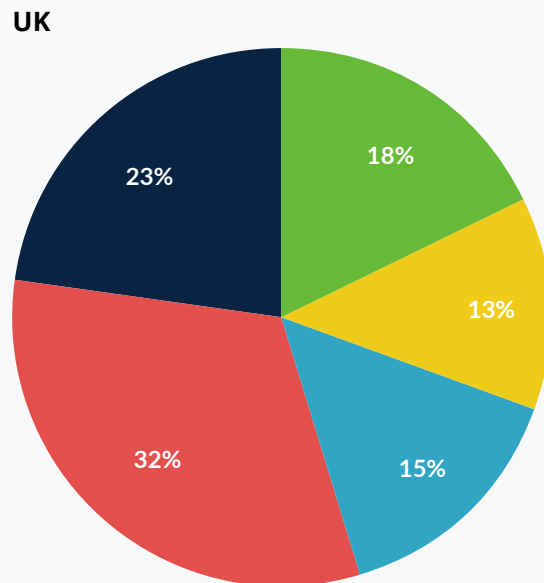
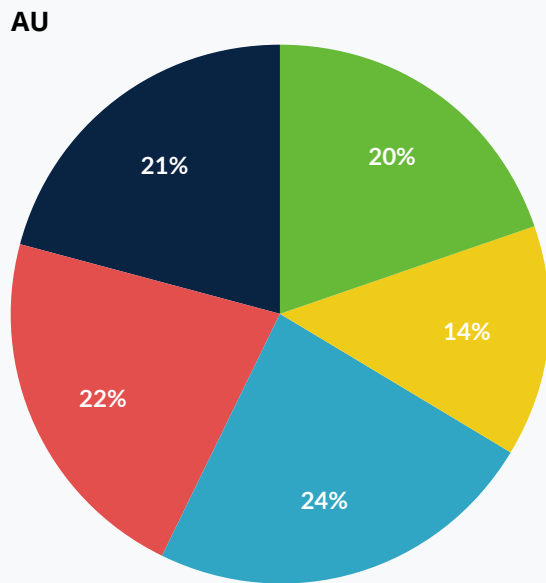
# Carbon and natural resource markets

## Not a priority, but on the horizon

There is a growing awareness that landowners deserve to be rewarded for their stewardship of the land, and that by looking after waterways, preserving native flora and fauna, and enriching soil, they provide a net benefit to society. Currently, just under 25% of farmers globally are already participating in or preparing to enter carbon and natural resource markets, though there is a growing interest in the space. Many farmers report that they are interested but don't know how to get started; this is one reason AgriWebb often brings together experts in the carbon and payments for ecosystem services space to educate our community on what's happening within the rapidly evolving landscape.

### Are you currently participating in or preparing to participate in any carbon or other natural resource markets?

- I want to, but don't know how to get started
- No, and I am not planning on it
- No, but I have a plan to get involved in the future
- No, I am waiting to see how the markets develop first
- Yes







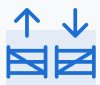
# Grazing practices

As there are different terms for different types of innovative grazing practices worldwide, the grazing conversation can easily get confusing. Below, we've outlined definitions for each of the grazing types surveyed for our global report.

## Assessing the impact of rotational grazing innovation

For devotees of continuous grazing, rotational grazing can be seen as an onerous and unnecessary prospect, which calls for more fencing and increased oversight, with little discernible benefit. Our survey has shown that, by and large, rotational grazing leads to improved land and increased profit, whenever it is being practiced.

### Grazing definitions



#### Rotational grazing

Livestock rotate through a series of paddocks so, when the last paddock in the series has been grazed, the first has had sufficient growth for the grazing sequence to recommence. Plants should be grazed at the most nutritious stage in their growth cycle.



#### Continuous grazing

Livestock graze a pasture for an extended amount of time, with plants receiving little or no break from grazing. Benefits of this method include low infrastructure costs and reduced management requirements.



#### Spell grazing

Pastures are locked up, or "spelled", at critical times in their growth cycle. This allows plants to replenish root reserves and set seed. On some properties in northern Australia, paddocks will be spelled through the months-long wet season.



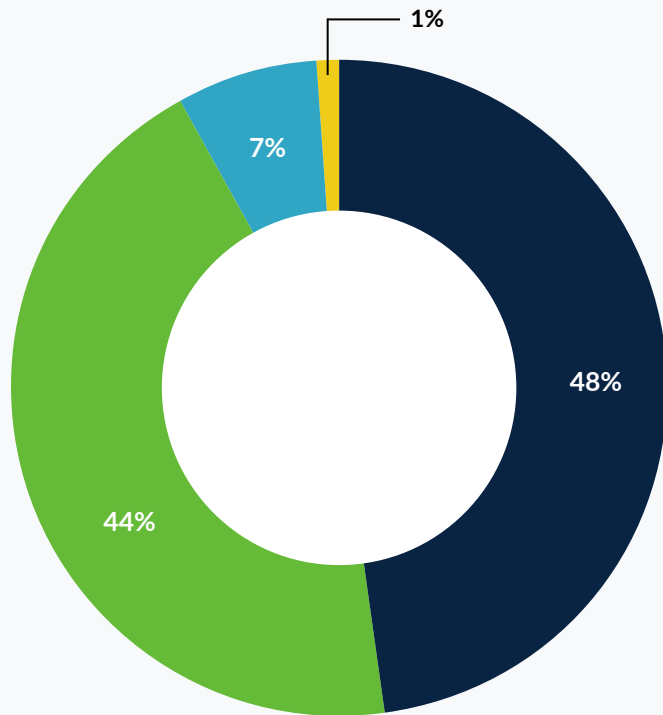
#### Cell or time control grazing

This intense form of rotational grazing can see stock moved as frequently as every day. Movements are driven by the rate of plant growth rather than a set calendar and vary throughout the season.

# How has your grazing strategy impacted your profitability and your overall land health?

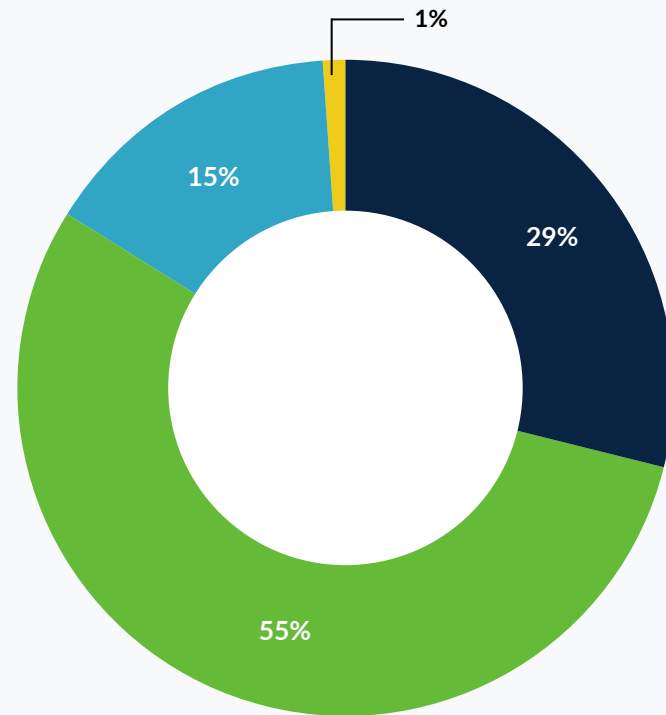
## Impact on land health

- Very Positive
- Somewhat Positive
- No Impact
- Somewhat Negative Impact
- Very Negative Impact



## Impact on profitability

- Very Positive
- Somewhat Positive
- No Impact
- Somewhat Negative Impact
- Very Negative Impact



\*Based on global responses from producers implementing regen-focused grazing practices including: rotational grazing, spell grazing, cell grazing, or time control grazing.

# Producer perspectives on holistic practices



## A focus on wildlife

Often nature and agriculture are seen as rivals, with livestock being raised at the expense of native animals. An impressive percentage of producers we surveyed – around 40% across all regions – make a point of providing wildlife corridors. Also reported was a drive to retain native plants and increase biodiversity.



## Organic farming isn't yet a dominant practice

Organic livestock operations haven't taken the world by storm just yet. Perhaps it's taken a backseat to carbon neutral concerns, the hype around regenerative agriculture, or consumers have settled for a grassfed guarantee.



## Feed and fertilizer reduction

In good news for the wallet and the environment, producers are managing to reduce their inputs of both feed and fertilizer. It's one of the most widely adopted holistic practices noted in this report survey.



**Holistic is a BS term.**



## We hear you!

A number of respondents have no time for terms like “holistic,” “regenerative,” or “organic.” They prefer “good management.” Whatever the terms used, most producers take pride in their role as stewards of the land. And while some don't care for phrases that are focus-group friendly, a fair proportion see value in marketing their livestock to a welfare-conscious public.



A photograph of two men in a rural setting. The man on the right is wearing a dark blue jacket and is looking at a tablet computer he is holding. The man on the left is also wearing a dark jacket and is looking towards the tablet. They are standing in front of a wooden fence post. In the background, there is a field with some dark spots, possibly cows, under a cloudy sky.

# Tech and innovation

# Tech attitudes

The tech industry has a bad track record of servicing the livestock industry. Innovative producers were branded as technophobes, because they didn't embrace technology that wasn't specific to their needs or robust enough to handle the tough conditions they work in. That's changing, fast. Tech savvy producers have demanded and are getting products that work in the paddock, and deliver for the bottom line. The vast majority of livestock producers believe that technology has a vital role to play in the future of agriculture – and they're excited about it.

## Top 5 use cases globally:



Record keeping



Animal management



Grazing management

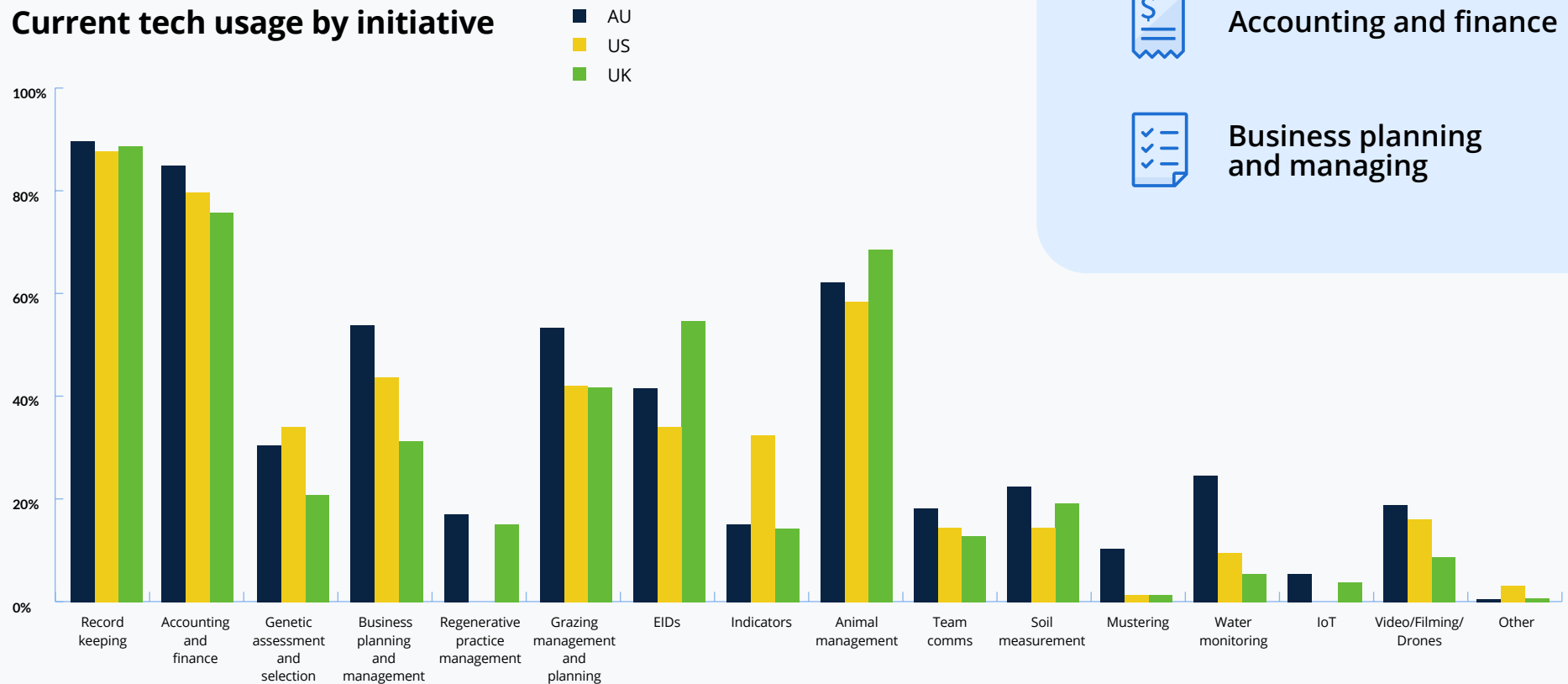


Accounting and finance



Business planning and managing

## Current tech usage by initiative



## How important is technology to the future of the livestock industry?

Beyond increasing efficiency and providing management insights, respondents recognized the role technology will play in improving traceability and sustainability. “Producers will need to be better stewards and/or have the tools to demonstrate their stewardship of the land and livestock,” one US respondent noted. “Inevitably there will be more regulatory pressure on farmers/ranchers including traceability mandates.” Another US producer wrote, “We have to get better at telling our story and at measuring the true impacts of animal agriculture on the environment. More accurate information is the key to ensuring the animal industry survives.”

65% Respondents  
responded 8+

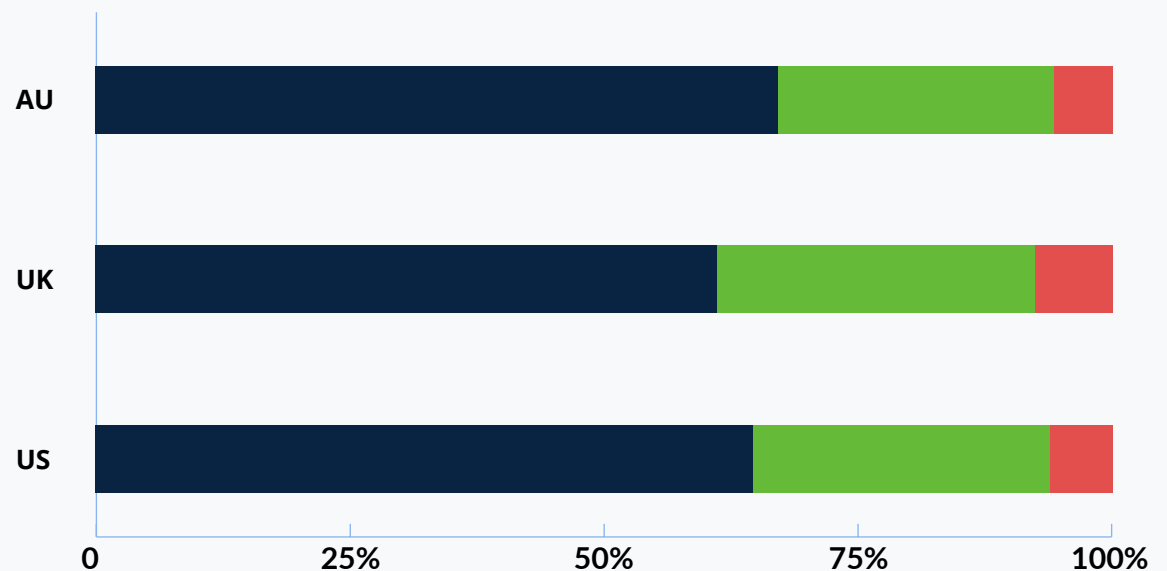
AU | 7.9 average rating

UK | 7.9 average rating

US | 7.1 average rating

### How important is agtech adoption to the future of the livestock industry?

- Very Important (8-10)
- Somewhat Important (5-7)
- Not Very Important (0-4)



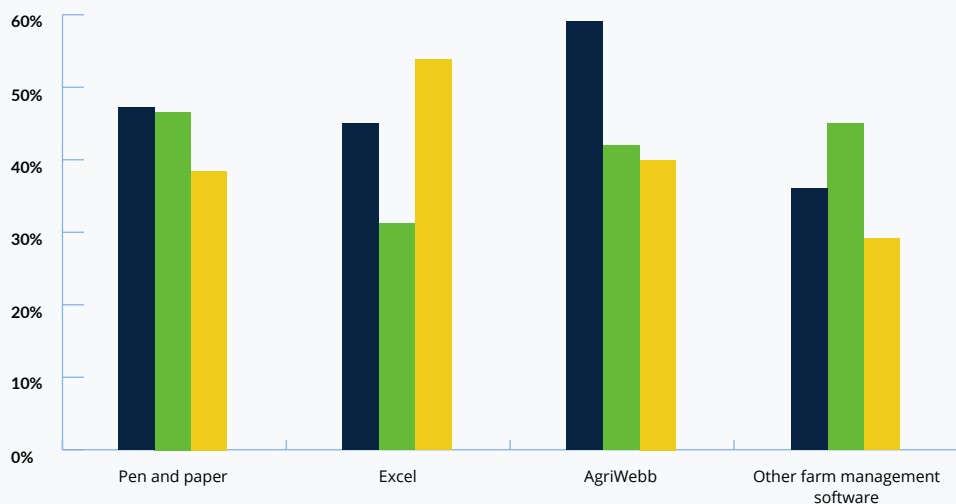
# Record keeping

Our survey revealed that, while livestock producers are by and large using technology for record keeping, for many that “technology” means taking records in a notebook, before transferring them to an excel spreadsheet in the office. This comes with a number of drawbacks, compared to using dedicated livestock business management software. It is inefficient, more open to errors, and fails to fully unlock the power of your data.

## How do you currently keep records?

\*Respondents indicated more than one record-keeping method if multiple methods are employed on their operation

- AU
- UK
- US



## Smart tech is connecting the dots

64% of people who use tech for animal insights also use it for grazing. This underlines the value in having a technology solution that can support both animal management and pasture management.



## Profits and innovation go hand-in-hand

Value-added program participants use farm software at up to twice the rate of those who don't. This may reflect that software users are conscious of the benefits of value-added programs, or that farm software users have less trouble producing the records necessary for audits and inspections.



## Farmers down under are switched on

Australia leads the global pack in tech adoption overall. Australian livestock producers are embracing tech solutions across their operations. Undoubtedly, this is partly driven by the vast size of livestock enterprises; the average Aussie farm is 4,294 hectares [10,610 acres], compared to 444 acres [180 hectares] in the US. Technology is used for water monitoring by 23.4% of Australian producers surveyed, compared to 9.2% in the US and 5.3% in the UK.





## The future of farming: a period of change, where challenges lead to opportunities

Is it climate change that will put a strain on agriculture, or the regulations governments impose to address it? Is carbon sequestration pie-in-the-sky talk, or a chance to be rewarded for good farming practices? And are record keeping requirements a burden for businesses, or an opportunity to gain valuable insights on the operation.

Like most things, it's a matter of perspective. For every producer who calls BS on regenerative agriculture, there is another who credits it with increasing their productivity. One thing most livestock producers agree on is that it is necessary to protect margins, and that technology has a role to play.

At AgriWebb, we've been lucky enough to work with innovative producers who are thriving in an often challenging arena. Where others see unnecessary red tape with record keeping, they recognise an opportunity to sell the story of agriculture, and what a fantastic story it is – of men and women, working hard to raise livestock that enriches the land and strengthens the community. They don't look at a glass and ask if it's half empty or half full – they find a tap and fill it to the brim.

## The United States is set for a split

**“The big meat players will still be there, but it will also be easier for consumers to know their farmer/rancher.”**

With packer consolidation a concern for US beef producers, many ranchers are expecting a split in the market. Generic feedlot beef, from location (or locations) unknown, will dominate grocery stores, while conscious consumers will pay a premium for a traceable, trusted product. Ranchers who market themselves wisely stand to gain from the growth of direct-to-consumer sales.

## Tech providing transparency in Australia

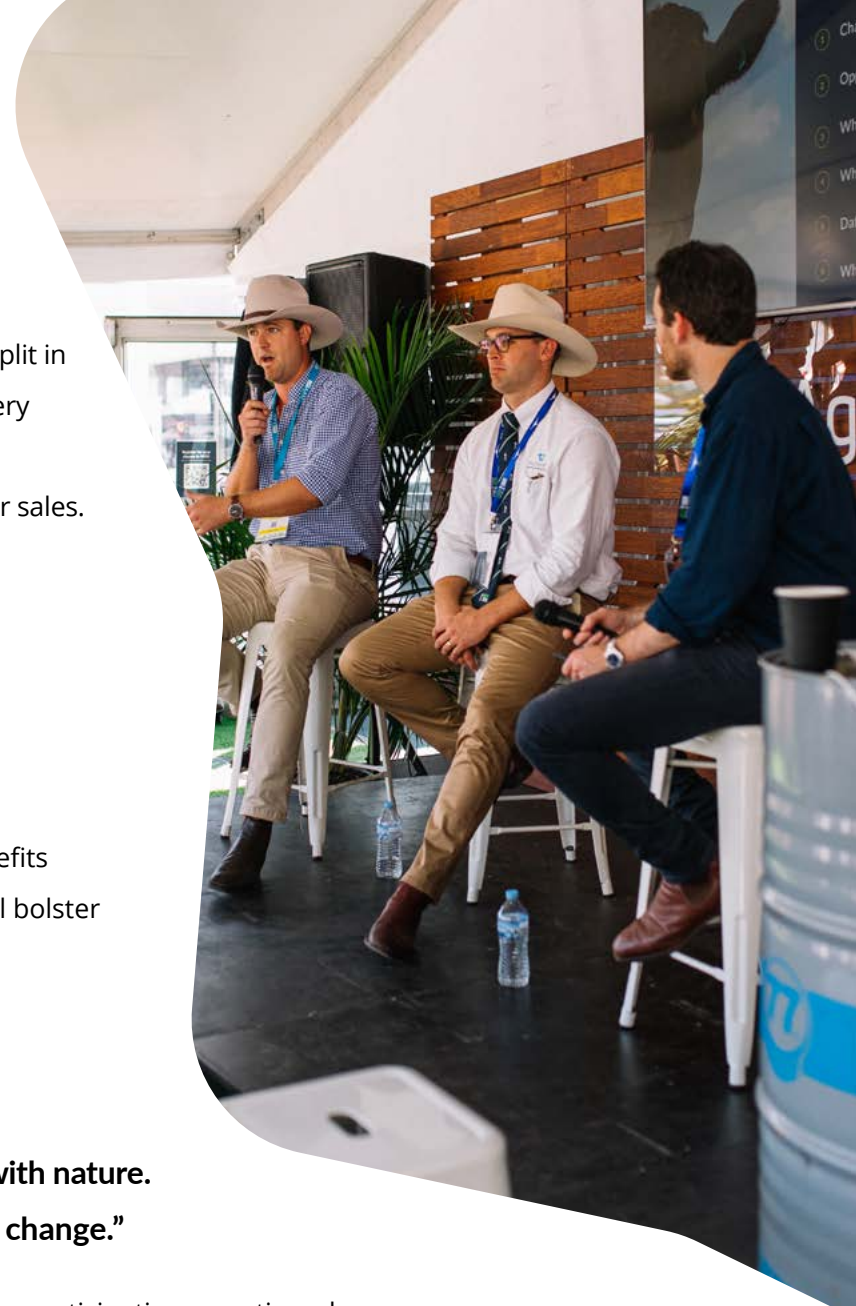
**“Consumers will have a clear idea of where their product came from and how it was produced.”**

Australian cattle producers see technology that increases efficiency on-farm providing benefits throughout the supply chain. They believe that transparency around animal production will bolster environmental claims and reassure consumers that animal welfare standards are upheld.

## Back to nature in the UK

**“The future will see more integrated land use and farmers working more closely with nature. It will be more environmentally friendly and more profitable for those willing to change.”**

In a landscape with heavy government regulation and intense public scrutiny, UK farmers are anticipating a continued move towards more “sustainable” practices, with reduced inputs and greater conservation goals. While it is expected some producers will exit the industry, there is a sense there will be a growing market for small producers selling locally.



# You own your data. We help you learn from it.

Welcome to the section of the report that is 100% powered by AgriWebb users themselves! The following insights are drawn from data entered into AgriWebb in 2021. More than 20 million animals under management comprise our data set. Outliers and other obviously bad data have been omitted, and insights are only included where a sufficient volume of data is statistically significant. Separating data by region ensures that our larger regions do not overwhelm smaller ones and that we can compare regional trends to global similarities.

At AgriWebb, our customers own their data and always will! We believe that data is the most powerful tool in improving farming businesses and solving the challenges of the future. This will only happen if the industry works together to collaborate and share data, provided it is always done in a safe, secure and ethical way, and provided we create value when we do so. We believe that farmers and ranchers should ALWAYS own their data. You can trust AgriWebb on this!





# Mark your calendar: milestone months across the globe



What's the most active month for giving birth?

AU	August	August
UK	September	April
US	January	



What's the most active month for joining\*?

AU	May
UK	January, February
US	August, October



What month sees the highest death rate?

AU	January, December
UK	January, March
US	July, December



\*Joining data is based on and extrapolated from pregnancy scans recorded in AgriWebb in 2021. Pregnancy scan data is primarily sourced from cattle.



# Paddocks and farms around the world

## It's all relative

The top ten largest paddocks recorded in AgriWebb's database are all Australian, and each one of them is larger than all of the UK paddocks managed in AgriWebb combined! Below, you can see how much total land per region is managed by AgriWebb users, and average paddock size per region.

Country	Land managed (ha)	Land managed (ac)	Average paddock size (ha)	Average paddock size (ac)
AU	38.7M	95.6M	165	407
US	1.7M	4.3M	199	493
ZA	600.6K	1.5M	82	202
GB	160.8K	397.3K	6	14
NZ	53.4K	132K	13	33

### Average animal days on farm by country

AU	266
GB	282
US	536
ZA	339

# Better insights. Greater profits.

## Profit per day by region for traders

\*income is calculated per head per day on farm

Country	Species	Profit per day average	Currency
AU	Cattle	A\$3.97	AUD
GB	Cattle	£2.60	GBP
GB	Sheep	£0.91	GBP
US	Cattle	\$1.45	USD

## Top 3 breeds per region - profit by day

\*income is calculated per head per day on farm

Country	Species	Breed	Profit per day average	Currency
AU	Cattle	Angus	A\$4.80	AUD
AU	Cattle	Black Baldy	A\$4.72	AUD
AU	Cattle	Santa Gertrudis	A\$4.29	AUD
GB	Cattle	Parthenais	£21.94	GBP
GB	Cattle	Normande Cross	£4.35	GBP
GB	Cattle	Murray Grey Cross	£8.95	GBP
GB	Sheep	Composite	£1.00	GBP
GB	Sheep	Zwartbles X	£0.53	GBP
GB	Sheep	Welsh Mountain-Hill Flock	£0.34	GBP
US	Cattle	Angus	\$1.53	USD
US	Cattle	Charolais Cross	\$1.49	USD
US	Cattle	Angus X	\$1.38	USD

## Global pricing benchmarks

\*Based on aggregated 2021 AgriWebb animal and sale data covering 20MM+ animals

### Mob Sheep

Country	Average price per animal
AU	A\$245.63
GB	£89.06
NZ	NZ\$142.81
US	\$153.05
ZA	R 1,492.29

### Mob Cattle

Country	Average price per animal
AU	A\$2,309.10
GB	£906.35
NZ	NZ\$5,976.18
US	\$1,061.88
ZA	R 8,825.03

### Rams

Country	Average price per animal
AU	A\$684.27
GB	£164.79
ZA	R 1,353.72

### Bulls

Country	Average price per animal
AU	A\$2,149.80
GB	£215.16
NZ	NZ\$1,898.65
US	\$1,981.93
ZA	R 22,850.70

## Highest income by weight per breed – Cattle

\*All income is reported in local currency, per kg per animal. Based off of individual animal data only.

### AU

Breed	Average income by weight
Gelbvieh	A\$9.23
Simmental	A\$7.87
Droughtmaster	A\$5.36
UltraBlack	A\$5.26
Speckle Park	A\$4.92
Limousin	A\$4.78
Simbrah	A\$4.52
F2	A\$4.51
Charolais	A\$3.8
Unknown	A\$3.71
Belmont Red	A\$3.65
Brown Swiss	A\$3.58
Simindicus	A\$3.46
Murray Grey	A\$3.01
Angus/Wagyu	A\$2.21
Angus X	A\$2.06
Hereford	1.89

### UK

Breed	Average income by weight
South Devon	£4.57
Fleckvieh	£3.47
Dairy Shorthorn Cross	£2.84
LIM	£2.82
CH	£2.82
SIM	£2.64
Blonde Daquitaine	£2.23
Shorthorn Beef	£2.22
Ayrshire Cross	£2.19
Shorthorn	£2.18
Welsh Black Cross	£2.17
Red Poll	£2.11
Fleckvieh Cross	£2.07
Murray Grey	£2.06
Beef Shorthorn Cross	£2.01

### US

Breed	Average income by weight
Wagyu	\$17.99
British White	\$4.59
Bison	\$3.81
Brahman x	\$3.66
Braford	\$3.33
Simmental x Angus	\$2.88
Cross Breed Beef	\$2.84
Angus	\$2.7
Angus x	\$2.23
Charolais	\$2.08
Charolais x Angus	\$1.81
Simmental	\$1.57

## Highest income by weight per breed – Sheep

\*All income is reported in local currency, per kg per animal

### AU

Breed	Average income by weight
Dorper	A\$5.97
Australian White	A\$3.67
Merino	A\$1.75

### UK

Breed	Average income by weight
New Zealand Romney	£3.66
Aberblack x Charollais	£3.31
Beltex X	£2.83
Aberblack	£2.79
Hampshire Down X	£2.48
Composite	£2.36
Oxford Down	£2.33
Berrichon Du Cher	£2.32
Aussiedown	£2.13
Herdwick	£2.04
	£1.79
Blackface	£1.52
Beltex	£1.45





# Healthy animals, a healthier business

## Death rates and causes of death

Top reasons for cattle deaths by country (individual animal data only)

AU		UK		US	
Reason	Cases	Reason	Cases	Reason	Cases
Pneumonia	21.5%	Pneumonia	42.8%	Respiratory	27.2%
Acidosis	16.5%	Injury	14.7%	Chronic	15.8%
Rotavirus	13.9%	General health problems	4.5%	Pneumonia	12.5%
Pleurisy	8.9%	Natural	4.3%	Bloat	11.4%
Deceased within 2 months of life	7.6%	Poor type	3.9%	Chronic pneumonia	6.5%
Magnesium deficiency grass tetney	6.3%	Scours	3.3%	Heat exhaustion	3.8%
Found dead in pen	5.1%	Johnes	3.1%	Calves died during February freeze	2.7%
Bloat	5.1%	Mycoplasma	3.1%	Cripple	2.2%

Top reasons for sheep deaths by country (individual animal data only)

\*Reported for UK only based on statistically significant sample sizes available

Reason	Cases
Temperament problem	19.9%
Mastitis	12.9%
Lameness	11.3%
Old age	9.7%
Prolapse	6.5%

## Top treatments by country

Country	Product	Rank
AU	Bravoxin 10	1
AU	Supremadex	2
AU	Ultravac 7in1	3
AU	Ultravac 5in1	4
AU	Bovilis IBR Marker Live	5
GB	Bravoxin 10	1
GB	Fasinex 240	2
GB	Paramectin Pour-on	3
GB	Paramectin	4
GB	Bovilis IBR	5
US	Dectomax	1
US	Presponse SQ	2
US	Draxxin	3
US	Valbazen	4
US	Cavalry 9	5
ZA	Tickquard	1
ZA	Cyp 20	2
ZA	BLOUTONG C	3
ZA	Multimin injectable for sheep and goats	4
ZA	Covexin	5

# Ready to move your livestock business forward? We are!

While livestock producers are already embracing technology for record keeping, many have yet to leverage one of the greatest benefits of digitized farm records. Digital livestock data can now unlock insights that drive critical management decisions. And when you integrate your livestock business management solution with existing hardware, from electronic ID (EID) ear tags, to weigh scales, to water sensors, it's even easier to track the insights you need to level up your operation.

AgriWebb helps you manage down to the individual animal, uncovering key trends that help you make even better decisions. Manage for underperformers, optimize your overperformers and visualize the ideal time to sell each animal. Know which animals command the best profits and how your grazing decisions impact your entire operation, so you can optimize every aspect of your business. If you're ready to own the future of your farm and you want the best possible solution to help you make it happen, we're here for you. Call us, follow us, or try us out for free – just find our contact info on the back page to get started. If you're not already part of the AgriWebb community, we can't wait for you to join!

[agriwebb.com](https://agriwebb.com)





## Contact us

 +61 02 8311 4675

 [info@agriwebb.com](mailto:info@agriwebb.com)

 [agriwebb.com](http://agriwebb.com)

## Or find us on social

