

Precision Livestock Farming Conference 2014

UK-PLF SWOT Analysis

- As part of the conference, delegates formed three separate workshop groups
- Each group carried out a SWOT analysis on UK-PLF
- The next slide summarises the main points from all three workshops
- The remaining slides summarise each workshop's discussions



UK-PLF SWOT Analysis: Summary

Strengths:

- UK has expertise and a strong research base
- UK Government recognises the importance of technology in agriculture

Opportunities:

- Supermarkets exploit tech to link consumers with food
- AgriTech strategy and new collaborative centres

Weaknesses:

- Cost: benefit analyses lacking
- Lack of standards currently limits data integration

Threats:

- Possible negative perception of PLF by the public
- Farmers fail or are slow to adopt new technology



Workshop 1: Strengths

- 1. Strong research base - genetics centres of excellence
- 2. High level of technology awareness
- 3. Agritech – bringing people together

Workshop 1: Weaknesses

- 1. Costs of implementation – beef / sheep
- 2. Highly variable farming industry – ill defined
- 3. Translation of research on to farm
- 4. Clarification of definition of PLF

Workshop 1: Opportunities

- 1. opportunity / potential in dairy individual monitoring / costs
- 2. consistency of product / bench-marking
- 3. monitoring phenotype cf genotype
- 4. Supermarket interface with public

Workshop 1: Threats

- 1. Fragmentation / turnover of supply chain – long tail of supermarket suppliers
- 2. Farmer perception
- 3. Public perception

Workshop 1: What next?

- Collaboration
- What does customer want?
- Define PLF?
- UK as a centre of excellence
- Focus groups?
- Consumer / farmer education
- Grab the opportunity

Workshop 2: Strengths

- 1. UK expertise and technology
- 2. political will
- 3. integrated supply chain

- What next?

Workshop 2: What next?

- On-farm demonstrations
- Proven case studies
- Benchmarking information
- Relevant data dashboards
- Training
- Knowledge transfer

- From geek to chic!

Workshop 3: Strengths

- 1. Government recognition
- 2. Strong institutions (IAgrE, BSAS)
- 3. NCPF

- What next: Need to bring institutions together, towards a common goal

Workshop 3: Weaknesses

- 1. Poor link between commercial application and solution providers
- 2. Lack of well-informed coordinated standards
- 3. No legal rqt to use link unique animal ID with animal sensing

Workshop 3: Opportunities

- 1. Agri-tech strategy/supermarkets integrated
- 2. Exploiting developments in data science
R&D/big data
- 3. Innovation Centre focussed on livestock

Workshop 3: Threats

- 1. Customer perception of engineering in agriculture
- 2. Trained support staff for system maintenance
- 3. Misuse and misunderstanding of big data developments