



On-Demand Management Software for Animal Agriculture

National Institute for Animal Agriculture

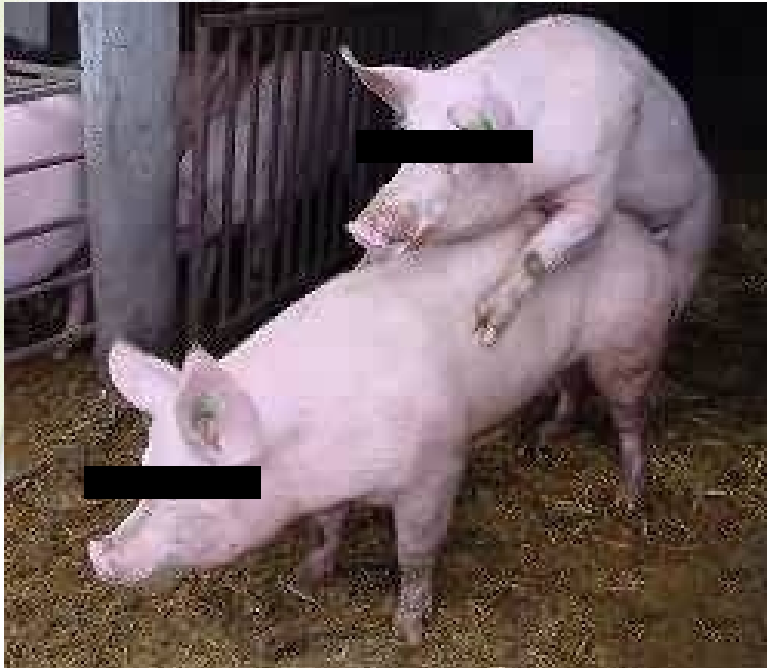
ID-EXPO

August 22, 2006

Dr. Tom Stein

MetaFarms Intent

**Create and deliver externally-hosted,
Web-based, enterprise-level operating
systems for large-scale livestock
production businesses**



the Pork Group Inc.

Part of the  Foods Family



Schwartz Farms



Belstra Milling



Signature Farms



Tracking Movements in Pork Production Systems

Enterprise Manager

- Data Entry ▶
- Reports ▶
- Data Transfer ▶
- Utilities ▶
- Setup Lookup ▶
- Setup Production ▶
- Setup Lists ▶

- Data Entry ▶
- Reports ▶

Sow Manager



- Data Entry ▶
- Reports ▶

Finish Manager



- Data Entry ▶
- Reports ▶

Sales Manager



MetaFarms

WhiteStone Farms LLP

i-Production

Finish Manager
Shipment Sales Header

MetaFarms

Monday, August 21, 2006

Lisa Butler

| | |
|---|--|
| * Producer: <input type="text" value="Champion Valley 2"/> | Load Net Wt: <input type="text"/> |
| * Type of Shipment: <input type="text" value="Finish pigs to market"/> | Truck Tare Wt: <input type="text"/> |
| * Ship Date: <input type="text" value="8/11/2006"/> (m/d/yyyy) | Truck Gross Wt: <input type="text"/> |
| Applied Date: <input type="text"/> (m/d/yyyy) | Scale Ticket #: <input type="text"/> |
| * Total Qty: <input type="text" value="108"/> | Trucking Co: <input type="text" value="(Select...)"/> |
| Sheet #: <input type="text" value="06-21-06"/> | Trucker Name: <input type="text"/> |
| Bill Of Lading #: <input type="text"/> | Truck Type: <input type="text" value="(Select...)"/> |
| Arrival Time: <input type="text"/> | Truck ID: <input type="text"/> |
| Comments: <input type="text"/> | Data Entry User ID: <input type="text"/> |
| | Quality Assurance Number: <input type="text"/> |

* = Required

Add Package

Save

Delete

Cancel

Add Sheet

| | <u>Source Site</u> | <u>Source Group</u> | <u># Pigs</u> | <u>Weight</u> | <u>Lot</u> | <u>Sale</u> | |
|----------------------|--------------------|---------------------|---------------|---------------|--------------------------|--------------------------|------------------------|
| Edit | Champion Valley 2 | 3301-06-21-06 | 108 | 26784.000 | <input type="checkbox"/> | <input type="checkbox"/> | Delete |
| 1 | | | | | | | |

Last Updated: 8/11/2006

Created: 8/11/2006

Shipment Sales ID: 37261

Last Updated By: Holly Enwall

Created By: Holly Enwall

Producer:

Sheet #:

Type of Shipment:

Ship Date:

Origin

* Pickup Site:

Pickup Barn:

Pickup Room:

Pickup Pen:

* Pickup Group ID:

Sex:

* # Pigs:

* Total Weight:

Genetic Line:

Load Time Finish:

Load Time Start:

Injured Loading:

Died Loading:

Loader Employee ID:

Tattoo #:

Average Age:

Destination

* Destination Name:

* # Pigs Live:

* Arrival Weight:

DOA:

Scale Ticket #:

Died Unloading:

Injured Unloading:

Unload Time Start:

Unload Time Finish:

* = Required

Rejects

Returns

Rejected

Reason

Returned

Reason

* **Type of Purchase:**
Movement ID:
Bill of Lading:

* **Arrival Date:** (m/d/yyyy)
Invoice #:
Invoice Total Cost: \$
Applied Date: (m/d/yyyy)

Supplier

* **Supplier:**
* **Location:**
* **# Pigs Shipped:**

* **Total Weight:**
Average Age: (days)

Destination

Group Name:
(enter group name OR select from dropdown)
* **Producer:**
* **Group Lookup:**
* **Site:**
Barn:
Room:
Pen:

Genetics:
Sex:
Pigs Arrived:
* **Total Weight:**
DOA:
Comments:

* = Required

Rejects (reference only)

Returns (reference only)

| # Rejected | Reason |
|----------------------|---|
| <input type="text"/> | <input type="text" value="(Select...)"/> <input type="button" value="v"/> |
| <input type="text"/> | <input type="text" value="(Select...)"/> <input type="button" value="v"/> |
| <input type="text"/> | <input type="text" value="(Select...)"/> <input type="button" value="v"/> |

| # Returned | Reason |
|----------------------|---|
| <input type="text"/> | <input type="text" value="(Select...)"/> <input type="button" value="v"/> |
| <input type="text"/> | <input type="text" value="(Select...)"/> <input type="button" value="v"/> |
| <input type="text"/> | <input type="text" value="(Select...)"/> <input type="button" value="v"/> |

Integrated database

Map the physical system...

- "Farms" > Sites > Barns > Rooms > Pens > Stalls

Must get the hierarchy right

Must deal with "split loads" (multiple packages)

Motivated by...

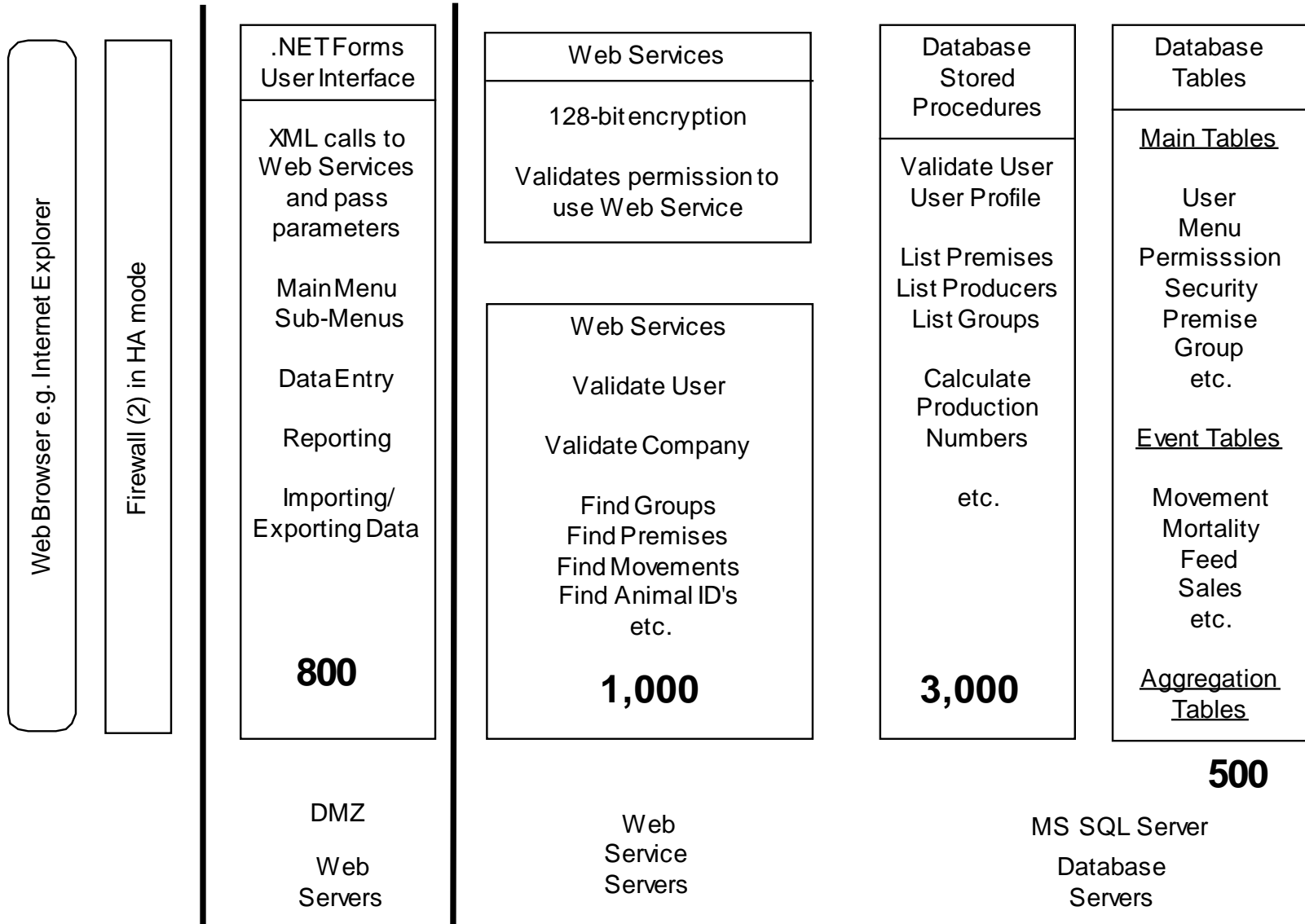
- Inventory control & valuation
- Accurate production flow and availability reports
- Tracking daily cost v. budget

Movement Challenges

Significant number of animals fall through the cracks...

- Unreconciled discrepancies between source and destination w/n system
- Unrecorded mortalities, group "shrink"
- DOA's, rejects, "returns"
- Unreconciled discrepancies between packer and production

MetaFarms System Architecture for i-Production (Web-Based Livestock Management ERP)



Profit Engine

Revenue mix heavily weighted to recurring revenue

- monthly service fees

Service revenues growing 50% +

Gross margins 70% to 80%

Incremental gross margin 85% to 90%

