Precision Livestock Farming

Article Courtesy of Maximum Ag Technologies

In our first editorial, we talked about the concept “You cannot manage what you do not measure” simply because if you cannot manage it, you cannot improve it. There will be no room for error; action plans need to be part of the solution and not the problem. There will be an increasing need to manage birds 24 hours a day and review the data and the processes to optimize bird health and production return.

Today, intensified farming demands an increased attention to detail to meet the growing demand for poultry welfare, yet at the same time, genetic influence and production potential will advance faster than what we can practically manage in a 24-hour time frame. Innovative management tools need to be considered to meet the needs of the bird with labor input and output in mind. Hence, the concept of Precision Livestock Farming, or commonly called PLF, will be reviewed and applied in the coming years.

The aim of PLF systems is to provide the farmer with a real-time monitoring and management system. Real-time warning such as cell phone alerts will warn us when something goes awry so immediate actions can be taken. Therefore, PLF can complement the eyes and ears of the farmer by working 24/7 to support their need to enhance their operations. A continuous fully automated monitoring system of poultry health, welfare, environmental parameters, and productivity will be the new reality. The intelligent use of cameras, microphones, and advanced sensors, with wireless communication tools, will become more the norm rather than just a wish. All these tools will be more user-friendly, having remote capabilities for immediate follow-up or corrective action.

A need for early warning systems in larger and larger poultry houses will become more common. Challenges like flock diseases, dysfunctional feeders, and water line systems will occur, while others will be more of the daily review. Robotics in the poultry house, remote video monitoring, and thermal imaging in a flock environment are just a few of the future technologies for the new era.
By all means, PLF is to complement good on-farm management. We all need to have our MBA degree, or Manage by Being Around. Birds perceive change and tolerate little; we therefore need to manage each and every minute to maximize our return. PLF and farm production efficiency are exactly what MAXIMUS is providing. The innovative MAXIMUS Solution is a 100% integrated management system to manage facilities, minimize resources, and maximize profits. MAXIMUS is an upgradable, state-of-the-art centralized control system that not only simplifies the management of poultry house facilities, but ensures the well-being of the birds while optimizing results. The MAXIMUS team is continually planning and making the necessary adjustments. MAXIMUS is your eyes and ears in the barn.

The MAXIMUS commitment is to offer technologically advanced solutions that fit your current and future needs, so you can always go ONE STEP FURTHER.

Stop by Booth #C11605 to learn more about the MAXIMUS Solution.