HERD FLOW

High-level livestock inventory management for the extensive pastoral industry.

Harry Evans
30/09/2025

HERD FLOW

Turn livestock data into powerful business insights

Bush Agribusiness

- Who we are?
- What we do?
- What we have Observed?

BUSH AGRIBUSINESS PTY LTD
Independent analysis
... trusted insights

AUSTRALIAN BEEF REPORT

THE BUSINESS EDGE
KNOW YOUR BUSINESS
GROW YOUR BUSINESS

HERD FLOW

Purpose Inform and continuously improve the business decisions of Australia's leading beef producers

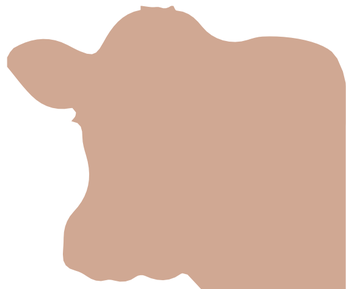
HERD FLOW

Turn livestock data into powerful business insights

What we will cover?

- Why have we built HerdFlow?
- What it HerdFlow?
- Who it is for?
- Live Demonstration
- Question Time

WHY?



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Addressing an Industry Problem

- Most Producers have their finger on the pulse and can recite operational events
- What is a Reconciled Herd…?

HerdFlow Stock Return

Company: Demo Company, Business Unit: Business Unit 1

1 Jan 2024 to 31 Dec 2024 (Period Closed)

Grouping	1 Jan 2024 Open	Natural Increase	Purchases		Class Transfers		Sales		Reclassifications		Deaths	31 Dec 2024 Close
			External	Internal	IN	OUT	External	Internal	IN	OUT		
Females #20+	3,915	0	0	0	0	423	718	0	95	0	69	2,800
Females #21	1,086	0	0	0	0	0	0	0	0	95	41	950
Females #22	1,415	0	0	0	0	0	180	0	0	0	35	1,200
Females #23	1,631	0	0	0	0	0	105	0	5	0	31	1,500
Females #24	0	1,631	0	0	0	0	186	0	0	5	40	1,400
Total Females	**8,047**	**1,631**	**0**	**0**	**0**	**423**	**1,189**	**0**	**100**	**100**	**216**	**7,850**
Females #20+ (NR)	391	0	0	0	423	0	389	0	0	0	3	422
Total Females (NR)	**391**	**0**	**0**	**0**	**423**	**0**	**389**	**0**	**0**	**0**	**3**	**422**
Castrates #21+	529	0	0	0	0	0	511	0	0	14	4	0
Castrates #22	5,546	0	0	235	0	0	5,067	0	14	0	62	666
Castrates #23	651	0	409	897	0	0	70	0	0	0	33	1,854
Castrates #24	0	1,589	1,264	1,588	0	0	345	252	0	0	129	3,715
Total Castrates	**6,726**	**1,589**	**1,673**	**2,720**	**0**	**0**	**5,993**	**252**	**14**	**14**	**228**	**6,235**
Bulls #21	159	0	0	0	0	0	28	0	0	0	6	125
Bulls #22	36	0	0	0	0	0	0	0	0	0	1	35
Bulls #23	0	0	26	0	0	0	0	0	0	0	1	25
Total Bulls	**195**	**0**	**26**	**0**	**0**	**0**	**28**	**0**	**0**	**0**	**8**	**185**
Grand Total	**15,359**	**3,220**	**1,699**	**2,720**	**423**	**423**	**7,599**	**252**	**114**	**114**	**455**	**14,692**

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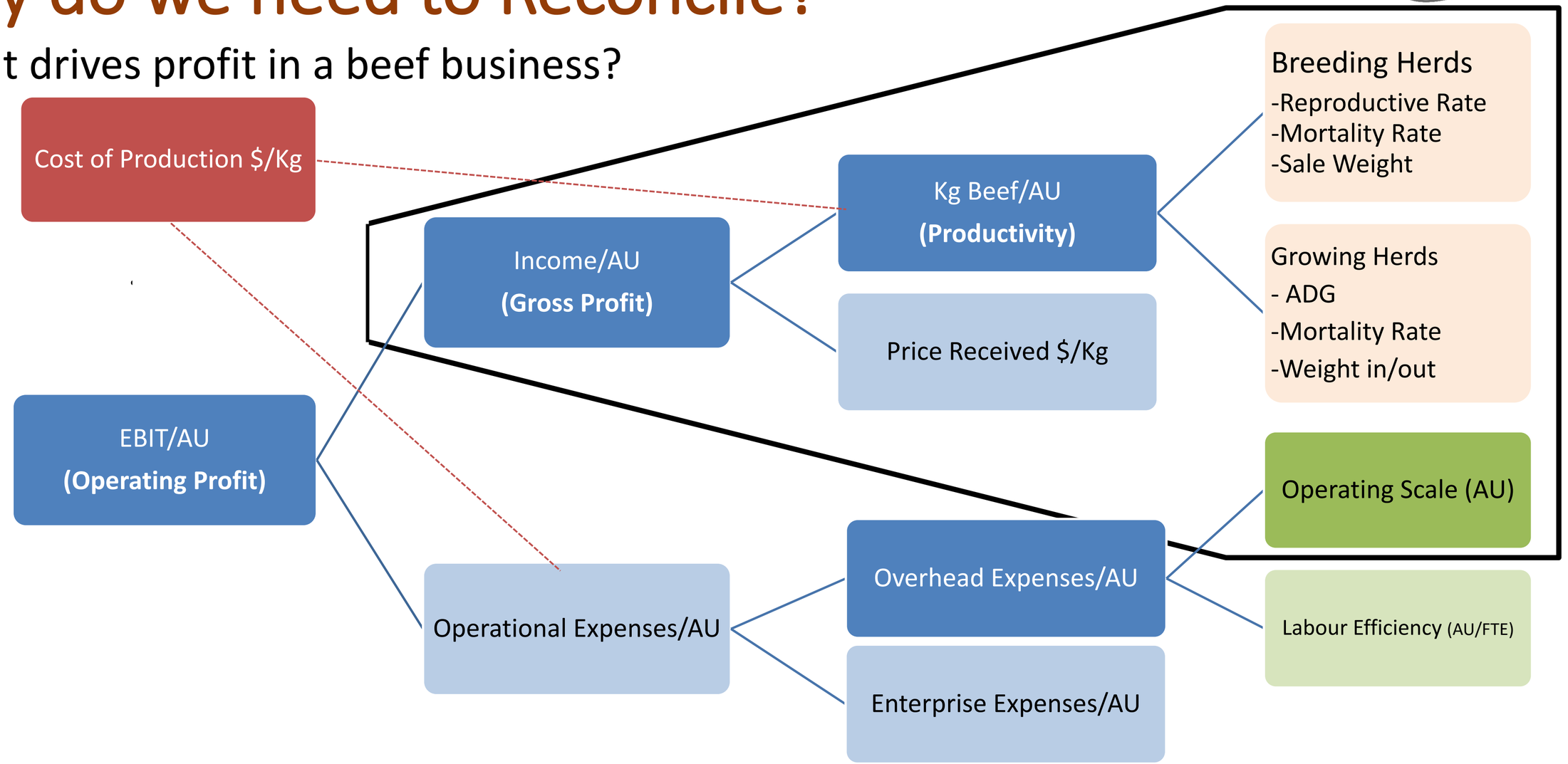
Why do we need to Reconcile?

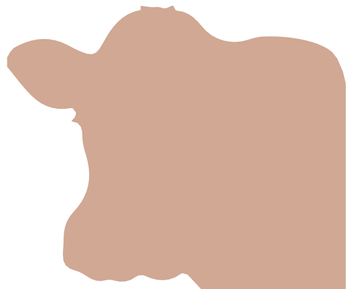
- What drives profit in a beef business?



The power of shared understanding!

How often do we hear 80% reproductive rates without knowing the method of calculation?

WHAT?



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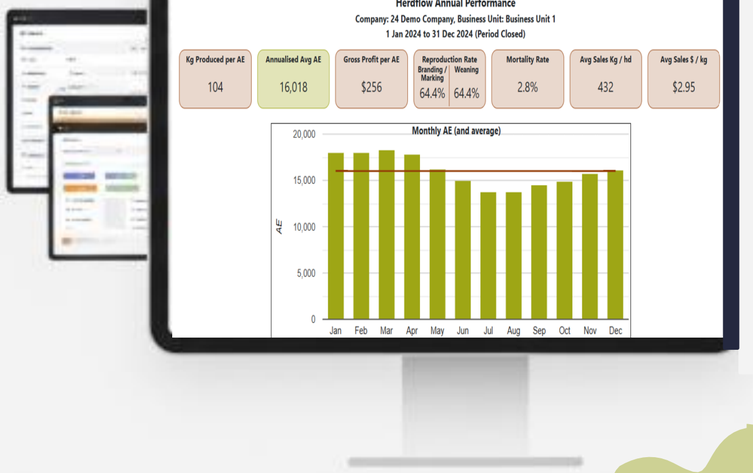
Evolution



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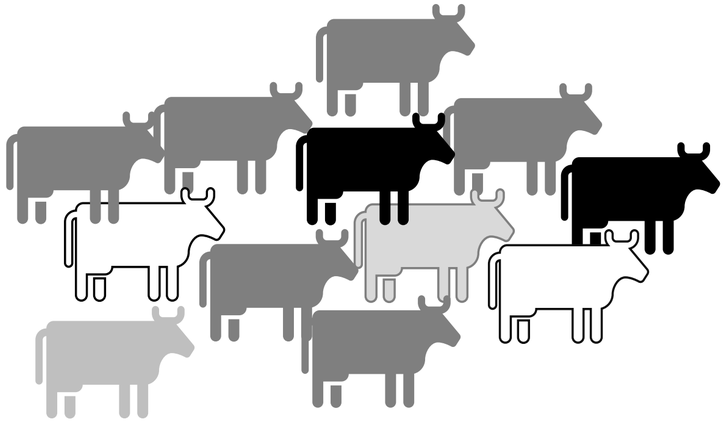
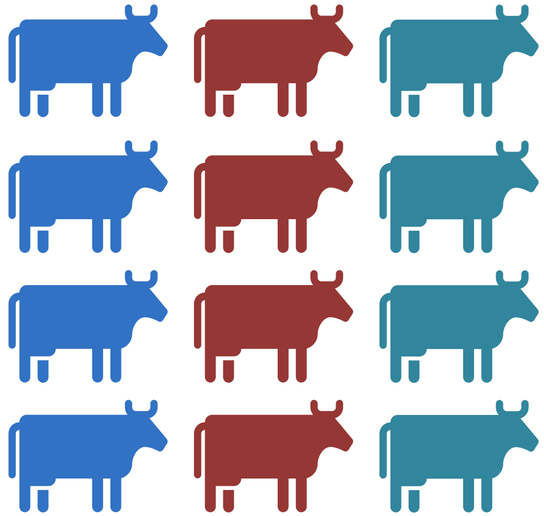
Australian Herd Classification Guidelines

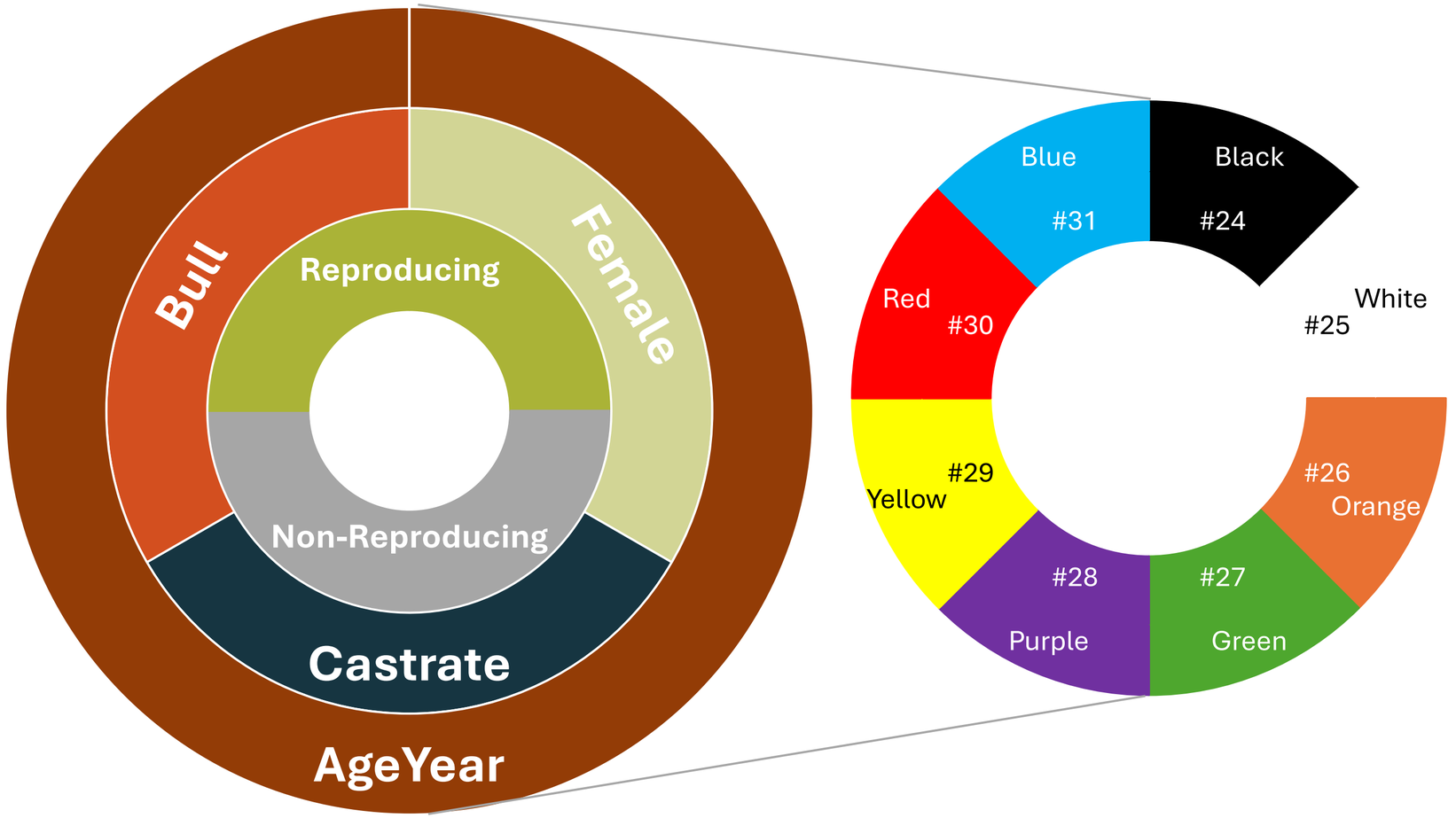




A lack of clear and consistent livestock classifications for extensive cattle businesses contributes to an imprecise understanding of herd numbers and herd performance.

Australian Herd Classification Guidelines

The guidelines use three primary attributes for classifying animals:



AgeYear (#YY)

- Year and industry standard colour cycle

Sex

- Bull
- Female
- Castrate

Reproductive Status

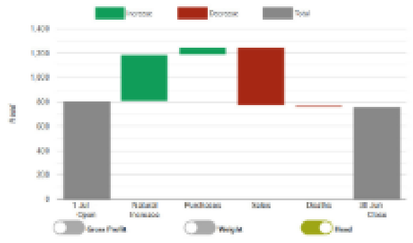
- Reproducing
- Non-Reproducing

What is HerdFlow?

- High-level livestock inventory management for the extensive pastoral industry
- Built upon the Australian Herd Classification Guidelines
- Generates herd performance measures on company, business unit and enterprise level.
- Co-funded by Bush Agribusiness and the MLA Donor Company

HERD FLOW

BY BUSH AGRIBUSINESS PTY LTD



Simple & Consistent Recording of High-Level Herd Data

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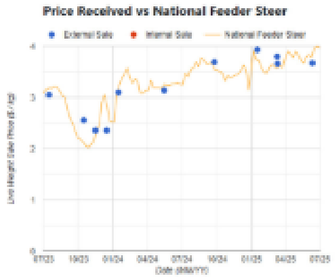

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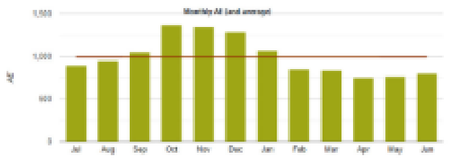

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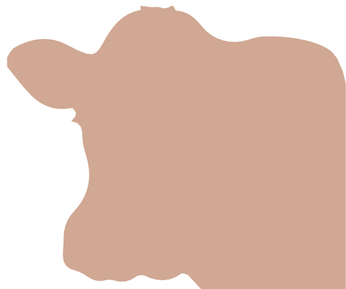
WHO?



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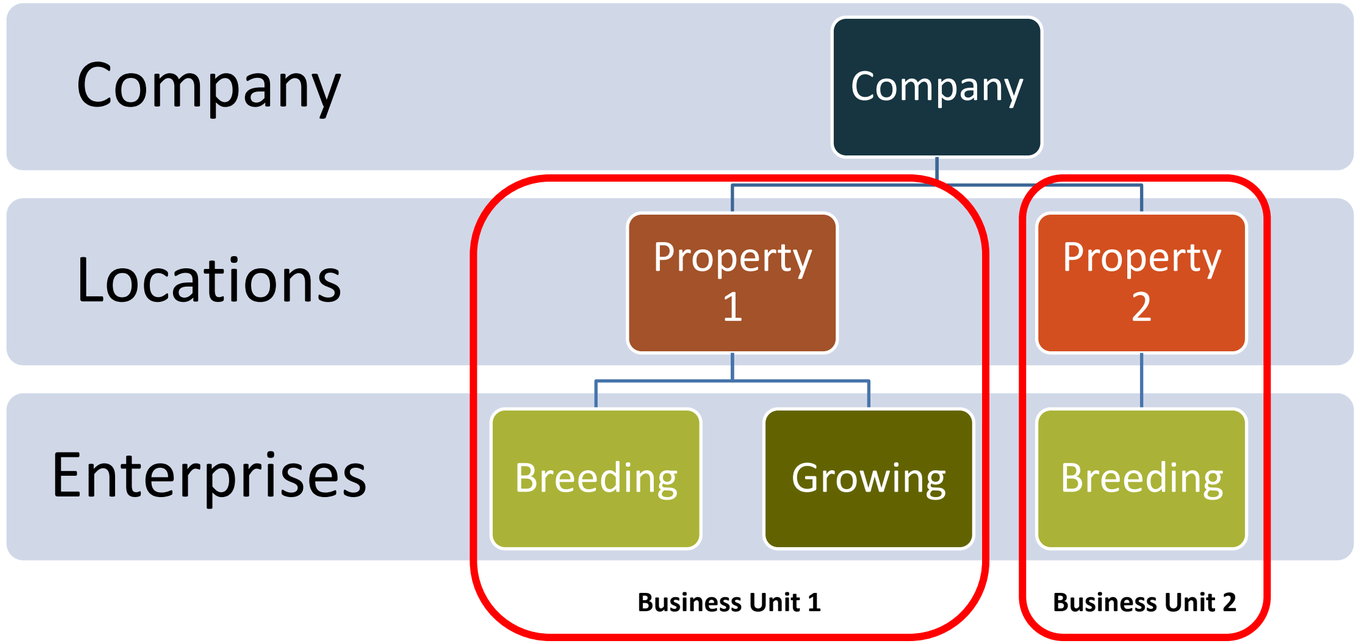
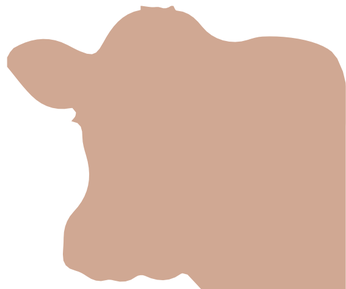
Who is it for?

- Single property family operations
- Large pastoral companies
- Everyone in between



- Multi access can be granted
  - Admin User
  - Business Unit Specific access
  - Read only
  - It is your data, and you are in control to who you share access with.

HOW?



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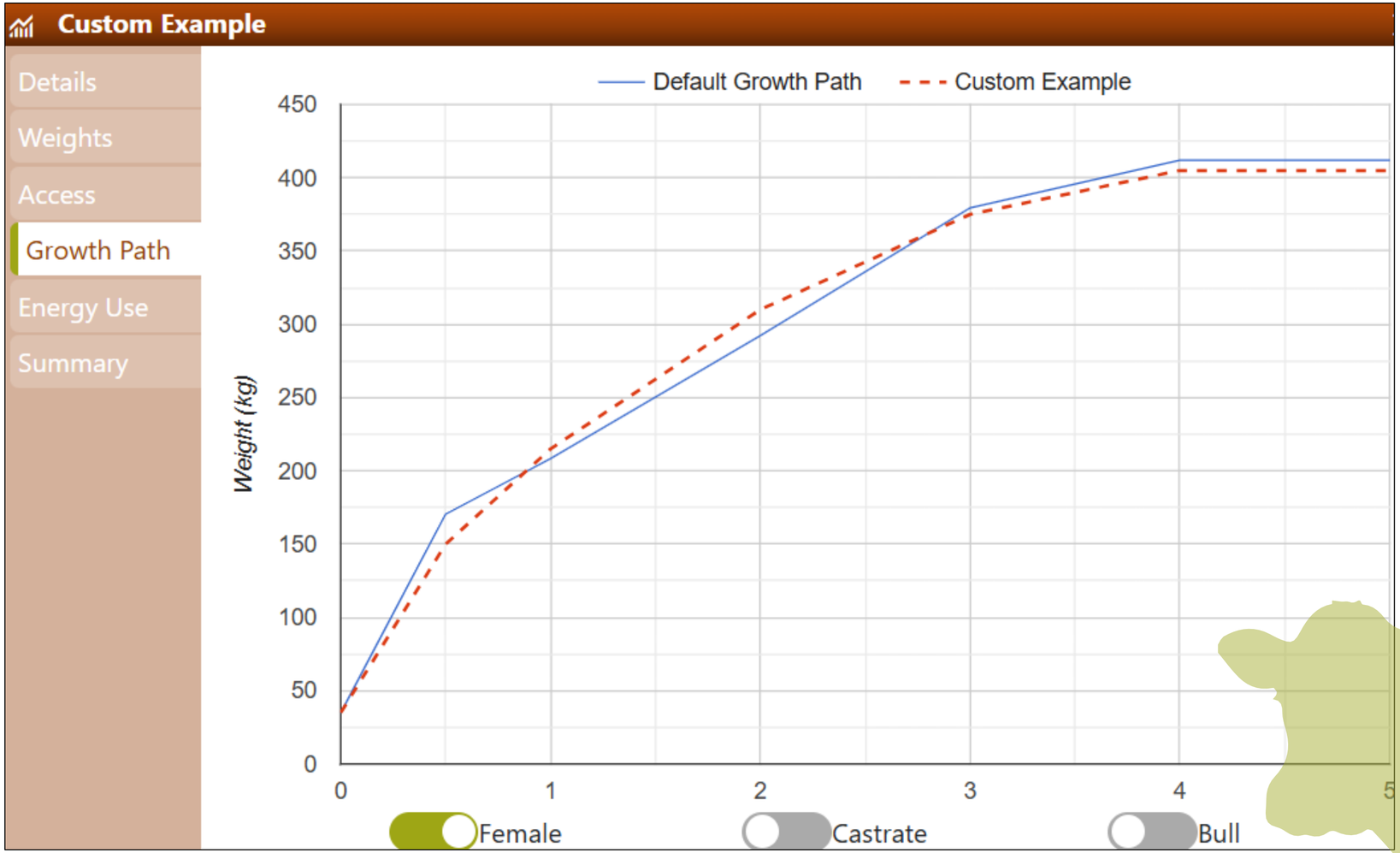
Animal Production Scenarios

- Animal Units
- Inventory $ & Kg
- Emissions



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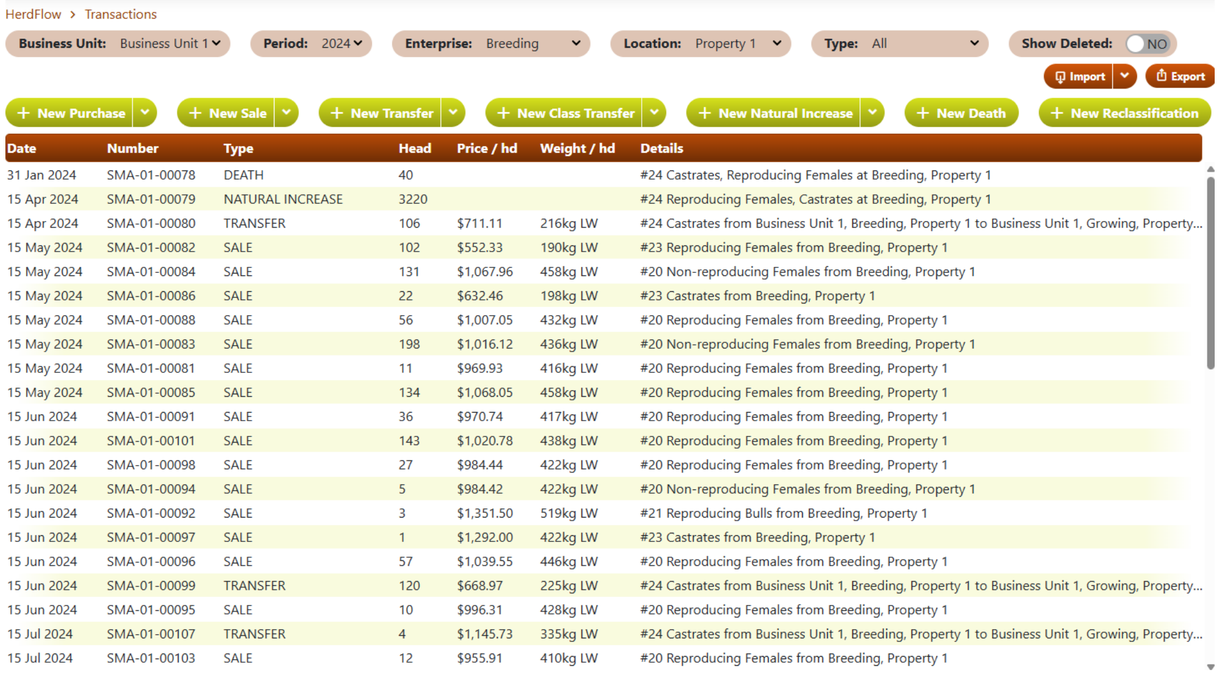
Transactions

- The Easy (or easier) Part
  - External Transactions (Purchases and Sales)
- The Harder Part
  - Internal Transactions
    (Natural Increase, Transfers, Deaths)
- The (sometimes) Missing Part
  - Reconciliation to what is actually on the ground



Date	Number	Type	Head	Price / hd	Weight / hd	Details
31 Jan 2024	SMA-01-00078	DEATH	40			#24 Castrates, Reproducing Females at Breeding, Property 1
15 Apr 2024	SMA-01-00079	NATURAL INCREASE	3220			#24 Reproducing Females, Castrates at Breeding, Property 1
15 Apr 2024	SMA-01-00080	TRANSFER	106	$711.11	216kg LW	#24 Castrates from Business Unit 1, Breeding, Property 1 to Business Unit 1, Growing, Property...
15 May 2024	SMA-01-00082	SALE	102	$552.33	190kg LW	#23 Reproducing Females from Breeding, Property 1
15 May 2024	SMA-01-00084	SALE	131	$1,067.96	458kg LW	#20 Non-reproducing Females from Breeding, Property 1
15 May 2024	SMA-01-00086	SALE	22	$632.46	198kg LW	#23 Castrates from Breeding, Property 1
15 May 2024	SMA-01-00088	SALE	56	$1,007.05	432kg LW	#20 Reproducing Females from Breeding, Property 1
15 May 2024	SMA-01-00083	SALE	198	$1,016.12	436kg LW	#20 Non-reproducing Females from Breeding, Property 1
15 May 2024	SMA-01-00081	SALE	11	$969.93	416kg LW	#20 Reproducing Females from Breeding, Property 1
15 May 2024	SMA-01-00085	SALE	134	$1,068.05	458kg LW	#20 Reproducing Females from Breeding, Property 1
15 Jun 2024	SMA-01-00091	SALE	36	$970.74	417kg LW	#20 Reproducing Females from Breeding, Property 1
15 Jun 2024	SMA-01-00101	SALE	143	$1,020.78	438kg LW	#20 Reproducing Females from Breeding, Property 1
15 Jun 2024	SMA-01-00098	SALE	27	$984.44	422kg LW	#20 Reproducing Females from Breeding, Property 1
15 Jun 2024	SMA-01-00094	SALE	5	$984.42	422kg LW	#20 Non-reproducing Females from Breeding, Property 1
15 Jun 2024	SMA-01-00092	SALE	3	$1,351.50	519kg LW	#21 Reproducing Bulls from Breeding, Property 1
15 Jun 2024	SMA-01-00097	SALE	1	$1,292.00	422kg LW	#23 Castrates from Breeding, Property 1
15 Jun 2024	SMA-01-00096	SALE	57	$1,039.55	446kg LW	#20 Reproducing Females from Breeding, Property 1
15 Jun 2024	SMA-01-00099	TRANSFER	120	$668.97	225kg LW	#24 Castrates from Business Unit 1, Breeding, Property 1 to Business Unit 1, Growing, Property...
15 Jun 2024	SMA-01-00095	SALE	10	$996.31	428kg LW	#20 Reproducing Females from Breeding, Property 1
15 Jul 2024	SMA-01-00107	TRANSFER	4	$1,145.73	335kg LW	#24 Castrates from Business Unit 1, Breeding, Property 1 to Business Unit 1, Growing, Property...
15 Jul 2024	SMA-01-00103	SALE	12	$955.91	410kg LW	#20 Reproducing Females from Breeding, Property 1

We need to raise the standard.

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Reporting

- Annual Performance Report
  - Main Profit and Productivity Drivers for beef businesses
- More information on herd performance means more informed business decisions

Herdflow Annual Performance

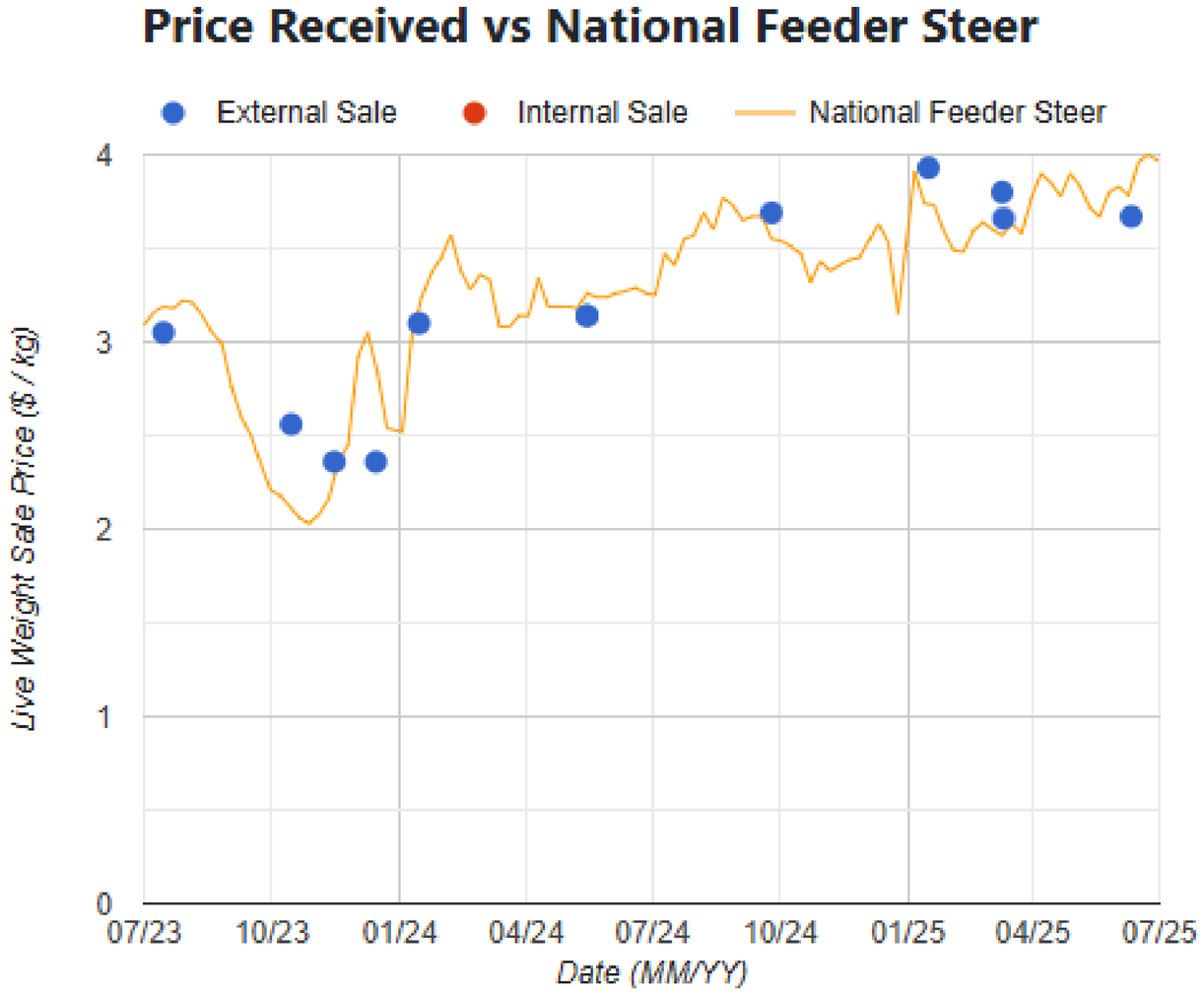
Company: 24 Demo Company, Business Unit: Business Unit 1

1 Jan 2024 to 31 Dec 2024 (Period Closed)

Kg Produced per AE	Annualised Avg AE	Gross Profit per AE	Reproduction Rate		Mortality Rate	Avg Sales Kg / hd	Avg Sales $ / kg
			Branding / Marking	Weaning			
104	16,018	$256	64.4%	64.4%	2.8%	432	$2.95

Reporting

- Sales Analysis Report



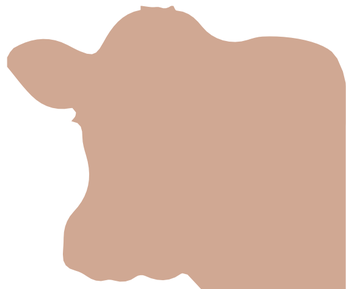
Market data reproduced courtesy of Meat & Livestock Australia Limited www.mla.com.au

Reporting

Herd Emissions

- Obtain Herd Performance metrics and use the same dataset to provide herd emissions calculations
- HerdFlow incorporates the industry standard SB-GAF methodology
- Independently Verified

Demonstration



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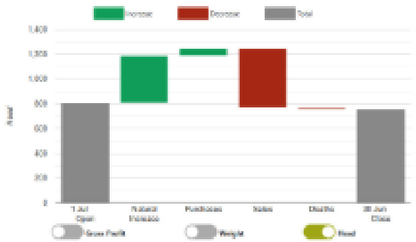

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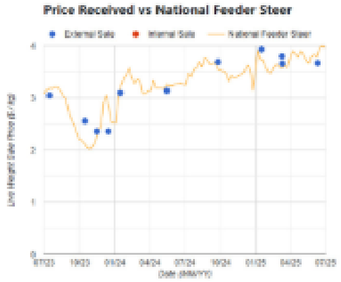

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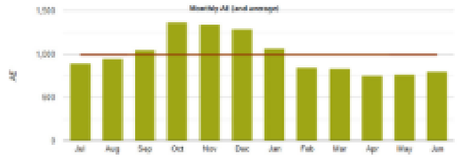

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Subscription Tiers (as at 1 October 2025)

- Free Trial available for myMLA users
  mla.com.au/mymla/herdflow/

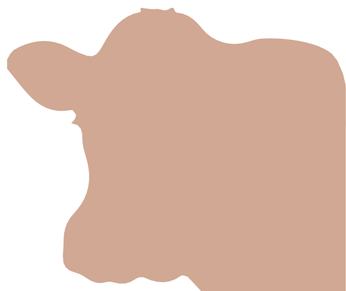
- Standard - $480+gst per year

- Premium - $900+gst per Business Unit per year
  - Or $780+gst for 3 or more units

Support

- Flo – AI Assistant
- Quick Start Guide
- FAQ’s
- herdflow@bushagri.com.au
- bushagri.com.au/herdflow/support

QUESTIONS



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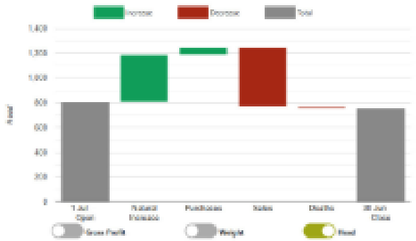

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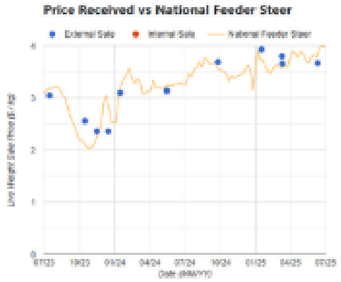

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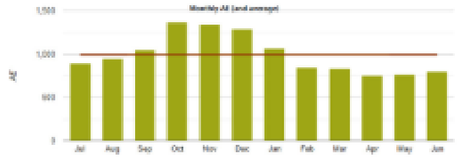

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