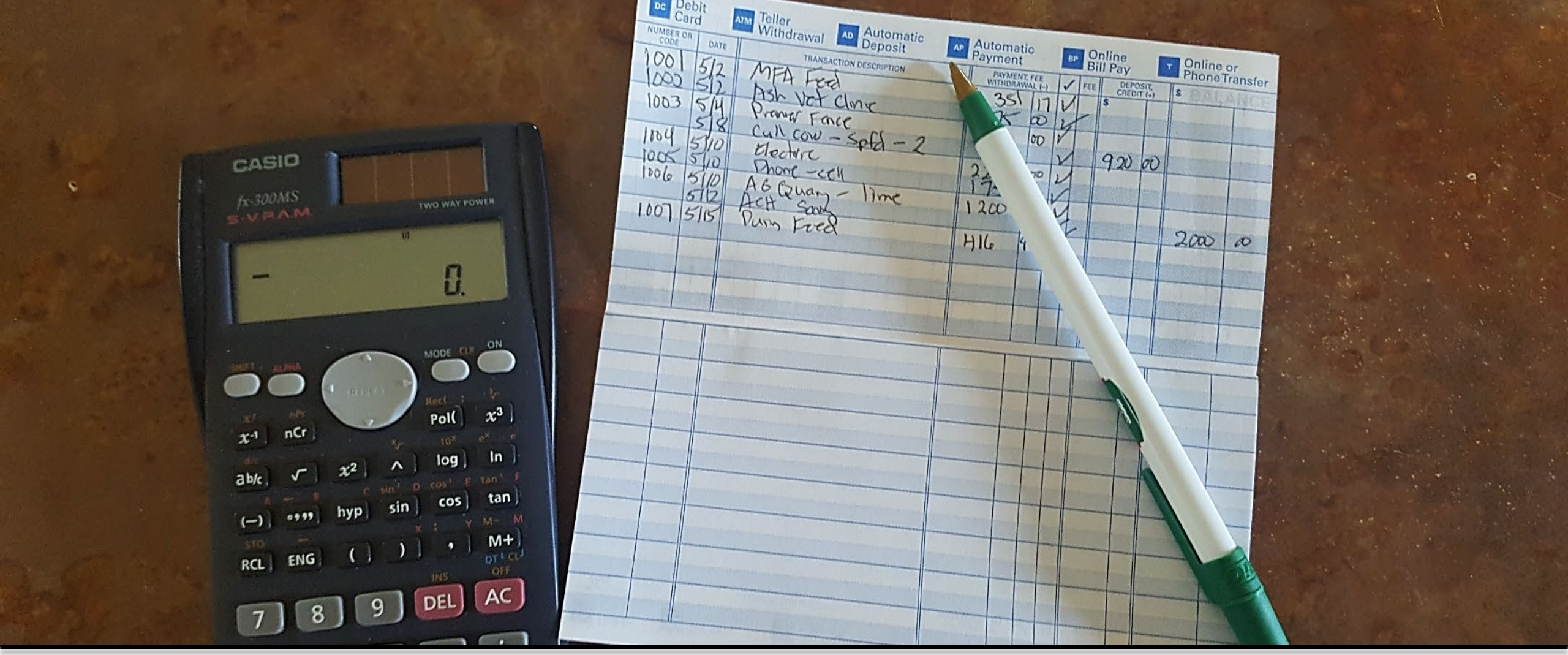
PaddockTrac:

Smart Grazing Made EASY


STARCOWS

Program Goals

OPTIMIZE PASTURE UTILIZATION



Program Goals

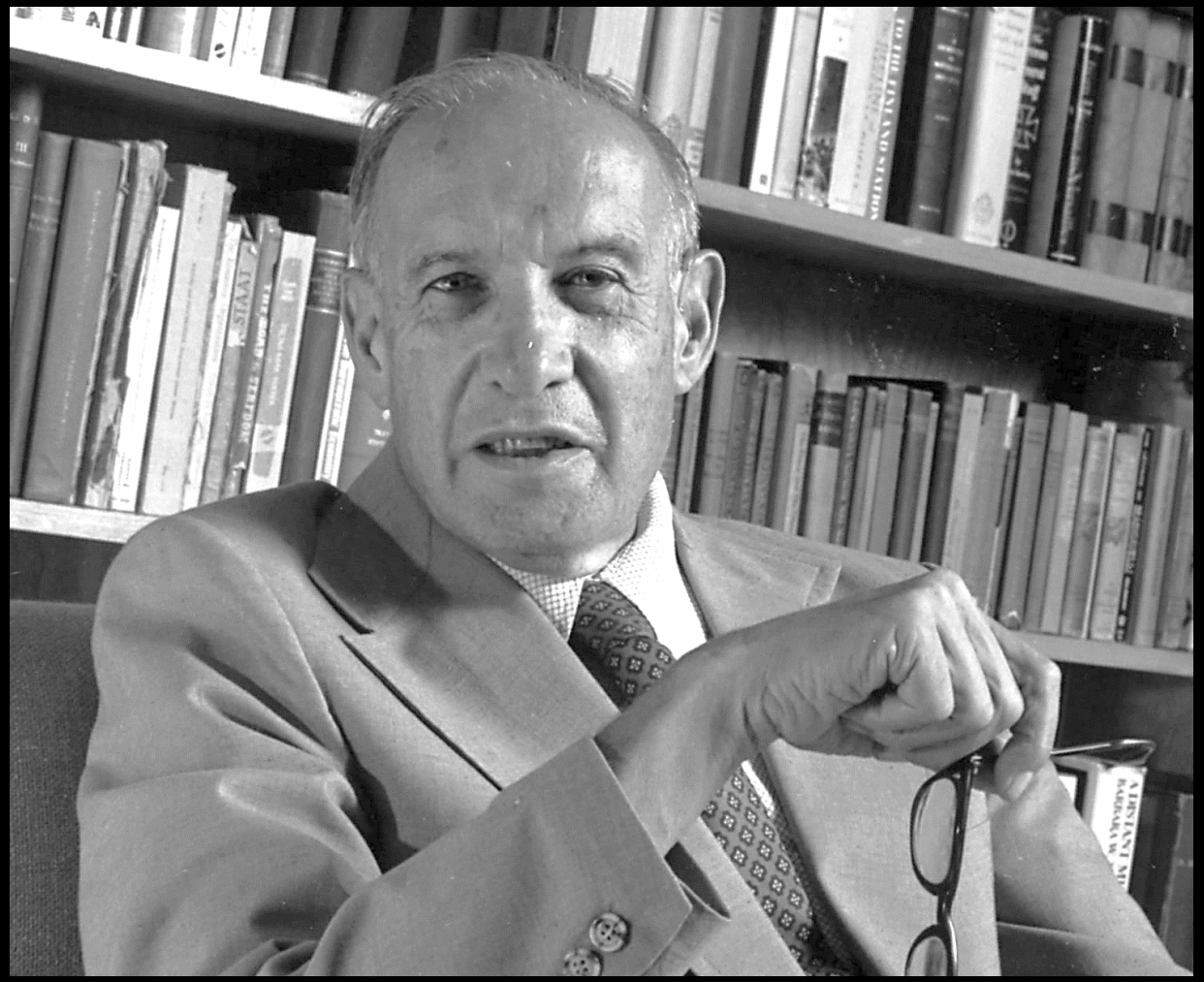
FINANCIAL STABILITY

Program Goals

AVOID OVERGRAZING

Program Goals

MAXIMIZE CONSERVATION

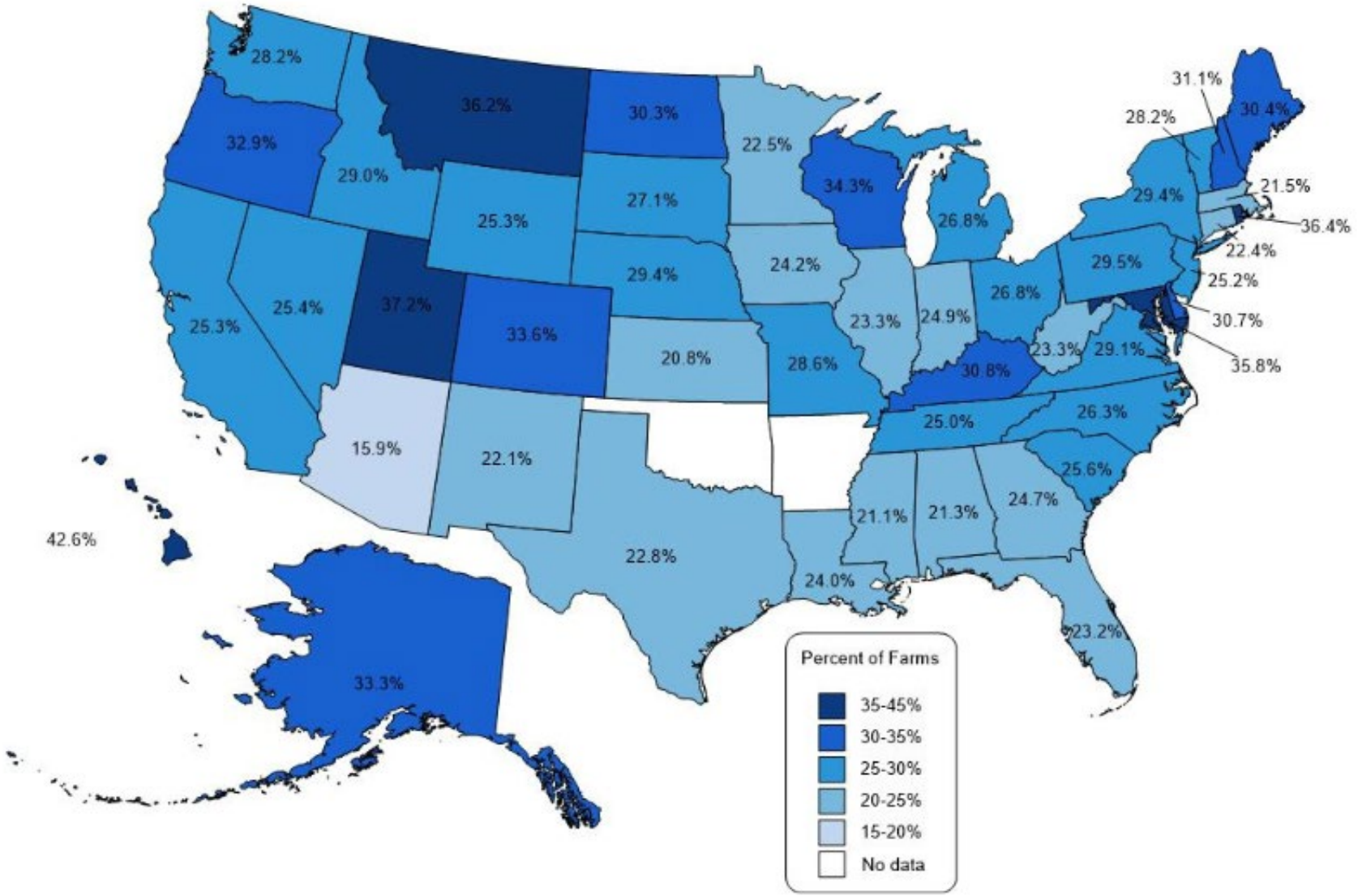


"If you can't measure it, you can't manage it."

- Peter Drucker

Mantra:

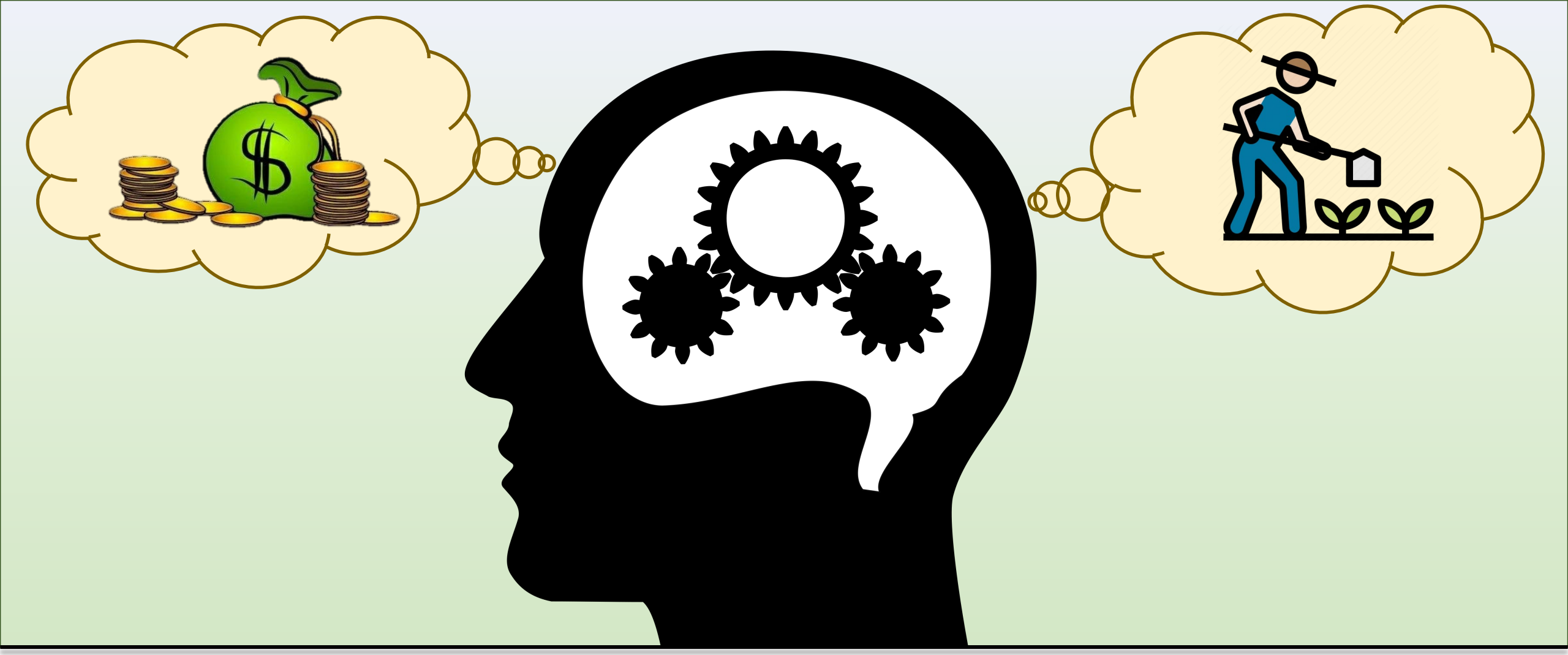
MEASURE/MONITOR/MANAGE



Improve adoption of

ROTATIONAL STOCKING

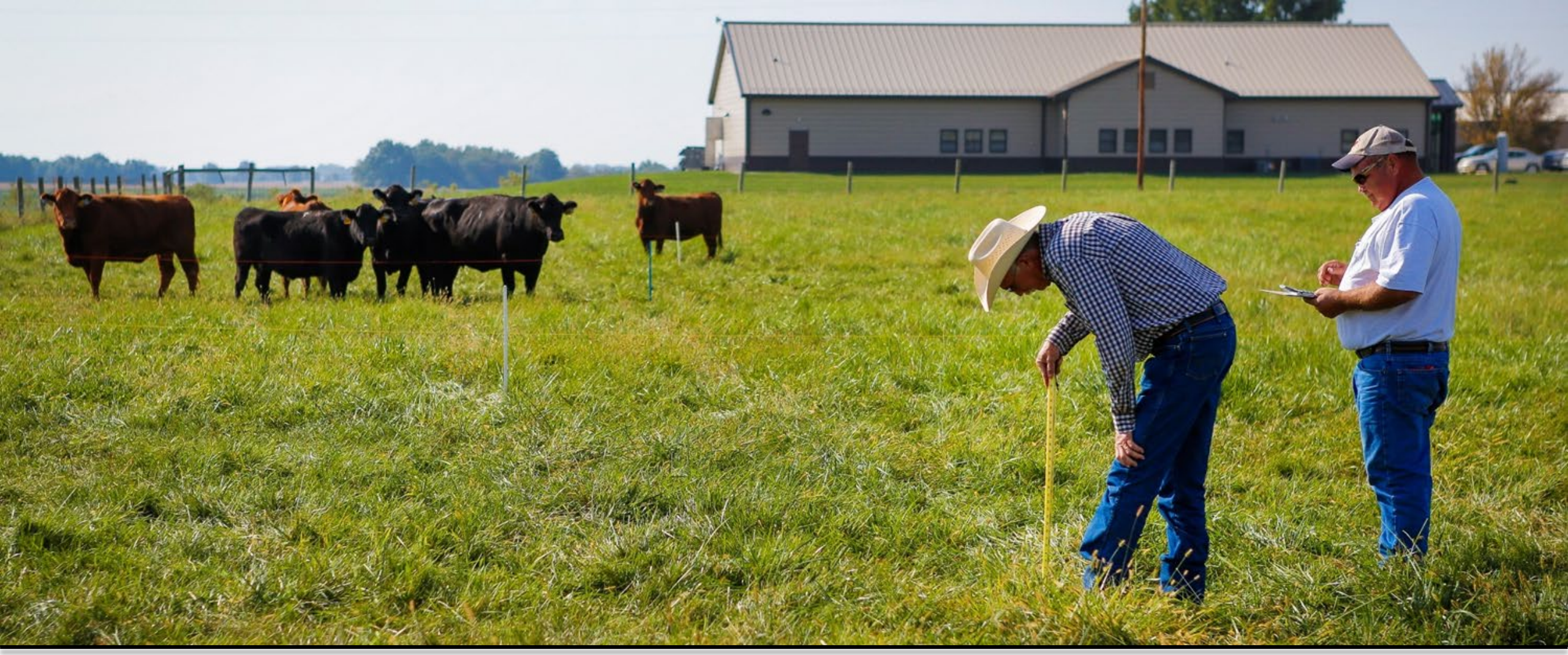
Source: USDA National Agricultural Statistics Service (2014)



Reasons for

NON-ADOPTION

From Wang et al. 2020



Regional

GRAZING SCHOOLS

Measuring

TAKES TIME

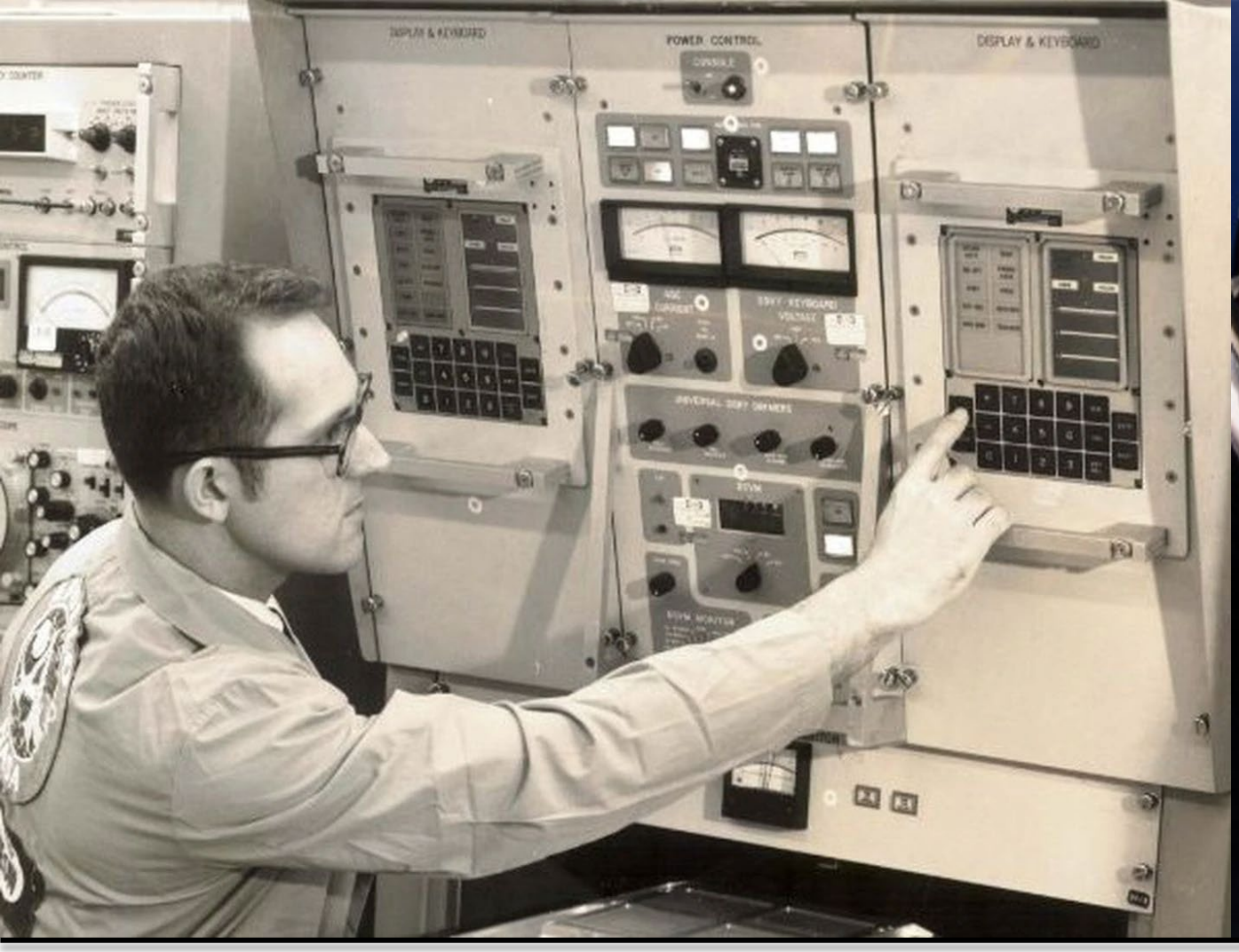
Real-life situations need to guide

TECHNOLOGIES

Image source: https://pasture.io/measurement-tools/c-dax-meter

Manual

DATA ENTRY



Apollo

GUIDANCE COMPUTER

Smartphones

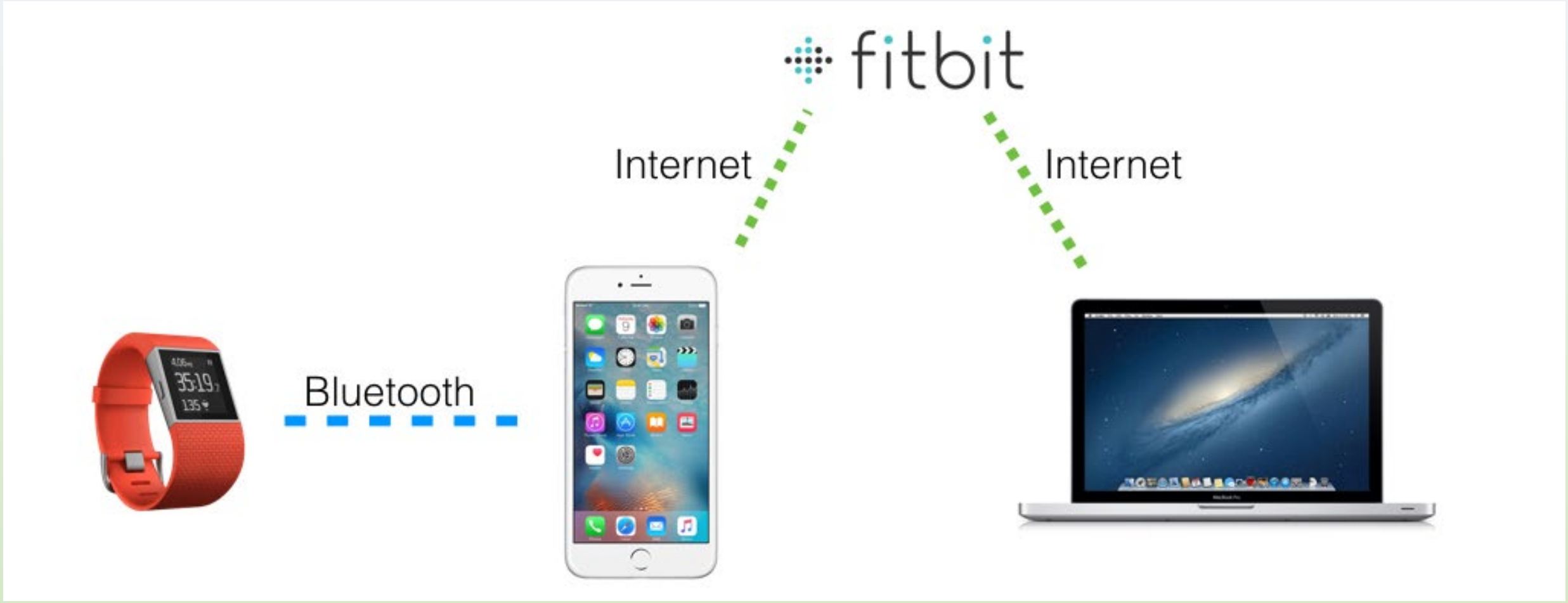
256 GB Memory/2.4 GHz CPU

250 million times more

COMPUTING POWER

Smartphones

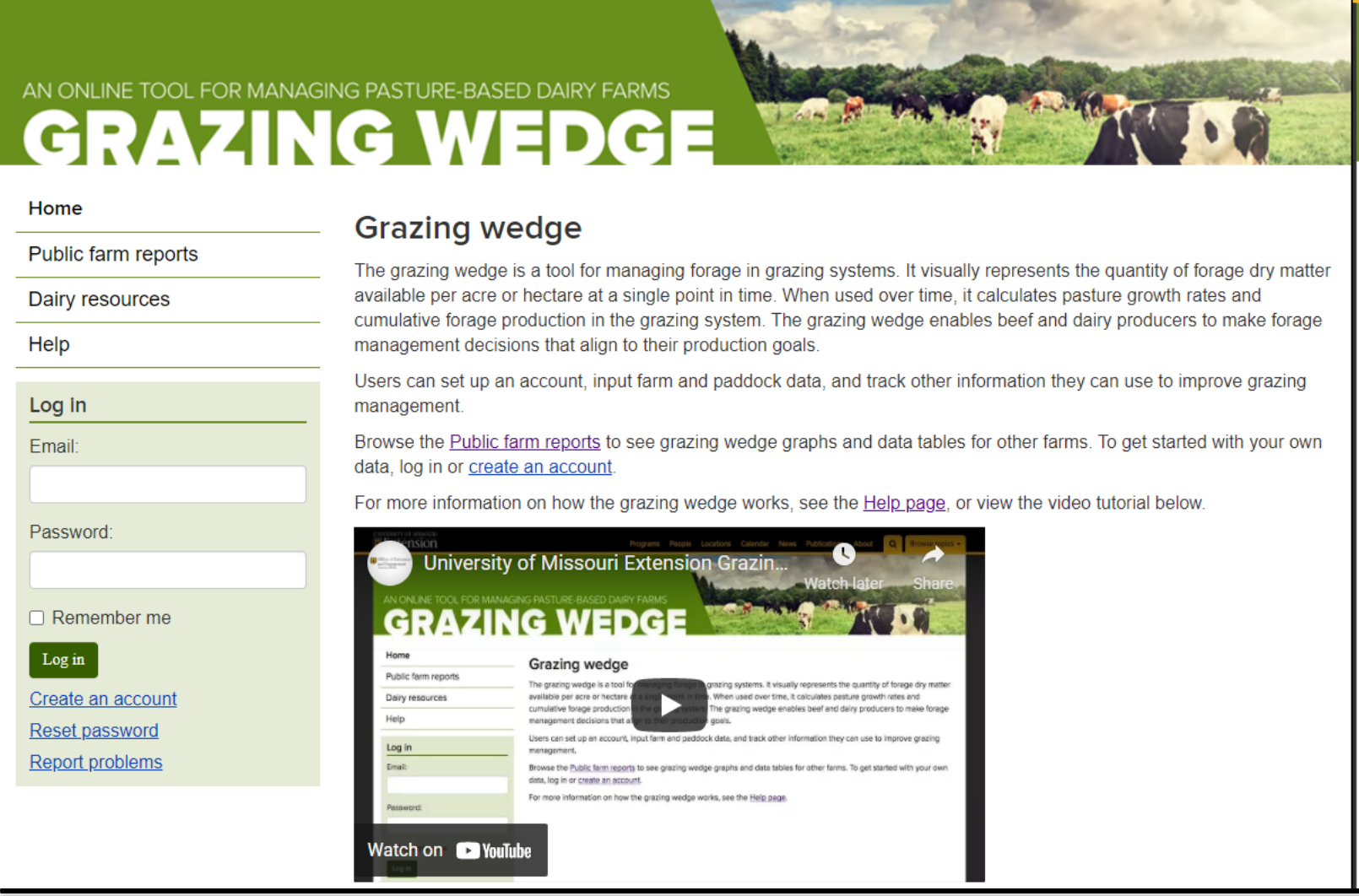
THE NEW TOOLBOX

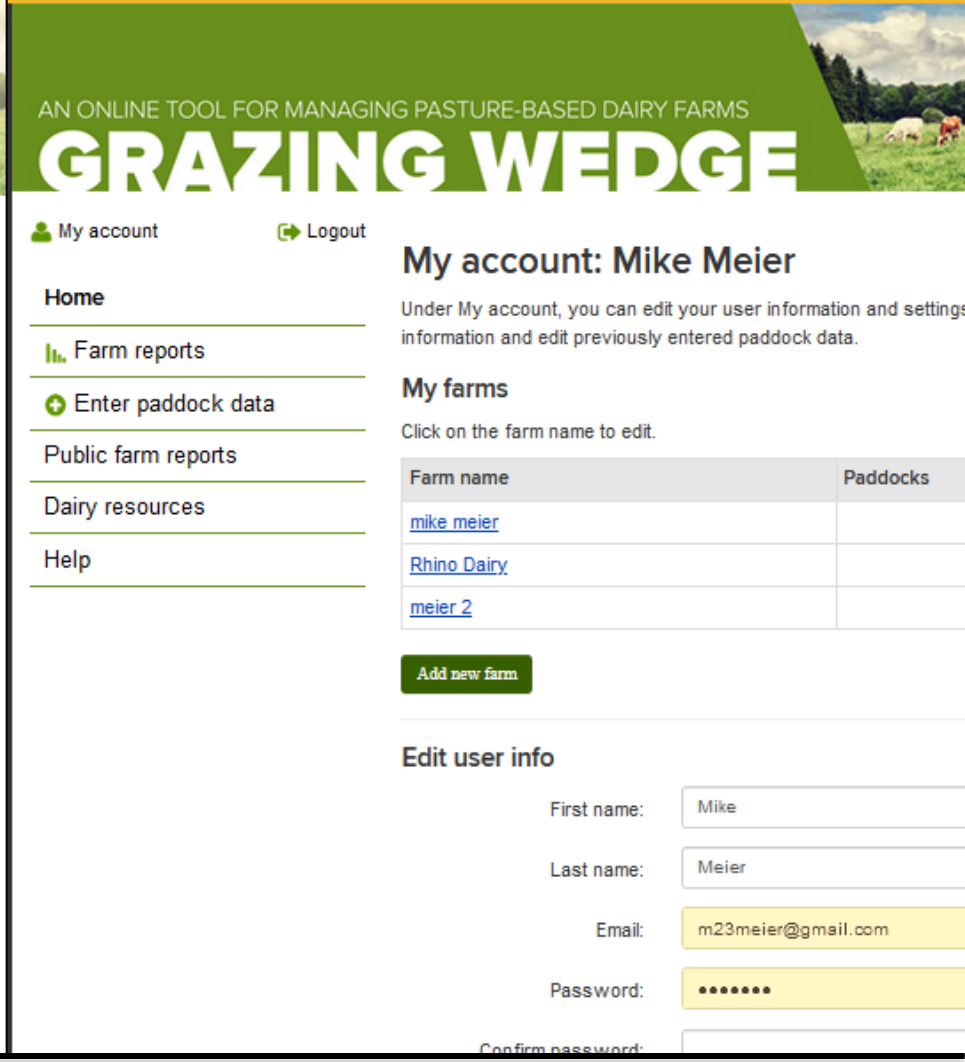


Envisioned

FITBIT MODEL

PASTURE SIGNAL PROCESSING





Secure

WEBSITE ACCOUNT

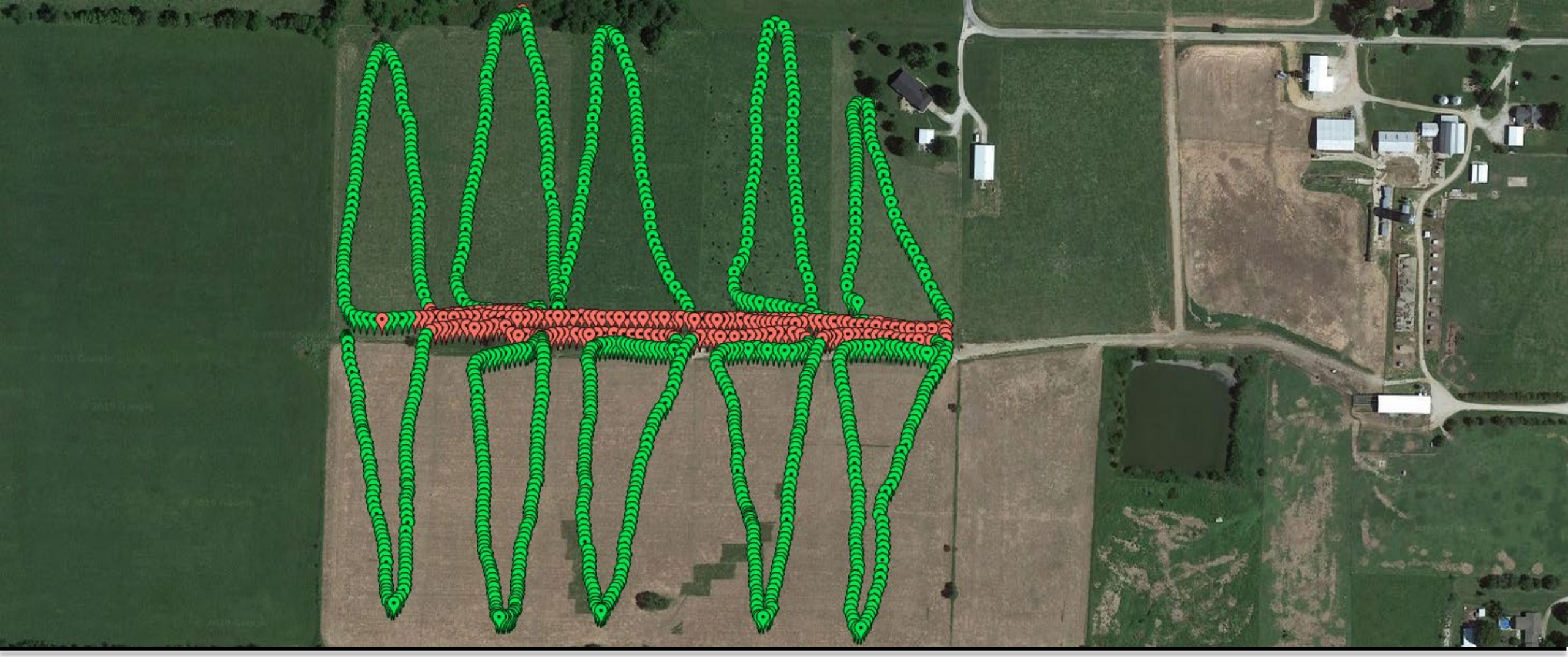
Georeferenced

SPATIAL PROCESSING


78% 12:37 PM
←Back
PaddockTrac | Measure
Connected to Senix AirWire Hub
STOP
Current: 37.426042°, -93.787522°
Measurements: 296
Forage Index: 2.29 inches.

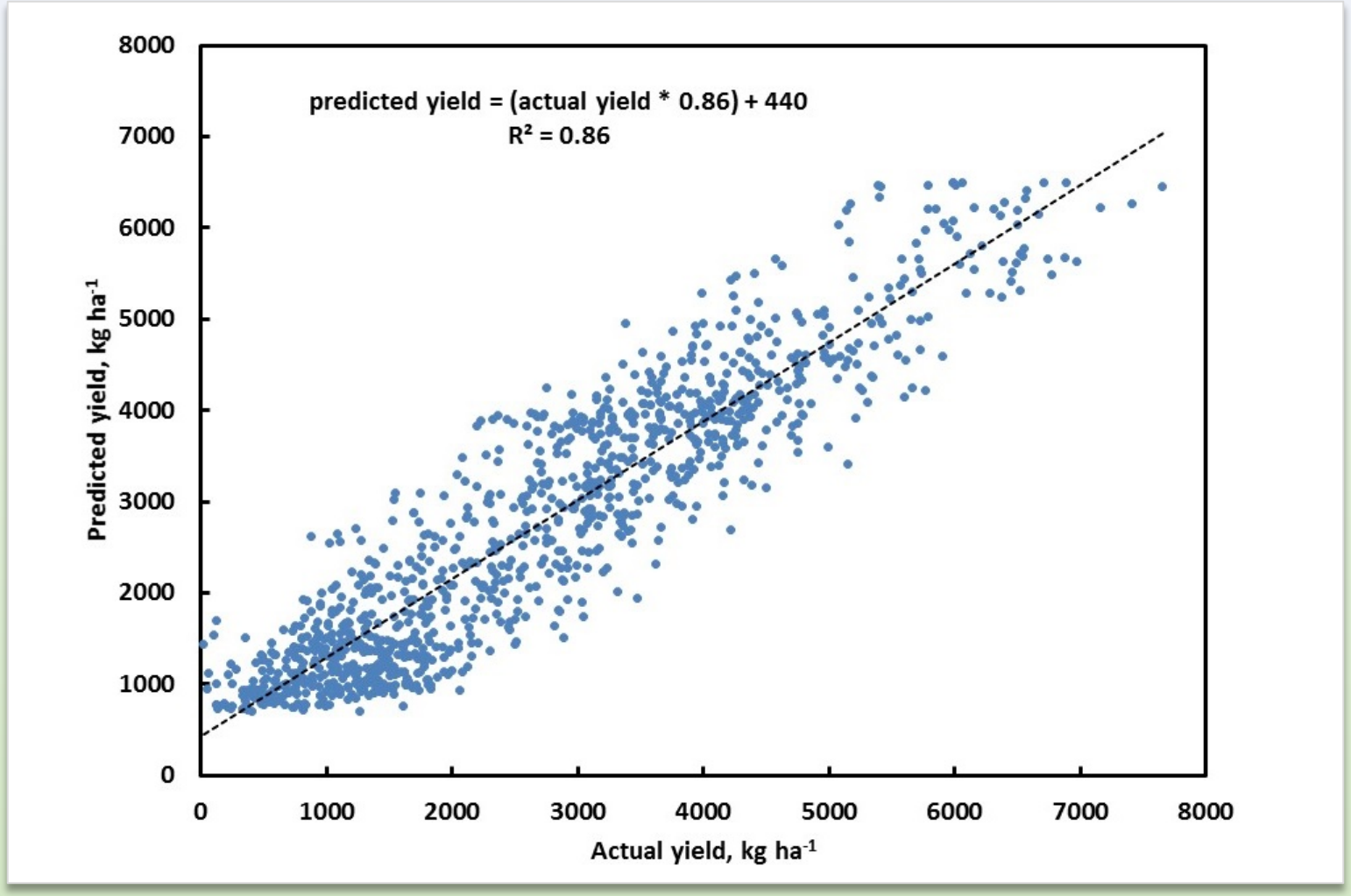
Demo

SAMPLE



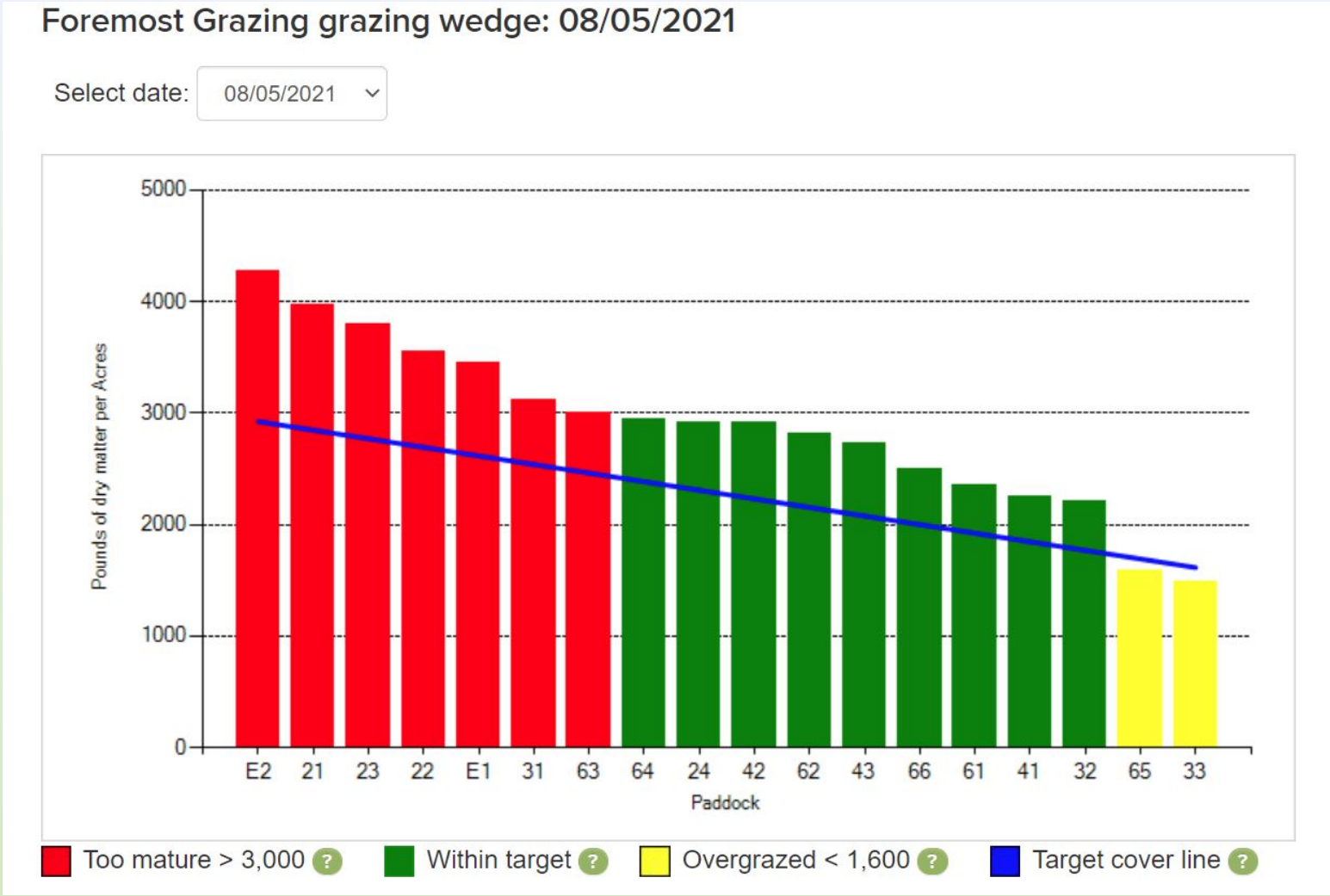
Emailed

VALIDATION MAP



Calibrated

YIELD ESTIMATES



Grazing Wedge

WEBSITE & DATABASE

Summary of key indicators for grazing management and animal performance		
Livestock class		Dairy Milking
Growth rate (pounds of dry matter accumulation per acre per day) ?		52
Pre-grazing cover (pounds DM/acre) ?	Actual: **4,015**	Ideal: **3,000**
Post-grazing cover (pounds DM/acre) ?	Actual: **1,760**	Ideal: **1,600**
Average pasture cover (pounds DM/acre) ?	Actual: **2,883**	Ideal: **2,300**
Rotation length (days until cows return to given paddock) ?		30.0
Milk production (pounds per day) ?		68
Hay for milking herd (Pounds per cow per day) ?		
Grain for milking herd (Pounds per cow per day) ?		9
Hay for dry cows (Pounds per cow per day) ?		
Grain for dry cows (Pounds per cow per day) ?		
Critical issues right now: ?		

Weekly

PASTURE GROWTH

Spatially view

PASTURE GROWTH

Paddock	Harvested yield to date
1	4,710
2	4,710
3	4,962
4	5,106
5	3,666
6	4,062
7	3,072
8	3,198
9	5,412
10	0
11	6,726
12	8,688
13	7,248
14	6,114
16	5,574
23A	6,348
23B	5,790
24A	4,638
24B	4,656

Cumulative

PASTURE GROWTH

Measurement helps manage

FORAGE PRODUCTION

Measurement helps

OPTIMIZE SUPPLEMENTATION

Measurement helps

OPTIMIZE FERTILIZATION

Measurement helps

GROW MORE FORAGE (AND BETTER QUALITY)

Measurement helps convert

FORAGE TO BEEF AND MILK

Data-driven decisions sustain both

PROFITS & NATURAL RESOURCES

PaddockTrac:

Smart Grazing Made EASY

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