HerdMASTER developments

Over the last year Saltbush continued its commitment to provide a total system solution for the data information needs of livestock producers. We have continued to develop and add features that users have requested. Some of these features include:

- Photos for animals.
- Easy to use fully customisable reporter.
- Export and import capability to and from HerdMASTER.
- Local area network Version.
- Centralised merge system.

These are just some of the new features that are now available for HerdMASTER.

HerdMASTER is now being used in over 9 countries including Australia, South Africa, Namibia, New Zealand, USA, Canada, Philippines, Thailand, Paraguay and Argentina with local agents in each country.

HerdMASTER makes you ready for NLIS

As mandatory introduction of NLIS draws closer, there will be a purchasing frenzy in the bush as beef producers gear up with RFID tags, readers and PC software that is able to communicate efficiently with the NLIS database.

HerdMASTER has been interfaced with a wide range of RFID tags, readers and the NLIS database and provides a good choice for beef producers seeking NLIS compliance.

HerdMASTER is also being used to collect the appropriate on-farm data for feedlots that are gearing up to meet the new Japanese Agricultural Standard in their exports to Japan. Here HerdMASTER is performing a vital role in assisting Australia meet compliance requirements for its largest and most valuable export market.

HerdMASTER is wired into the future and is the system chosen by Infineon Technologies in its global launch of the PrimaryLink traceability system (see story page 17). Infineon tags offer read and write capability at almost half the cost of the older generation of RFID tags and it is likely that they will replace the older technology over time.

HerdMASTER has been a run-away success in Southern Africa where Mike Bradfield has made around 400 sales in just over a year (see story p. 4).

Registered Brahman breeders in Australia use HerdMASTER extensively and in the last year an impressive 96% of all Brahman BREEDPLAN records were received electronically.

Importantly, there is a strong research and development program behind HerdMASTER making it an ideal choice for beef producers with an eye for the future. HerdMASTER developments will ensure that it continues to perform a key role in collecting data for BREEDPLAN and pedigree programs while being compliant with evolving systems of traceability and food safety.

Saltbush On-line Support

Last year Saltbush released our on-line support feature (SOS). The feedback since the initial release has been outstanding. With access to such features as updates, tip sheets and latest news 24 hours a day 7 days a week no matter where you are in the world it is only going to get bigger and better. The help and information available via the SOS system is available to all Saltbush Users that have a currently active Support Maintenance Agreement.

For further information on HerdMASTER or any Saltbush product: http://saltbush.une.edu.au or 1800 111 637

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