



**HARTPURY  
AGRICULTURE**

DIGITAL INNOVATION FARM



## CASE STUDY

# LIVESTOCK MANAGEMENT SYSTEMS

**CHALLENGE:** To expand the sheep enterprise to a scale that supports full-time employment for a family member to remain working on the farm.

**BACKGROUND:** The farm currently runs 300 North Country Mules, with plans to expand the flock. During an initial meeting via Hartpury's TaLK project, it was agreed that expansion would place additional pressure on labour, pasture and crops. To overcome these challenges, support was needed to upgrade existing equipment and adopt new technology to improve efficiency and increase productivity.



With support from the Hartpury Digital Innovation Farm, we now have the confidence to employ a family member full-time on the farm.

Guidance covered everything from selecting equipment to clarifying what key data we needed for flock management. They quickly interpreted our needs and requirements and liaised with suppliers to ensure the systems met our needs. We are already up and running and are delighted with the support provided."



Emma Robinson

HG ROBINSON & SONS



**OUTCOME:** Together, we conducted a full review of HG Robinson & Sons current system for managing livestock information and data needs. Using Hartpury's expertise two opportunities for improvement were identified.

- Digital livestock management records for the sheep
- Digital recording of field operations

The Digital Innovation Farm provided help throughout the process, helping to resolve issues with existing GPS guidance technology, select livestock recording software, upgrade the weighing system and implement a CCTV monitoring system. Their guidance also contributed to a successful grant application for new equipment.



For more information, email [agri-tech@hartpury.ac.uk](mailto:agri-tech@hartpury.ac.uk)  
or visit [hartpury.ac.uk/for-business/hartpury-agri-tech-centre](http://hartpury.ac.uk/for-business/hartpury-agri-tech-centre)