Farm Medicine Tracker

Tracking the way for a new standard in providing and monitoring best practice for medicines use on farm.

Phil Sketchley – Director, Farm Medicine Tracker.
Concept moving to design.

• Article 54 outlines the information needed for Data collection – but only ‘what’, ‘where’ and ‘how much’ has been used.
• With a few more ‘clicks’ we can provide the Vet and their Farmer with many more benefits.
• Throughout 2015 discussions with Pioneer Partners has paved the way to convert an idea into a tangible solution.
• Insufficient time to go into detail today ----
• This presentation will just outline the tracks taken so far and the way forward.
What will Farm Medicine Tracker Offer?

• Smart Phone technology.
• Pen Side ‘dash board’ with a Virtual Medicines cabinet of Rx medicines – but without scanning by farmer!
• No requirement for Wi Fi or mobile signal.
• Farmer logs medicines used for each individual animal or group
  • batch number, expiry date, dose, withhold, etc.
  • No more ‘medicine books’ but much more-----
• Ongoing Interaction between farmer and their vet for Responsible Use.
• All the information needed for correct administration – SPC linked
• Ability to record and analysis treatment outcomes
• Easy export of required data for Regulatory Data Hub - but much more.
How will it work?

• Vet scans medicines at time of Rx /dispensing – GTIN+ collected.
• Information retained against farm client in central SQL database
• Farmer has encrypted access to same database of his Rx medicines supplied by vet – transferred to Smart Phone in the form of a Virtual Medicine cabinet for pen side use.
• Farmer administers + condition being treated recorded for each animal or groups of animals
• Timed reminders for subsequent doses in accordance with Rx
• Facility for pen side knowledge transfer of key medicine usage data, administration techniques and A H information
FARM MEDICINE TRACKER

FARM

- Treatment data linked to animal ID, traceability birth to slaughter.
- Optimal and responsible use of antibiotics
- Improved health outcomes
- Improved production
- Best practice administration techniques.

ACCESS THROUGH RESPONSIVE WEBSITE
(DESKTOP & TABLET)

SPC

FMT DATABASE

SQL Server
SSL Protected

National / Regional data outputs
- Regulatory Authorities
- Industry
- Farm Assurance
- Consumer Confidence

VET

- All antibiotics scanned when dispensed to farmer from premises or vehicle.
- Monitor antibiotic usage on farm in real-time.
- Monitor treatment outcomes.
- Disease surveillance on farm.
- Cost of disease analysis.
### Farm Treatment Dash Board – input touch screen

Ability to record all parameters of treatment and subsequent query analysis tools.

#### Species
- Dairy
- Beef
- Sheep
- Pig

#### Condition
- Alimentary Tract
- Lameness
- Mastitis
- Metabolic
- Parasitic

#### Specific location of condition (if required)
- LF RF
- LH RH

#### Condition
- Respiratory
- Reproductive
- Skin
- Unidentified

#### Animal ID
- Weight
- Medicine used
- Multiple or repeat treatments used

#### Farm Medicine Tracker
Next stages.

- Working with Pioneer Partners to define the next steps.
- Continued discussions with stakeholders & new partners.
- Outline spec already drafted – pilot studies start early 2016
- Thanks to

  - Ceva
  - Zoetis
  - Merial
  - Elanco
  - NADIS

  for their commitment to support.
- Watch this space ------- we believe we are on the right track.