

**Ever.Ag**  
ON-FARM SOLUTIONS  
Topic, Purpose Driven Dashboards

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### Farm to (Data) Table

**Strategy Key Farm Visibility**

- Greenhouse Gas (GHG) Reductions
- Animal Welfare Improvements
- Healthy Workforce Development
- Foster Regenerative Agriculture
- Supply Chain Transparency

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### Farm Data

**My Dairy DASHBOARD**

Planned vs. Actual Ration, Feed Management, Herd Management, Cow Behavior, Sensors and Meters, Weather, Producer Payroll, Market Prices (Feed + Milk), Financial Statements, Pickup Weights & Lab Tests, Pickup Schedule & Manifests

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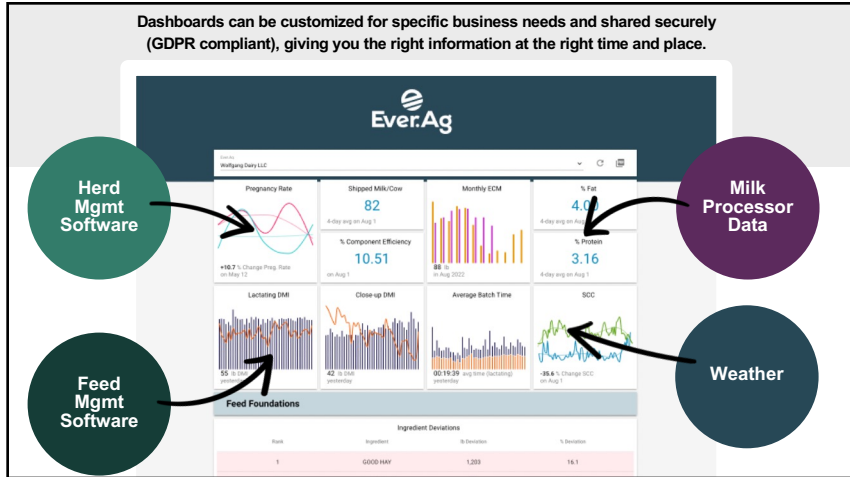
### Data Automation

Data Collected, Standardized, Validated, Relational, Loaded

On-Farm + Supply Chain, Pen and Event Mapping, Matches System of Record, Overlaid Cause/Effect, View as Alerts or Dashboard, Never Purged

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## Undetermined Execution

**The Cure**  
When there's confusion and no clear goal, and nobody taking responsibility, the workers don't know what they should be doing. To fix this, we suggest using a scorecard to help everyone understand what's expected of them and to motivate them to work towards your goals.

- Feeders are not sure what the goal was
- Feeders are not committed to the goal
- Feeders don't know what to do for the goal specifically
- Feeders lack accountability or benefit from the goal.

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## Feed King

Improving feed efficiency aims to optimize output with minimal input, primarily influenced by effective management and feeding techniques, where the role of feeders is crucial.

- Emotion:** highest level of engagement comes from knowing the score, i.e., whether one is winning or losing.
- Focus:** Centralize the scoreboard to display success measures and goals for all to see.
- Clarity:** Andon chart with colored signals (green, yellow, red) can indicate the status of lead measures.

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**Thank You!**

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