



final report

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Harvey Beef Supplier Portal Development

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Abstract

Harvey Beef have successfully launched a innovative producer portal on the 15th August 2016.

The portal provides producers with a new level of information and analysis as well as a convenient way to make and confirm livestock bookings.

Feedback has been positive towards the portal and the numbers of users has been steadily growing since launch.

The project objective to develop a producer website that would enhance value chain feedback has been achieved. The benefits to producers, Harvey Beef and the industry will accrue over time as the database of information builds and producers draw on the information to enhance their production systems.

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1 Milestone Four – Launch and Final Report

1.1 Milestone Achievement Criteria

Final reporting requirements – the final report to be developed by Harvey Beef will detail the approach taken to develop the web based supplier portal providing producers with feedback on their slaughter stock processed.

2 Project objectives

An enhanced value chain feedback system has the potential to unlock currently unrealised value and remove value chain wastage through the development of the technology and systems necessary to provide appropriate messaging in regard to what the market is actually seeking.

The system to be developed will provide Harvey Beef cattle suppliers with information on their direct to slaughter cattle through a web portal system that is timely and useful. The information will be sufficiently useful that it will assist producers with making farm management decisions.

The demonstration of how Australian red meat value chains can develop customised value chain communication systems which shorten the value chain with regard to communication and market signals ultimately providing the information which results in the production of livestock which better met the market requirement and provide the basis for unlocking unrealised value within export and domestic markets - Significant value will be realised once the production system is able to remain aligned to market requirements.

3 Methodology

3.1 Overview of the Project

In late 2014 Harvey Beef identified the gap in information being provided to producers. Information was largely via manual killsheets, phone conversations, and meetings. A specific gap was evident in the performance information of livestock. Given Harvey Beef's determination to build strong value chains that rely on a close connection between producers and the end customers, it was clear that closing the information gap between producers and their livestock performance was a critical first step.

Harvey Beef postulated that a web based supplier portal was the best way to close this gap and then set about identifying the key elements desired in a portal by producers.

Harvey Beef management discussed the development at a series of 4 producer meetings including one off site in the Pilbara. Harvey Beef also canvassed support for on-line access to producers key slaughter statistics at various public forums across the state.

In all cases support was overwhelming for improved access to data. Specific requests included faster access to kill statistics (weight and grades), access to history and trends,

convenient access to MSA grading information and analysis, and ability to drill down and link this information to NLIS information specific to individual animals.

Harvey Beef's development team consulted internally to establish which features could technically be achieved given existing data management software used by the company (Microsoft Navision and MeatPro) and engaged with the MLA to understand the types of features being developed as part of Livestock Data-Link development.

The resulting specification was expected to meet the expectations of suppliers and be technically able to be achieved with existing data sources.

Harvey Beef then identified appropriate resources to develop the software. The development was completed using a combination of an external developer (for Navision Integration) and developers within the Minderoo Group for Website design and development. The Portal was developed on a secure web platform and uses a number of AWS tools to securely display Navision data to logged in producers.

Once developed the Beta form of the software was bench tested internally to identify and then fix issues. Once the software was thought to be deb-bugged the software was launched to a small group of producers to road test.

The trial involving seven suppliers, all of whom have a long history with Harvey Beef, provided feedback on the development and suggested changes to the software.

While feedback from the trial was almost entirely positive feedback resulted in a number of minor amendments having to be made to accommodate requests of trial participants. Further bench testing and trialling occurred following the changes until Harvey Beef management were satisfied the portal was ready to launch.

The product was launch on the 15th August 2016. A soft launch has been used to avoid a spike in support workload as producers connect. Over 70 producers had connected within the first month of launch and numbers are expected to build over 500 producers over the next few months. Promotion of the portal will commence in November 2016 to encourage more producers log on.

4 Success in meeting the milestone

4.1 The Portal

The portal provides all the key information desired by producers. This ranges from the basic killing sheets in an electronic format, analysis of weights, grades, price, MSA grading and more than 2 years of supplier history (which will build over time). The portal additionally provides a function to book livestock and monitor the status of that booking.

The following screen shots show a small selection of the portal pages:

Figure 1. Log-on Screen accessed from HarveyBeef.com.au

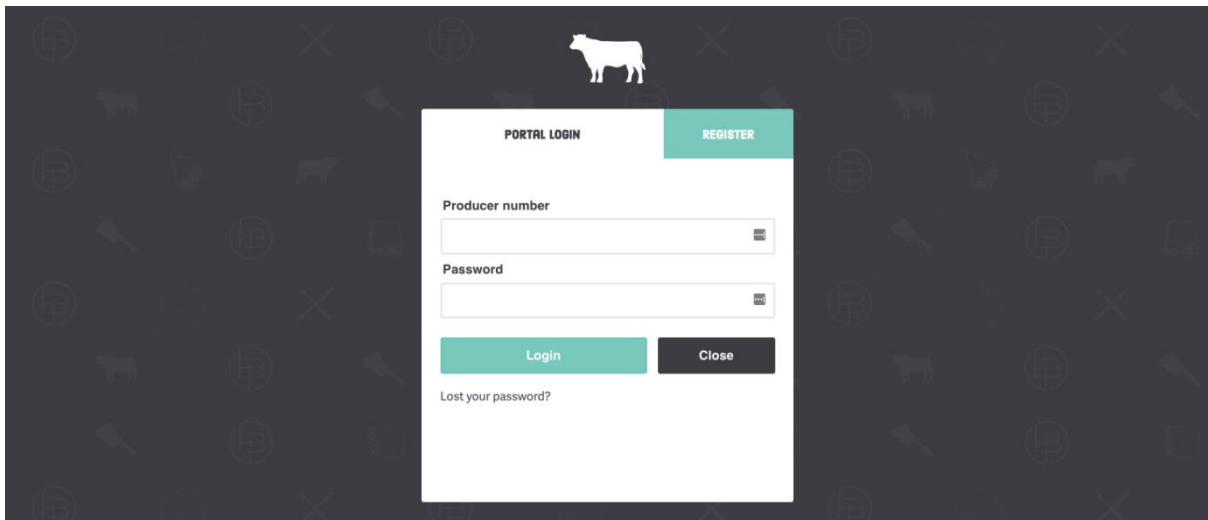



Figure 2- Producer Dashboard

[PORTAL](#)
[YOUR ACCOUNT](#)
[LOGOUT](#)
[INTERNATIONAL SITE](#)

[HOME](#)
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[OUR PRODUCTS](#)
[RECIPES](#)
[WHERE TO BUY](#)
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HARVEY BEEF
WESTERN AUSTRALIA


PRODUCER PORTAL
DASHBOARD

LOGGED IN AS: ██████████ (Log Out)

SUPPLIED CATTLE OVERVIEW

Overview of supplied cattle

DATE: Jul 01, 2016 - Jun 30, 2017



Category	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
Bull	0	0	0	0	0	0	0	0	0	0	0	0
Beef Steer	0	0	0	0	0	0	0	0	0	0	0	0
Cow	0	0	0	0	0	0	0	0	0	0	0	0
Dairy Steer	0	0	0	0	0	0	0	0	0	0	0	0
Heifer	0	0	0	0	0	0	0	0	0	0	0	0
Yearling	~950	~1050	~500	0	0	0	0	0	0	0	0	0

CATTLE PURCHASED ⓘ
01/07/2016 to 30/06/2017

\$4,189,917.40

HEAD SUPPLIED ⓘ
01/07/2016 to 30/06/2017

2538

AVERAGE \$/HEAD ⓘ
01/07/2016 to 30/06/2017

\$1,650.87

AVERAGE \$/KG ⓘ
01/07/2016 to 30/06/2017

\$6.13

LATEST INVOICES

Date	Reference	Head	PDF
19/09/2016	LPI-177054	50	PDF
14/09/2016	LPI-176978	76	PDF
13/09/2016	LPI-176955	75	PDF
12/09/2016	LPI-176928	75	PDF
07/09/2016	LPI-176813	75	PDF

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LATEST PAYMENTS

Date	Reference	Amount
28/09/2016	EFT-6582	\$87,739.45
23/09/2016	EFT-6571	\$532,843.81
15/09/2016	EFT-6554	\$402,475.37
07/09/2016	EFT-6544	\$271,084.13
31/08/2016	EFT-6529	\$546,627.45

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Figure 3 – Basic Grading Information Analysis

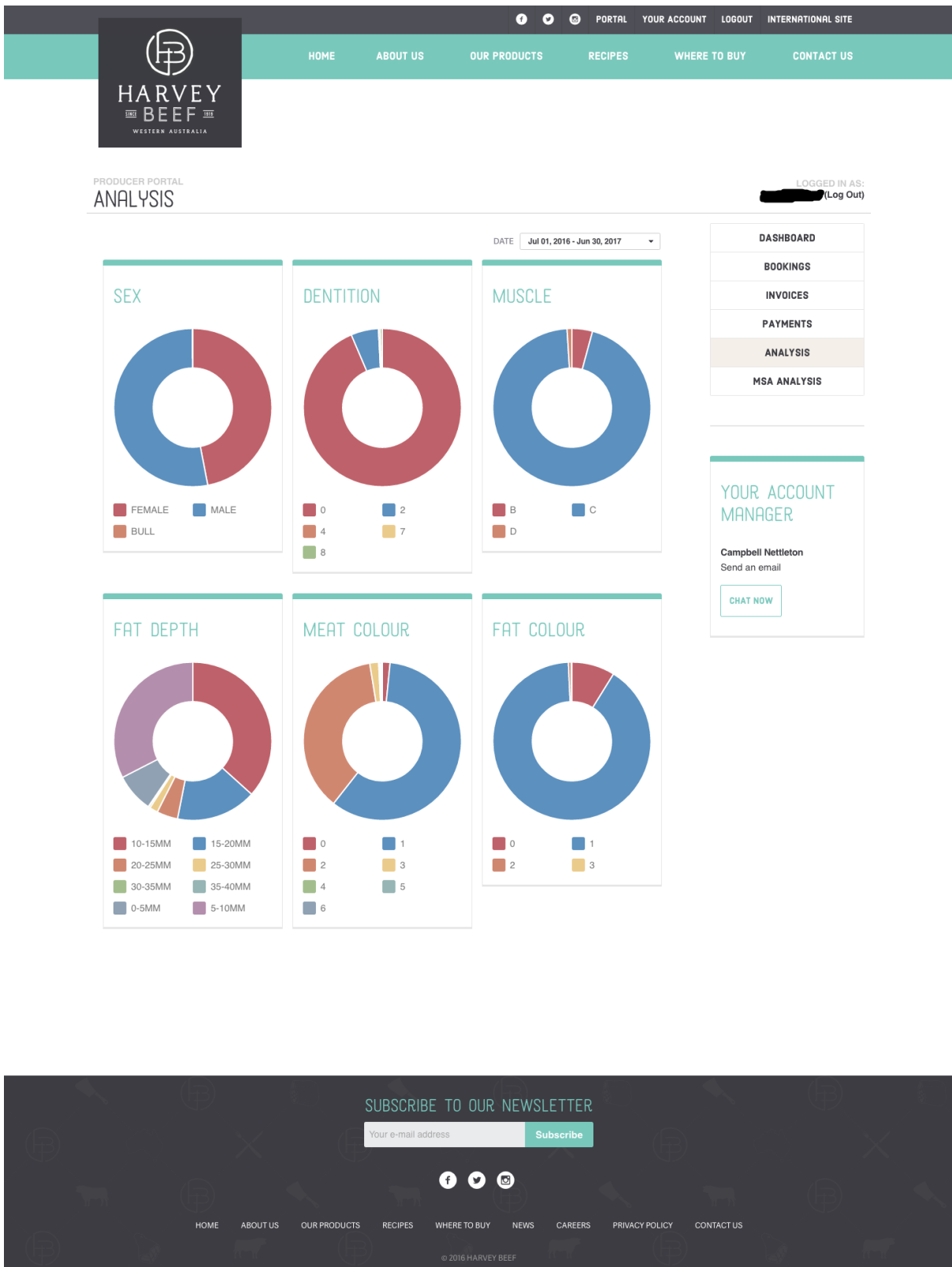


Figure 4- Cattle Bookings Screen

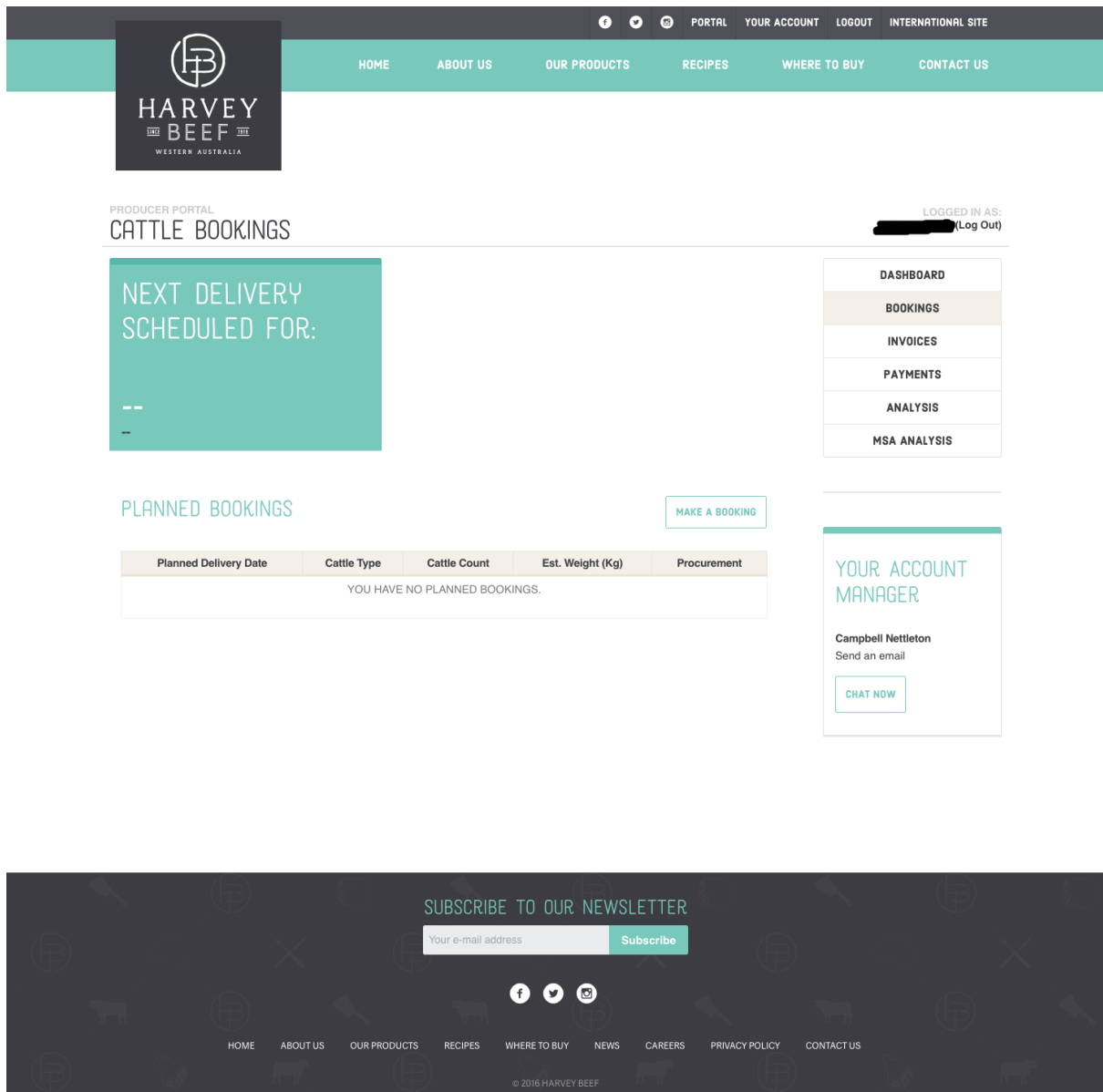


Figure 5 – MSA Grading Analysis



4.2 The Budget and Expenditure

The budget for the project was set at \$70,200.

The project actually cost a total of \$70,342 so was completed very close to budget.

Expenditure is summarised as follows:

Expenditure Summary			
Development Work by Internal Group IT Resources (Website development)			\$47,950.00
Development Work by External IT Contractor (Navision Integration)			\$8,300.25
Work by Livestock team			\$5,480.00
Management Planning and Support			\$7,440.00
Miscellaneous Cost			\$1,172.16
Total			\$70,342.41

The use of internal IT resources, and existing company data sources, meant that the portal was able to be developed very economically.

5 Conclusions/recommendations

Harvey Beef believe that we have successfully developed a producer information portal. The portal meets the objective of developing a customised value chain communication system that shortens the value chain with regard communication and feedback. The portal has successfully closed the information gap between producers and Harvey Beef, ensuring quicker, better information flow, and better analysis of their production history. The portal also delivers a convenient booking system, providing a quick and efficient alternative to booking over the phone or face to face.

The information provided via the portal will over time become increasingly important for linking producers with Harvey Beefs end customers. The portal provides a means for producers to more readily receive and understand the feedback linked to market signals and thus better understand what they need to do to better supply into the value chain that are a key part. The feedback will assist producers to make the right management decisions to ensure they are always producing cattle appropriate to the market and that will deliver the best return for their investment.