



# The BreedELITE Sheep System

*Helping Sheep Farmers Turn Data Into Profit, Faster.*



# About Us



*We are a family-owned Aussie business that has been helping Australian Sheep Breeders for over 35 years. At BreedELITE, we have created a practical, low-cost system that will improve your management skills, enabling you to make better decisions, faster, based on data, not guesswork.*

*Our pedigree and performance recording software matches with our very own automatic drafting and weighing machine to create the very first “all-in-one” BreedELITE Sheep System. And the best part, it’s all made right here in Australia!*

*Come say hi today or get in contact to find out more...*

Book your call today at

[www.breedelite.com/the-system](http://www.breedelite.com/the-system)

## Contact Us

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E: [admin@breedelite.com](mailto:admin@breedelite.com)

W: [www.breedelite.com](http://www.breedelite.com)



Scan me with  
your smart  
phone camera  
to learn more

Hello,

*Thank you for taking the time to read through this booklet and check out what we have created. Technology is advancing and it really is a great time to be involved in sheep, you should be excited about the future!*

*In this booklet you will find information about the BreedELITE Sheep System to help you understand what we are offering and how it can be of use to you. Have a read through and consider the opportunity available to your business.*

*There is more information and video available at [www.breedelite.com/the-system](http://www.breedelite.com/the-system) that you can look at too. On that page you can choose to book a call with us to discuss what the BreedELITE Sheep System would look like for you and your farm*

*I am confident that you can achieve your goals with help from the BreedELITE Sheep System and look forward to talking with you soon. Remember, we are here to help farmers make sense of EID technologies, so reach out at any time if you have a question.*

Regards,  
**Tim Johnsson**



*Co-founder and Developer*



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# The System

*Fully Integrated and Supported*

# Turn Data Into Profit, Faster.



## Stud Breeders

### “Maximise Genetic Gain and Minimise Complexity”

- ✓ All data out of your head and in one place
- ✓ Save time and money by simplifying data collection and storage
- ✓ Ensure data integrity maintained to optimize your ASBV's
- ✓ Maximise breeding decisions with real-time data analytics
- ✓ Automate drafting throughout the year
- ✓ Set your stud apart as an Elite Breeder

*Collecting data costs Stud Breeders time and money. Your return on investment is not realised until you use data to make and implement decisions. The BreedELITE Sheep System allows Elite Stud Breeders to make decisions as soon as data is collected, putting money back in your pocket sooner.*

## Commercial Breeders

### “Propel Your Flocks Productivity by Focussing on the Right Areas”

- ✓ Make decisions based on data not guess work
- ✓ See your flock as individuals and not just mobs or year groups
- ✓ Keep the best sheep in every drop that drive your genetics and profit
- ✓ Increase efficiency in operations by automating and streamlining sheep work
- ✓ Confidence that the toolkit you have will get you to wherever you want to go. – no technology ceiling

*Manage your sheep differently. Stop being constrained by age groups or mobs that are run that way their whole life. Manage your sheep to maximise profit. Being able to accurately and easily make breeding, management and culling decisions across the whole flock based on data for each individual sheep is paramount to running a highly profitable, streamlined Elite Commercial Sheep Farm.*

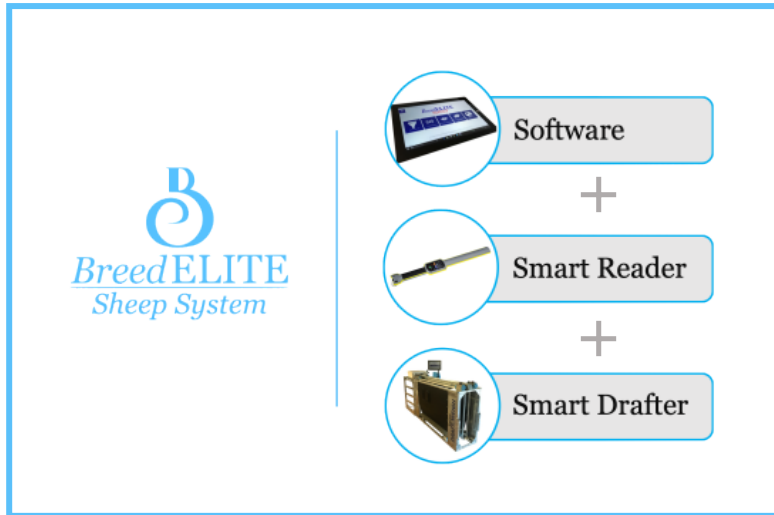
## Feedlots

### “Increase Throughput, Optimise Feed and Management Costs”

- ✓ Make better decisions with data at your fingertips
- ✓ Optimise feed usage and conversion
- ✓ Track weight gains and easily view trends for individuals and groups
- ✓ Track management practices of individual sheep
- ✓ Automate weighing to a single person job
- ✓ Live analytics for rapid decision making
- ✓ Highly adjustable system to suit different lambs
- ✓ Know how many sheep are ready at all times
- ✓ Maximise labour efficiency

*Sheep turnover and feed efficiency are key. Having the ability to ensure that resources aren't wasted on sheep that are overweight and eating more than their share or simply not growing immediately improves profit. Elite feedlots are extending data collection beyond just weights, and need technologies that can easily adjust and enable individual animal data. The BreedELITE Sheep System does just that.*

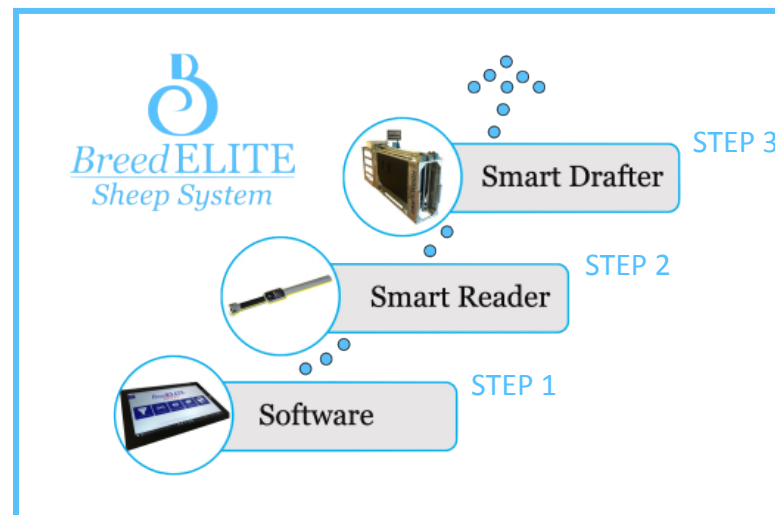
# What is The System?



## Option 1: 'Complete System' – for ELITE Producers

For the ELITE producer who is ready to take advantage of the opportunities available with EID, Data Recording and Decision Implementation Technology the **'Complete System'** is for you.

Powerful, simple, and fully integrated, the 'Complete System' enables you to systemize your sheep farm, improve your management skills and make better decisions, faster, based on data, not guesswork.



## Option 2: 'Grow With You' – your pathway to ELITE

Expandable to match your requirements and the full capability of the **'Complete System'**, the **'Grow With You'** option allows you to get started with the Software initially and then expand the capability in the future by adding the Smart Reader and Smart Drafter when you are ready.

If you are just getting started with EID, Data Recording and Decision Implementation Technology and are still trying to work out how to integrate it with your business, this option lets you grow into the opportunities that are waiting just around the corner.

# What's Included?



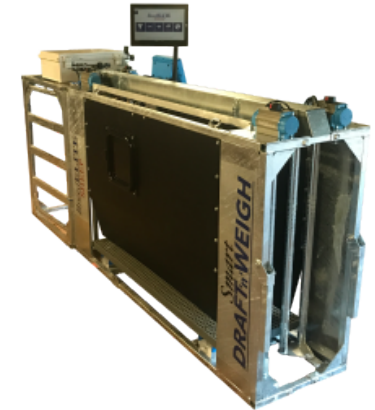
*Software – The ultimate pedigree and performance recording tool*

- ✓ **BreedELITE Software Package** – simple to use yet powerful enough for even the largest and most complex operations
- ✓ **1 Year Subscription** – unlimited use on multiple devices
- ✓ **Free Onboarding** – we get your existing data into our software so you are ready to go
- ✓ **MS Surface Pro Tablet** – fast and reliable
- ✓ **Rugged Case** - suits tough environments
- ✓ **Cloud Based Backup** – protect your precious data by backing it up in the cloud



*Smart Reader - Fully portable interface for all your mobile data entry needs*

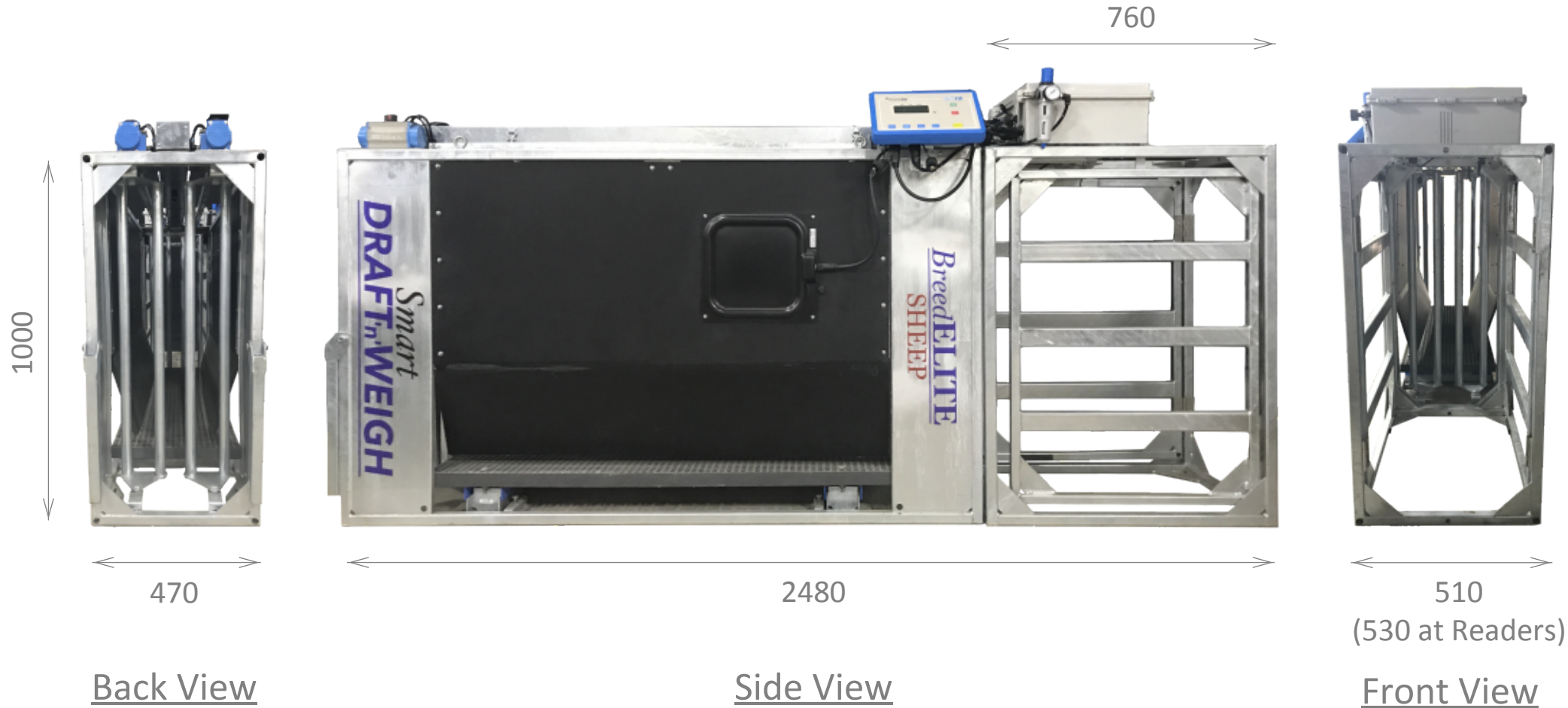
- ✓ **Stick Reader** – great read range, outstanding 30hr operation time, large display, lightweight balanced construction for long work days
- ✓ **BreedELITE Dongle** – plug and play simplicity with up to 100m connection range
- ✓ **Stick Reader App** – full control of the Stick Reader via the BreedELITE Software
- ✓ **2 Way Communication** – retrieve data from and send data to the BreedELITE Software using the reader



*Smart Drafter - Maximise the power of your decisions with automated simplicity*

- ✓ **Automatic Drafting** – sort your sheep on any combination of data in real time
- ✓ **Fully Isolated Weigh Floor** – fast, accurate weights every time
- ✓ **Rapid Feed Technology** – fully adjustable sheep flow to suit your conditions
- ✓ **Highly Portable Design** – easy to move
- ✓ **Drafter App** - full control of the Smart Drafter via the BreedELITE Software
- ✓ **Remote Control** – manual control of all draft gates from anywhere in your yards
- ✓ **Tablet Mount** – fully adjustable Tablet holder

# Smart Drafter Dimensions



The Smart Drafter has been designed to fit into the majority of existing yards.

If you need help finding the best spot in your yards for your new Smart Drafter, we are here to help.

\*All dimensions are in mm

\*We recommend allowing 20 mm clearance to all dimensions



# What Our Breeders Are Saying



**“I actually love what we are able to achieve”**

In the end, we wanted to have a system that allowed us to identify the most productive animals and multiply them. BreedELITE has achieved this in the most labour efficient and stress-free process

**Mike Cameron**  
Cherylton Farms



**“This has completely changed the way we manage sheep”**

We believe the software and drafter put together are really going to be a major influence on taking us to the next level as a stud

**Dion Woolford**  
Karawatha Park

# What Our Breeders Are Saying



*"We have witnessed the evolution of BreedELITE SHEEP, and each upgrade has made it more and more user friendly, and effective for running a very successful breeding program. We were fortunate to win Australian Wool Grower of the Year in 2013, and what impressed the judges most was our ability to transform a 23 plus micron flock to a sub 19 micron flock and increase wool cut at the same time. BreedELITE SHEEP played a major roll in this transformation, and I would recommend this software to anyone who is breeding rams."*

## **John Symons**

Commercial Ram Breeder, Turkey Lane Merinos



*"The BreedELITE SHEEP program has evolved into an easy to use tool for anyone who requires pedigree and performance recording at an individual sheep level. Data entry into the program has become remarkably fast and simple and the program is continually improving. I have looked briefly at other software on the market but found BreedELITE SHEEP to be far more comprehensive and simple to use."*

## **Nick Clark**

Commercial Ram Breeder, Muckra Merinos





*Breed* **ELITE**