Armchair Rancher App

Big data and digital technologies are transforming many aspects of the agri-food sector leading to more sustainable, efficient, and profitable farms. However, the beef industry has lagged in the adoption of such digital innovations. We aim to develop a comprehensive mobile app, "Arm-Chair Rancher", to bring modern IT innovations to beef ranchers across Alberta. It will use farm-specific data and machine learning techniques to allow Alberta beef producers to build scenarios, predict future outcomes and make optimal herd and animal management decisions specific to their farm operation to help address sustainability while at the same time minimizing costs.

There is an opportunity for you to a participate in the development of the app, by providing access to the data you collect on farm (i.e. Herdtrax, Herdly, spreadsheets, etc.). Your data will be combined with other information impacting decisions. For example, weather, US/CDN$ rates, commodity prices, interest rates, consumer trends, and more.

The Project will ensure that:

- Data supplied to the project will be protected.
- Data will be stored at the University of Alberta.
- Your data will be anonymized – data scientist working on the data will not know who it belongs to.

As a participant in the project, you will receive updates on the progress of Armchair Rancher and may be asked for input on the functions of the app.

Armchair Rancher set many goals. The most important being making an app that is relevant and useful to making your ranching operation more sustainable. It is about your ranch and the information you collect and how you can use that information to make decisions.

The project is funded by Alberta Innovates (Smart Agriculture and Food) and is a collaboration between, Livestock Gentec (University of Alberta), Whishart Research Group (University of Alberta) and Beefbooster Inc.

**For more information and to participate in the project contact
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