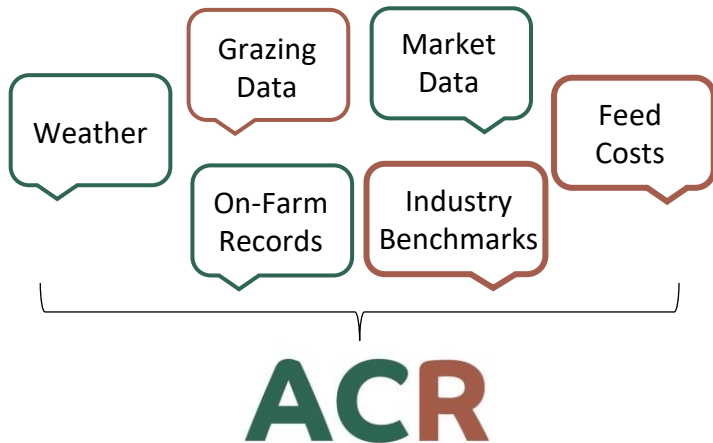# ArmChair Rancher

Industry and On-Farm Data at Your Fingertips

Helping ranchers **harness on-farm and industry data** in one easy-to-use app to support decision-making for their operation from their "arm-chair". The ACR app aims to integrate Alberta-wide industry data and farm-specific data from existing software and use machine learning to provide **guiding scenarios and tailored options to work towards improved farm profitability.**

Weather

Grazing Data

Market Data

Feed Costs

On-Farm Records

Industry Benchmarks

ACR

Scenarios and alerts that allow producers to make informed decisions using real-time data and provides a series of options that can be evaluated against experience and individual conditions on the ranch

By Industry For Industry
This project is guided by an industry advisory committee to ensure the ACR app will work for farmers in Alberta

For more information contact:
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