

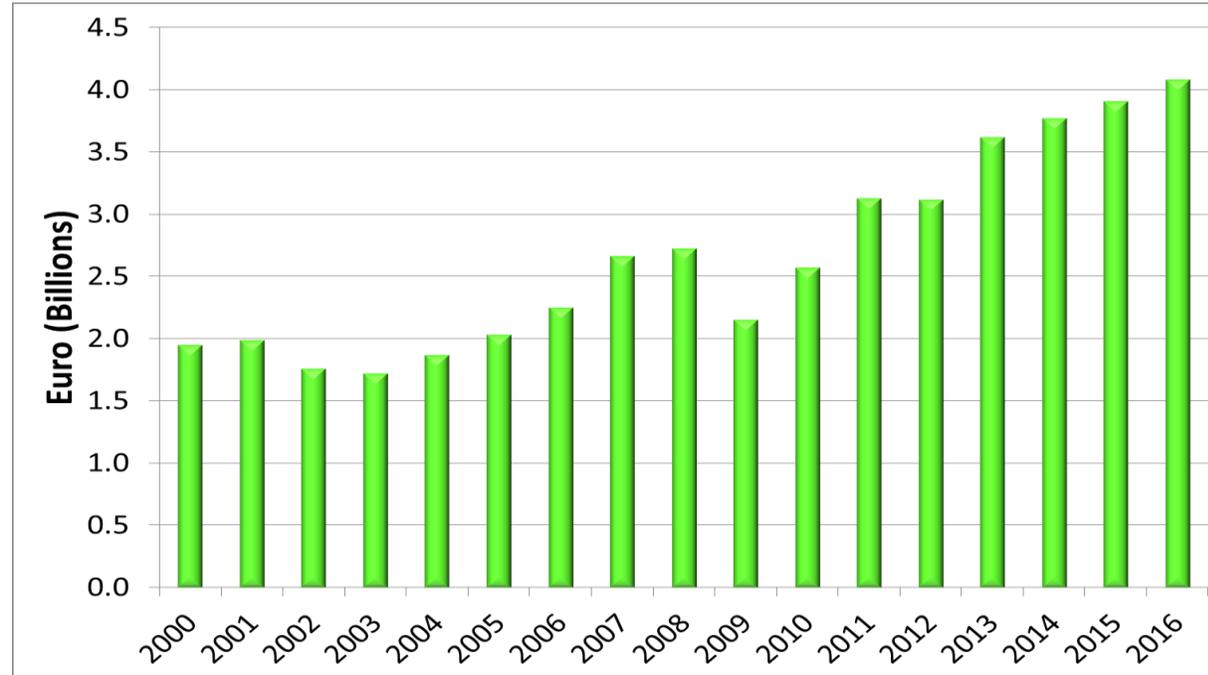


VistaMilk SFI Research Centre



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

Business Case



Employment:

Agri-Food: 170,000

ICT: 105,000

Exports:

Agri-Food: €11b

ICT: €72b

10th

largest dairy exporter

2nd

largest ICT exporter



Top ten indigenous
Irish companies



VistaMilk



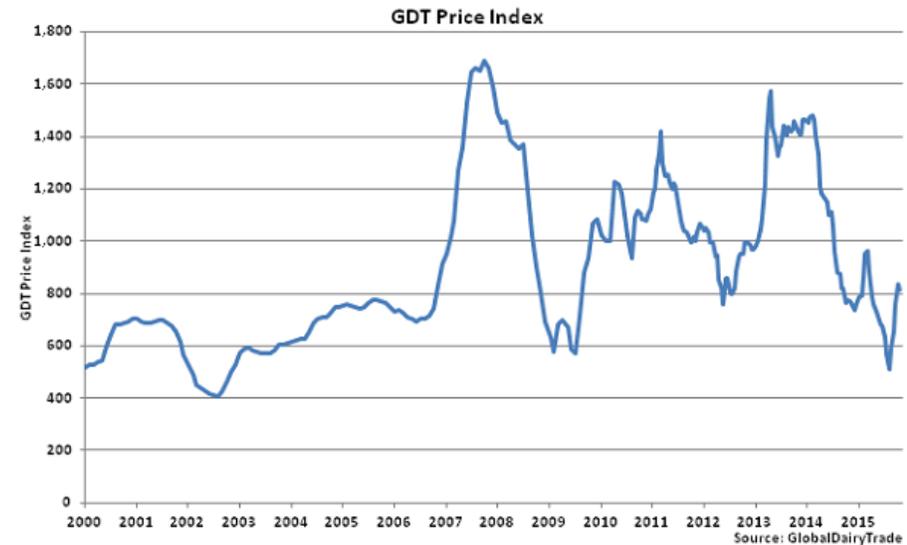
#ISGC18

Milk by Design

The Big Challenges



Reduce emissions by
40% by 2030



VistaMilk



#ISGC18

Milk by Design

Vision

Be an agent of growth for the Irish dairy industry by being a world leader in fundamental and translational research for precision pasture-based dairying.



Surge in sustainable competitiveness



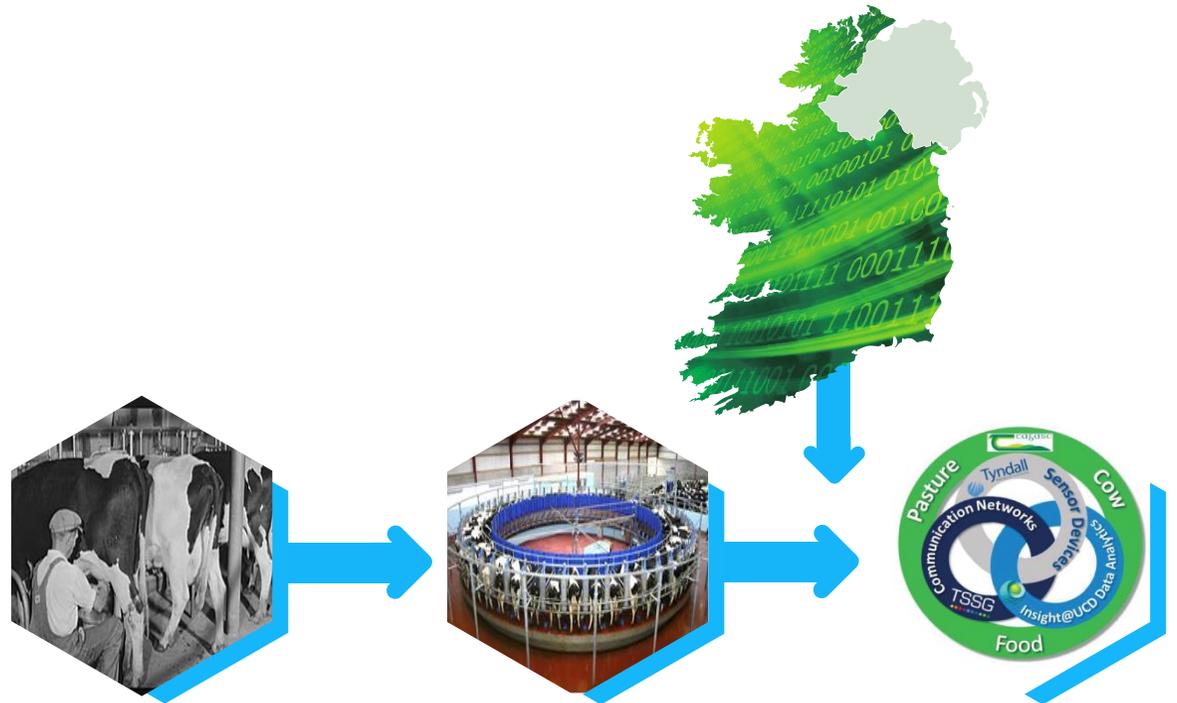
Cement and build academic-industry relationships

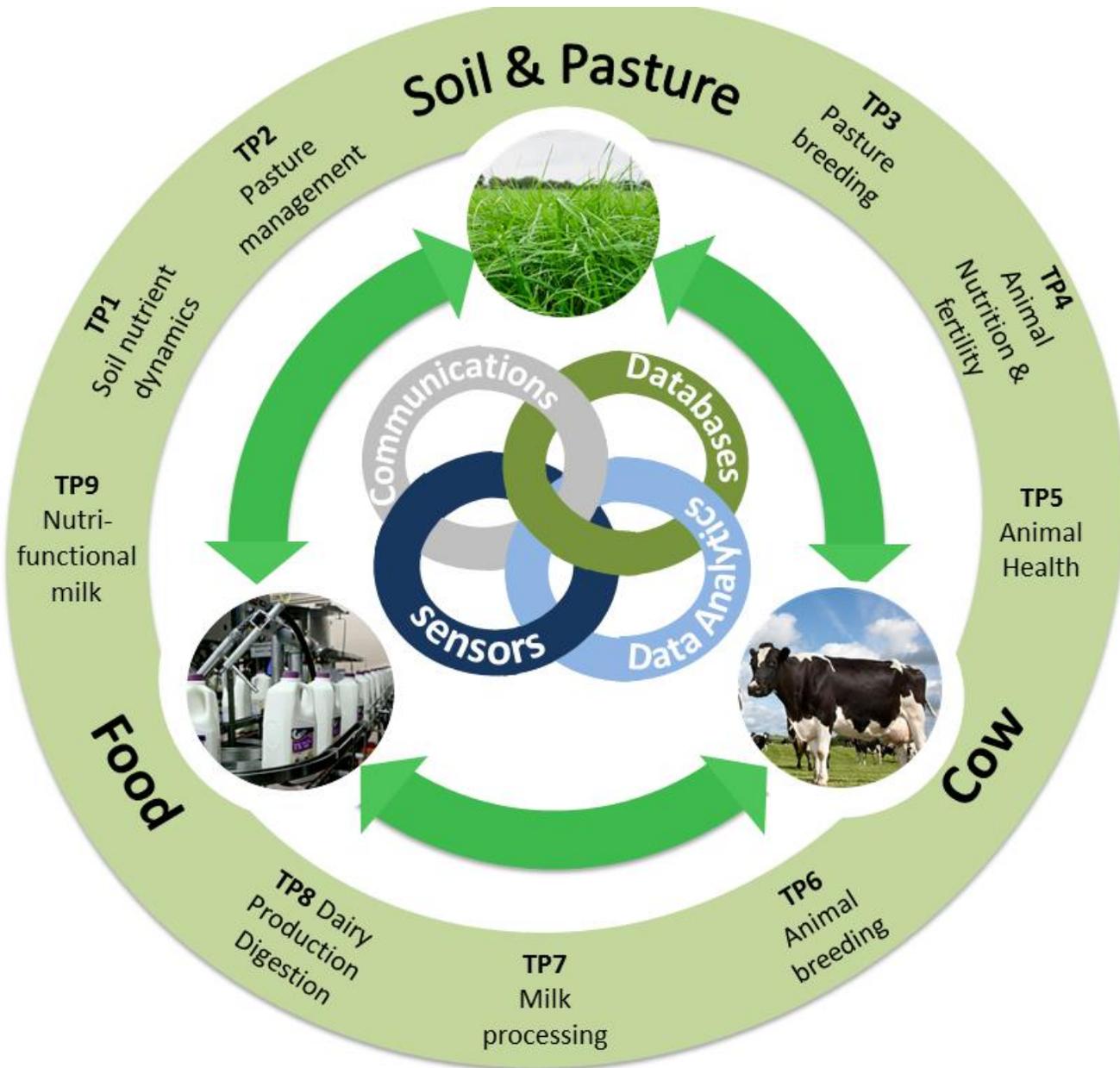


Address societal challenges



Create a new Agri-Tech industry populated with highly trained staff





48 industry partners
€5.8m cash
€8.3m in-kind



FutureMilk



#ISGC18

Milk by Design

Platforms

Advanced Sensors & Systems Integration

Communication and networks

Data warehousing and privacy

Data Analytics

-omics

Experimental testbeds

Integration

Deployment

TA1 Soil & Pasture

TP1 Soil

TP2 Pasture management

TP3 Pasture Breeding

TA2 Cow

TP4 Animal Nutrition

TP5 Animal Health

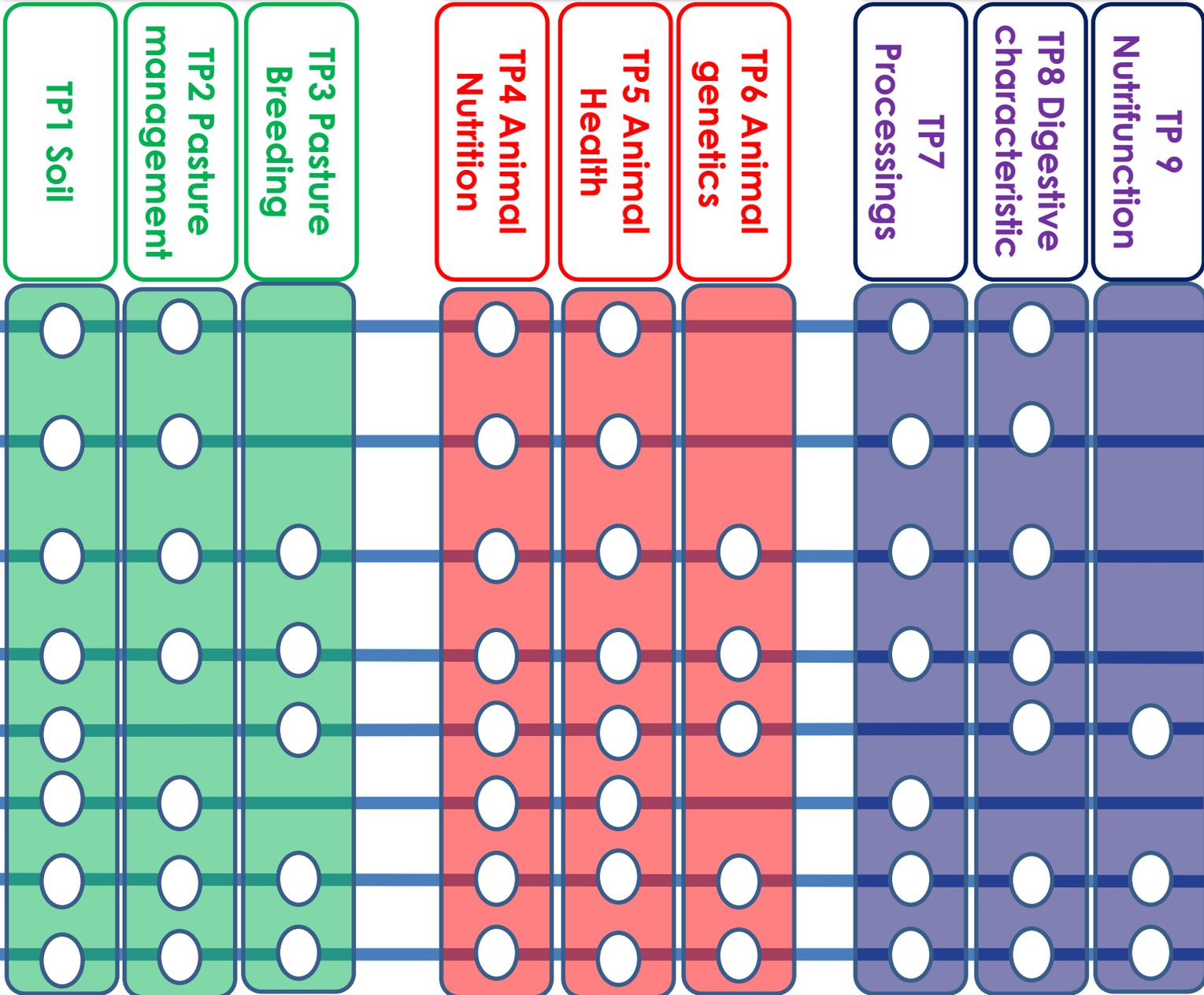
TP6 Animal genetics

TA3 Food

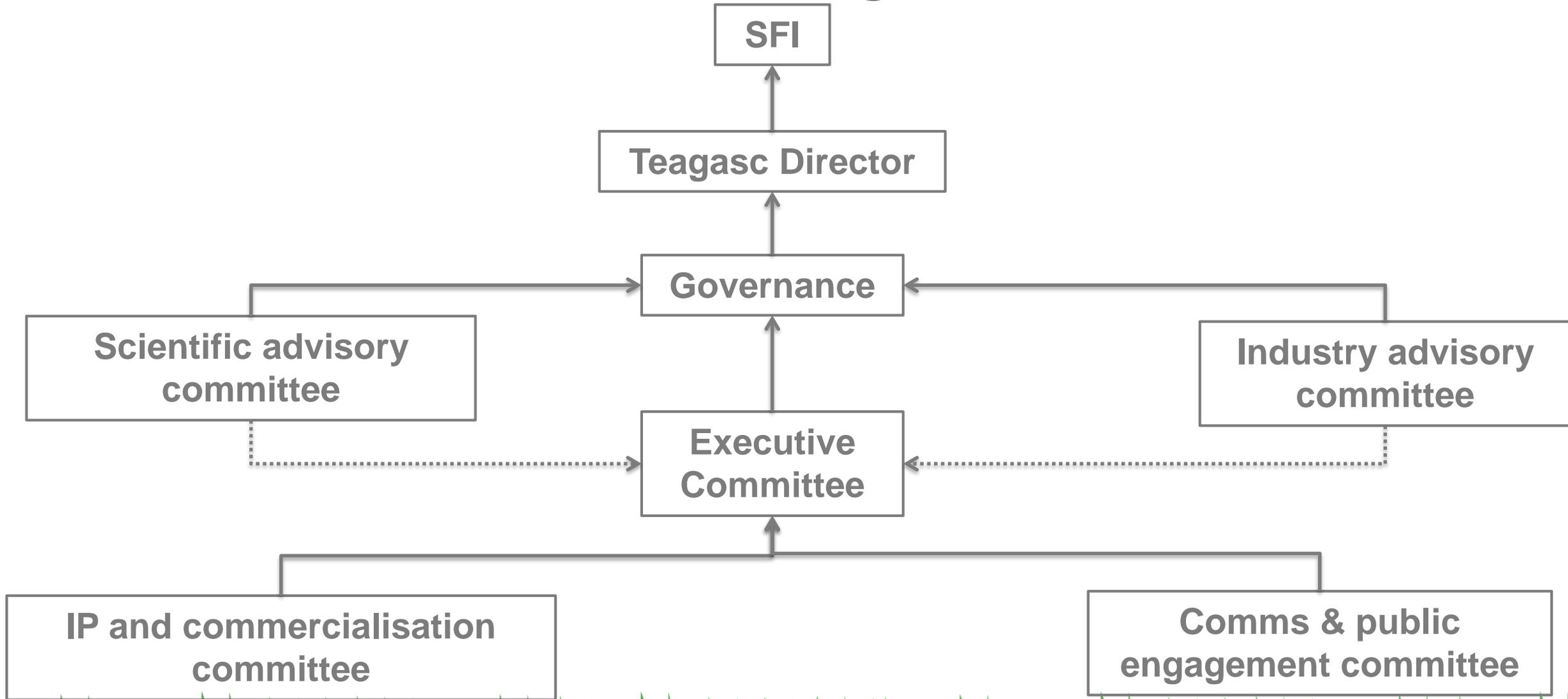
TP7 Processings

TP8 Digestive characteristic

TP9 Nutrification



Centre Management



Business model(s)



Users

- Farmers
- Milk processors
- Service providers
- Regulators
- Others?



Justifications

- Better decision making
- Increased efficiency and profitability
- License to sell
- Unique selling point



Models of use

- Disposable / permanent / modular
- Farmer owned
- Leasing
- Service providers
- “Enforced”



Beneficiaries

- Rural communities
- Consumers
- Society as a whole
- Upstream and downstream industries
- New markets





**Scientific
excellence**

**Industry
focused**

Visionary

**Building
capabilities**

Cohesive

Leaders

Innovative

**Co-creative
Co-productive**



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