ICBF Strategy – Looking To The Future

Sean Coughlan
Strategic Goals 2019 - 2024

Goal 1
Genetic Evaluations and Breeding Programmes

Goal 2
The ICBF Database

Goal 3
Farmer/Industry Uptake

Goal 4
Organisational Excellence
Goal 1

Maximise long term sustainable genetic gain in the national herd through national & international collaboration & service provision.

Long Term

- EBI
- Beef sub-index
- Milk + Fertility

AgTech – it’s in our DNA
Goal 1

Maximise long term sustainable genetic gain in the national herd through national & international collaboration & service provision

Long Term

- EBI
- Beef sub-index
- Milk + Fertility

AgTech – it’s in our DNA
Goal 2

Manage and develop the National Integrated AgTech Database for the national good.

AgTech – it’s in our DNA

New Dairy Beef Index - Proposed
**Goal 2**

Manage and develop the National Integrated AgTech Database for the national good.

*AgTech – it’s in our DNA*
Goal 3

Increase Farmer and Industry engagement to advance sustainability in farming

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Co-op Monthly Milk Supply

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Goal 4

Continuously enhance our culture, capacity, processes & standards to achieve organisational excellence

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In Summary

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Goal 2
Manage and develop the National integrated AgTech Database for the national good

Goal 3
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Goal 4
Continuously enhance our culture, capacity, processes and standards to achieve organisational excellence

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