



UK STUDY SHOWS NZ-DESIGNED PARASITE MANAGEMENT TOOL BOOSTS ANIMAL HEALTH AND REDUCES FARM COSTS

Media Release

Monday 23 July 2018

Dunedin: Leading UK supermarket chain Sainbury's has released research which proves using NZ business Techion's image based faecal egg count (FEC) technology for parasite management improves animal health, reduces farming costs and assists farmers to meet changing consumer demands.

The results of the Sainbury's-funded R&D project undertaken in association with Sainbury's New Zealand processor, Alliance and AFCO were presented at National Sheep Association (NSA) Sheep Event 2018 in Worcestershire on Wednesday 18 July 2018. The study proved that more targeted use of drenches not only improves animal performance by increasing lamb growth rates, but it also reduces farm costs and supports sustainable drenching practices.

Sainbury's chose FECPAK^{G2} because it is easy to use, gives quick results and allows farmers to build more effective animal health programs based on data and expertise. FECPAK^{G2} allows testing to be carried out virtually anywhere by anyone, including on-farm by the farmer.

Sainsbury's agricultural manager for lamb, John Brocklehurst, said the results showed undetected drench resistance in sheep could be costing Sainsbury's lamb producers over £10 million per year. 84% of UK farmers involved in the research were revealed as using ineffective drenches, while the number was 37% for New Zealand farmers. In New Zealand this meant an average loss of \$74,974 annually for sheep farmers in the study.

John Brocklehurst explained the adoption of new technology such as FECPAK^{G2} was critical in delivering a productive and sustainable lamb supply chain.



“We’ve invested in research and development that matters to our farmers and more accurate control of worm burdens is an area where clear gains can be achieved. The use of innovative technology offers increased lamb output and improved animal health and welfare alongside cost savings and is a win-win for producers and consumers alike.”

“Technology that also offers a positive food story on drench use reduction - this is what our customers want to hear,” he said.

Techion’s founder and CEO Greg Mirams welcomed the results. He said the company had been evolving the on-line technology since 2013 to ensure it was not only reliable but also simple to use.

He highlighted that the research showed use of FECPAK^{G2} made it possible to reduce drench use on some properties by 30-50% without compromising animal performance.

“Using FECPAK^{G2} to enable appropriate drench timing can improve sheep performance and health, while saving money, which is of great benefit for farmers in every country. Farming is increasing complex, with farmers facing rising costs at the same time as consumers are demanding more transparency in meat production. We are pleased that FECPAK^{G2} has been proven, thus showing farmers it’s an effective tool to reduce costs and inputs and improve animal health in this challenging environment.”

-ends-

For a link to the full Sainsbury’s Research Report visit [here](#)

For more information, interviews and images contact; Anna Schmid, Techion, Marketing and Communications anna@techiongroup.co.nz or 021 088 04807 or; Nicola McConnell, Brand Amp nicola@brandamp.co.nz or 027 2188 120.

ABOUT TECHION

FECPAK was originally developed in 1992. In 2010 the Dunedin-based company began development on FECPAK^{G2}, an innovative new remote location online parasite diagnostics system. The core technology used in FECPAK^{G2} was co-developed with the University of Otago. Techion has established a European-based business and continues to expand its research and commercial partnerships around the world.