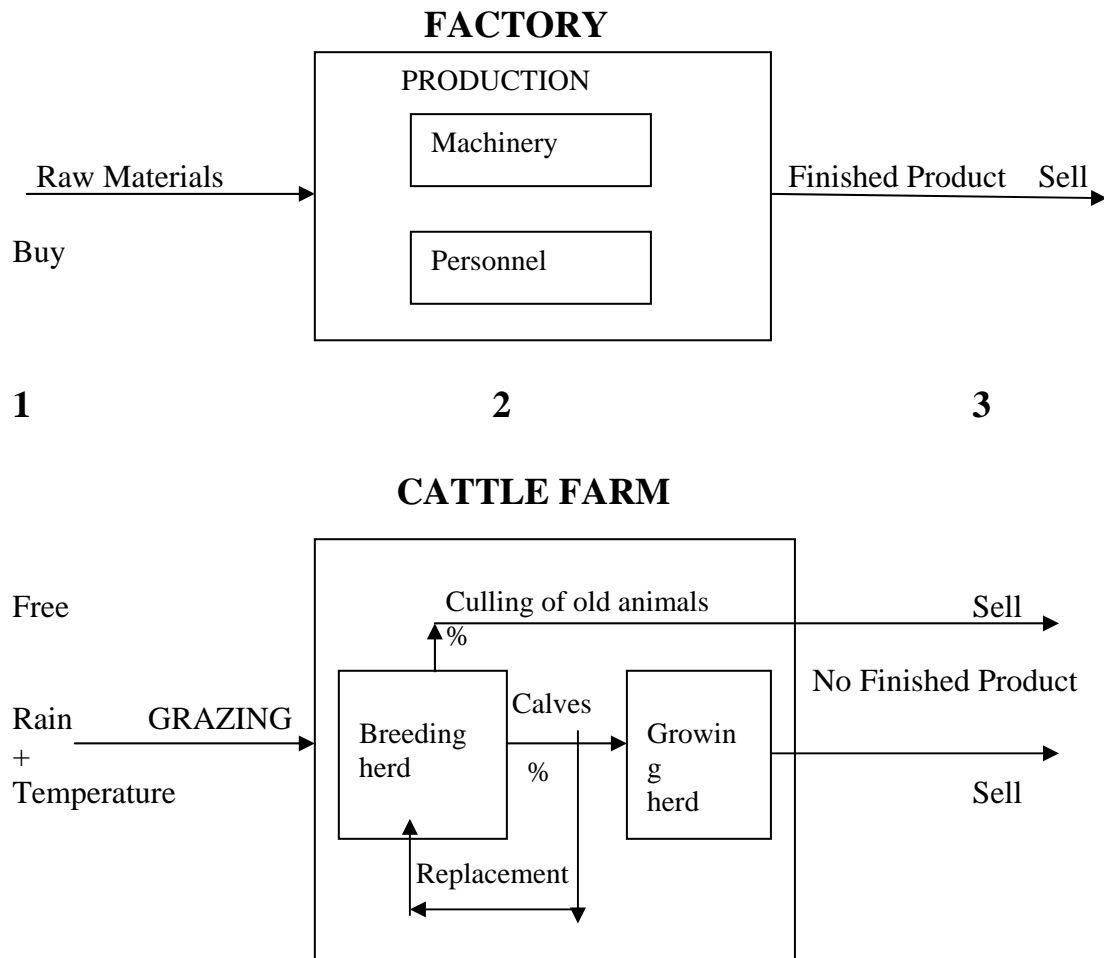


CFMS PROJECT ATTACHMENT 3

CATTLE FARMING versus MANUFACTURING



From the above diagrams it is clear that cattle farming **deviates** fundamentally from factory processing:

1. **Raw materials** are **grazing**, which cannot be purchased (is free) but depends on **rain and temperature** (unpredictable)
2. **Machinery** is the **breeding herd** producing calves. The production (number of calves) depend on **fertility of bulls and cows**, which in turn depend on many factors, such as health, feed, weather.

Further a considerable number of **cows** (how many?) in the breeding herd must be **replaced** by new-born calves. Therefore **machinery and product are intertwined**. This alone makes cattle farming as an industry unique.

3. **A finished product** as such does not exist. The farmer himself decides when, how many and at what age an animal will go to the market. This is a **management decision**. The **decision criteria** are available grazing, costs of feed, animal weight, price on the hoof, cash flow. The **decision basis** is: intuition, experience, common sense.