



Ag Innovation Forum
February 13, 2024





Coby Buck
Wray Cattle Co.
AgriWebb





Cow-Calf Design



~750 pairs



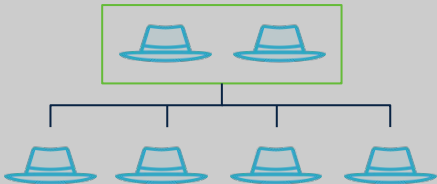
10,000 Acres



~1,900 lb DM/ac



~7 Day rotations



Family Design:

- ❖ Owner/Operator: Parents
 - Age: approx. 60 years old
- ❖ 4 kids (3 married)
 - Age: 32 & younger
 - 1 kid (full-time)
- ❖ 2.5 Employees



The background image shows a herd of black cattle in a dry, open landscape with scattered trees. A semi-transparent geometric overlay, consisting of several overlapping triangles and polygons, is positioned on the right side of the image. A solid green vertical bar is located to the left of the text.

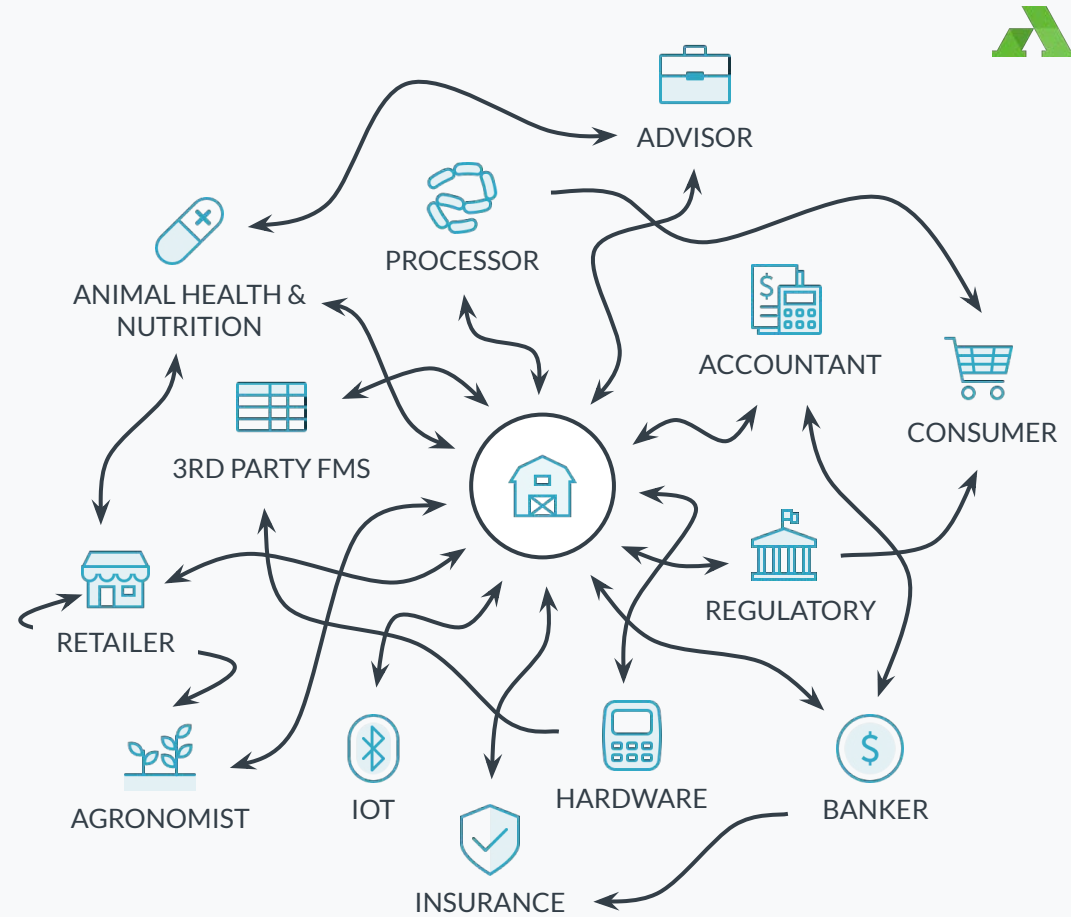
What is AgriWebb?

To **empower** the livestock industry
with the best tools..



..to feed the world **sustainably,**
profitably, and **efficiently**

Old World





Digital Agriculture



Old World



Limited visibility means producers can't meet market demands



Digital Agriculture



Real-time insights means producers can cut costs and take advantage of market opportunities



North America

- 2020 - US office

Europe

- 2018 - UK office

Australia

- Founded 2014

Global leader.



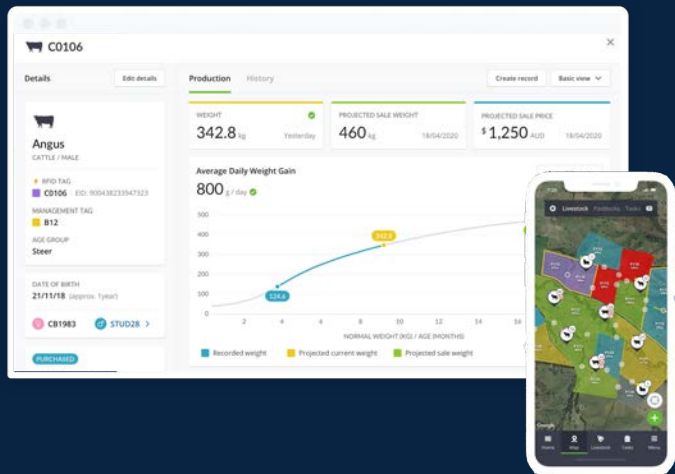
16

Countries

Brazil

- Partnership 2022

Digitize the Ranch



21m+

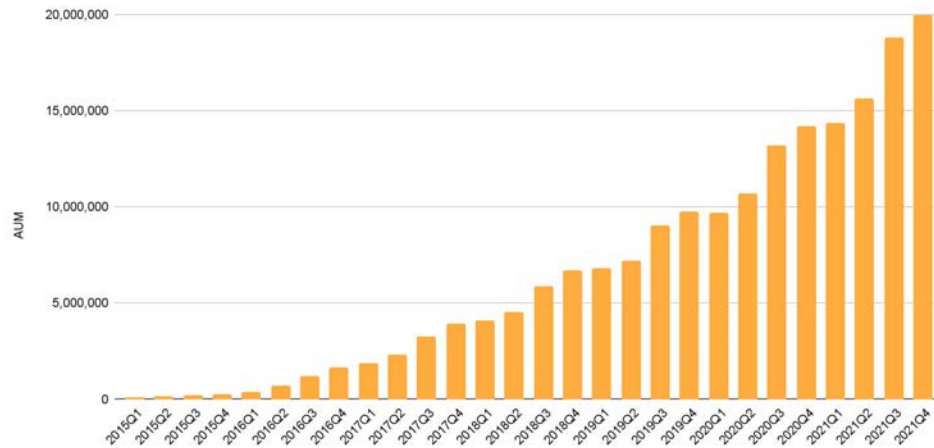
Animals



12,000+

Ranchers

Growth in animals managed over time



AgriWebb: End-to-End Ranch Management Data Capture

Animal Management

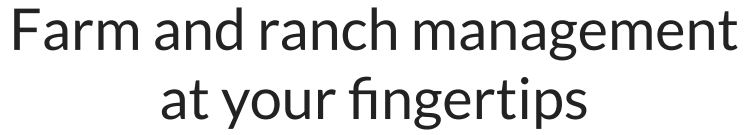


Pasture Management



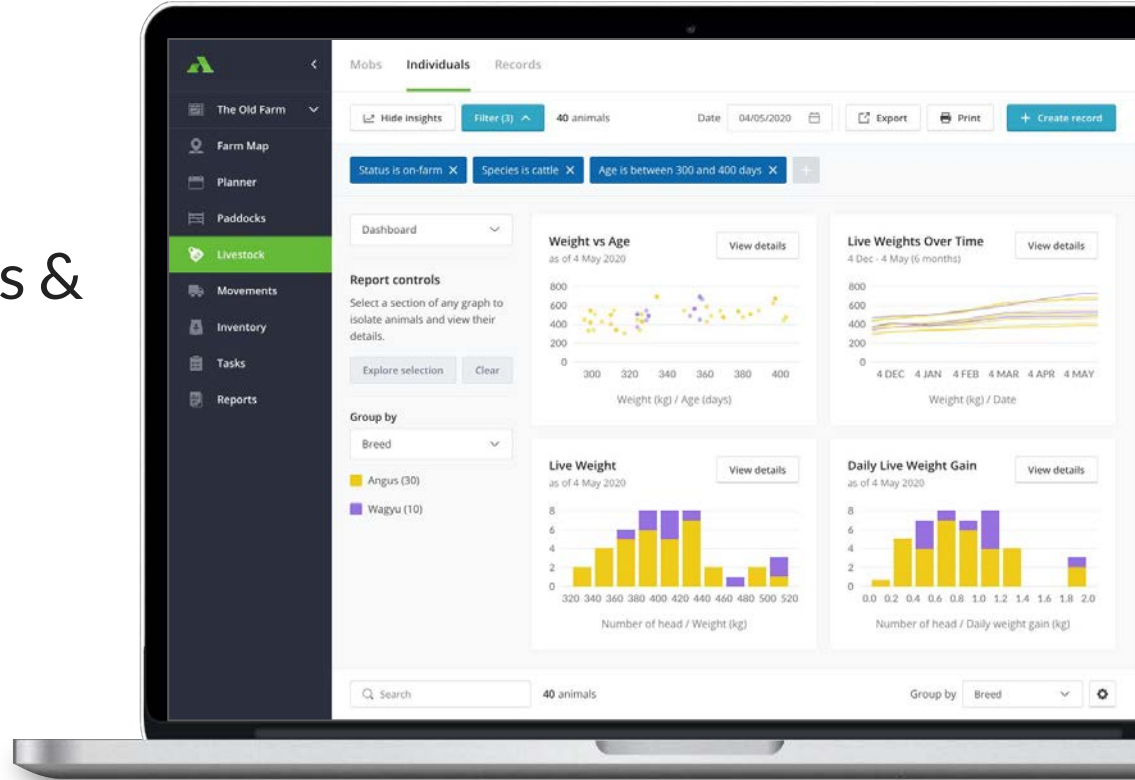
Business Management







Decision making tools & insights





AgriWebb

agriwebb.com