

Beef and sheep market prices at your fingertips

Beef and lamb producers now have access to the latest market prices on their mobile or tablet. The EBLEX app brings together data gathered from markets throughout the UK. Compare prices from your nearest auctions or choose favourite markets for quick access to results.

Combined with location-specific weather forecasts, the app includes access to EBLEX's latest news and events. It also enables farmers to create a personalised library of technical manuals from the Better Returns Programme which can be reviewed anytime, anywhere once downloaded.

"It means producers, processors and other industry stakeholders can access key services without waiting until they are in front of a computer screen" said James Wilde, Head of Communications at EBLEX. "The app obviously needs data connectivity to download and update but, importantly, it means latest saved data can be accessed even when off-line, which is an advantage in more rural areas where coverage can be patchy at best."

The app was built by digital online specialists RadeDigital, who engineer multiple data imports into reports, comparison charts and graphs to display both on the EBLEX website and the new app. Rade have embedded the new Market reports in EBLEX's existing website and worked with the Market Intelligence team who provide statistics from 141 livestock markets taking place each week.

Charles Robinson of RadeDigital explains: "with up-to-date reporting and a comprehensive resource library, the app will provide an invaluable tool to help farmers keep ahead of the game even away from a computer".

RadeDigital was awarded the contract on the back of producing the successful Practical Pig on-farm training app for BPEX, another division of AHDB.

The EBLEX Mobile app is available for free on both Apple and Android platforms - please visit Apple's App Store or Google Play and search for EBLEX.

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Note to Editors:

Please contact us for more details and images: 01502 478000 Tish@rade.net

Apple link here:

<https://itunes.apple.com/gb/app/eblex/id878088584?mt=8>

Google Play link here:

<https://play.google.com/store/apps/details?id=uk.org.eblex.eblexapp>

Founded in 1996, **RadeDigital** is a web agency with a reputation for building clever online tools which help organisations promote their services and streamline their work. Rade are award winners for their imaginative use of information technology; winning the e-government category in the RTPI's 2010 awards. The Practical Pig app which they built for BPEX has been featured on TV and radio. www.rade.net

EBLEX represents beef and lamb levy payers in England and is a division of the Agriculture and Horticulture Development Board (AHDB). It exists to enhance the profitability of the English beef and lamb sector. Its aims are (a) to help the beef and lamb supply chain to be more efficient and (b) to help the beef and lamb meat industry to add value. www.eblex.org.uk