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## Data-Driven Decision Making in Animal Industries

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Deadline for manuscript  
submissions:

**closed (30 September 2021)**

### Message from the Guest Editor

Many industries are experiencing an era of ‘much ado about data’. Livestock production systems are using data on animal movement, feed intakes, and/or volumes of production to make management decisions. Predictive analytics are being used to attempt to anticipate which animals may require intervention by producers to prevent/treat illness or improve performance. Market data for both inputs, and outputs are driving on-farm decisions making. Meanwhile, significant advances in pet and companion animal management have facilitated caretakers in collecting new types of data with pet animal fitness/movement trackers and cameras tracking movement of pets. Analytics on large datasets, or ‘big data’, often incorporating multiple types of data, such as financial data alongside biological performance data from animals, is changing animal industries. We invite original research papers that employ data analytics to drive decision making in animal industries, including both livestock and companion animal industries. Topics of special interest are those in which economics and animal production or care intersect.



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## Message from the Editor-in-Chief

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