

Data management in the field production sector: Challenges, vision and effectiveness

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Our topics for today

1. Importance of field production (Food, Energy, Health)
 - Why do we need efficient data management?



2. Data management in the agronomy sector
 - How do we need to collect field production data?



3. The long term goal on field level
 - What do we need to achieve in 5-10 years?

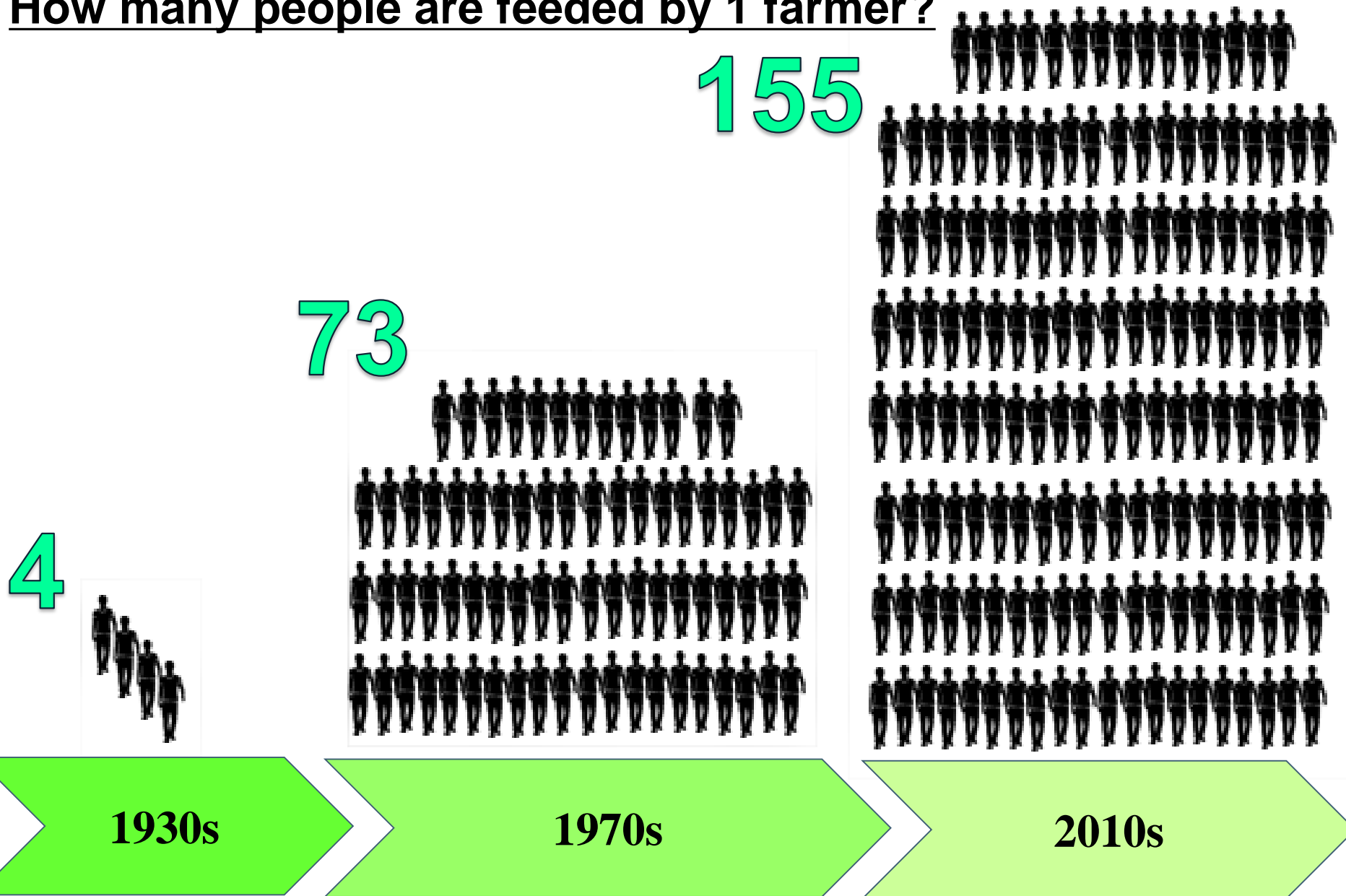


4. Key message and expectation of our future
 - Who can deliver effective changes in short term?



Importance of field production

How many people are feded by 1 farmer?



Importance of field production

Background of improved capacities and performances:

- What we measure, we improve
- Genetics and yield performances
- Breeding programs
- **Implemented measurement systems:** from data sheets to complex real time data input systems in the agrarium



Achievements:

- Real time data input on mobile devices
- Implemented complex systems that can communicate with each other
- Monitoring production processes applying sensors on fields
- Available historical data



Key tools for data collection

1. Sensors



4. Computers on board



2. GPS



5. Drones



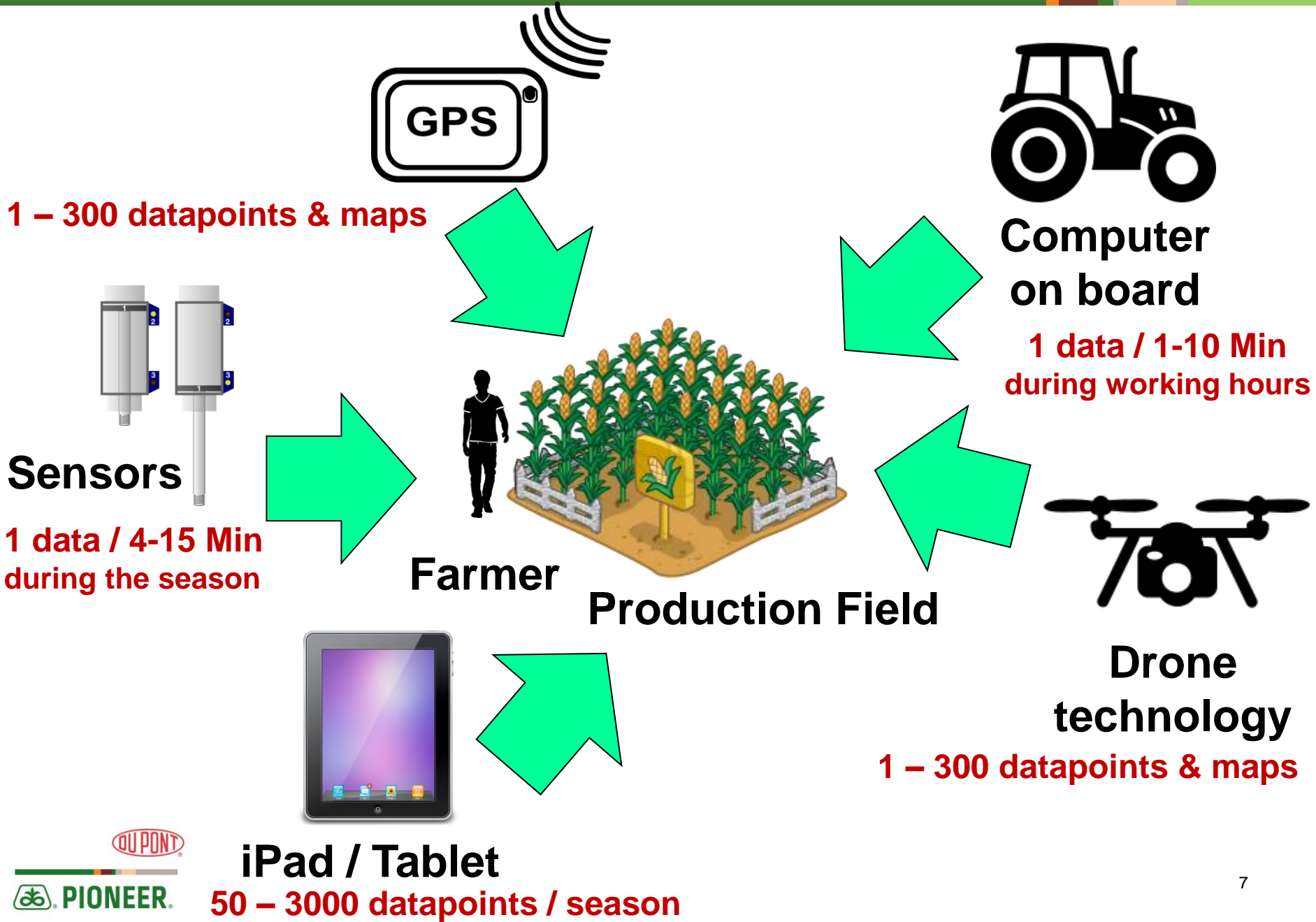
3. iPad / Tablet



6. Remote desktop



How does the data collection work?



Long term goals

On user / farmer level:

- Selectable languages within the systems
- Easy access and regular synchronization
- Analyzed data with visual management tools



On system level:

- **Ensured communication** between different tools and equipment
- **Visual working surface** focusing on the key expected data
- **Designed reporting templates** based on the users' needs
- **Ability to run scenarios** for crop selection and yield estimation



Key message & Expectations of our future

Expectations:

- Eliminate Excel and paper sheets as data collection form
- On-line and real time data input & reporting
- Ensure quick and right decision – Run scenarios
- Get reliable data
- Personalize the system
- **Give the possibility to combine and work with data from different resources**



Questions?

Comments?