



Introduction Farm Digital

An ABCDEF ; Agriculture Business Collaboration for Data Exchange Facilities..

Agenda

1. Opening & Introduction
2. Farm Digital at a glance
3. Why Farm Digital
4. How do we solve this
5. The key challenge's of the solution
6. Partners for succes



An ABCDEF ; Agriculture Business Collaboration for Data Exchange Facilities



Farm Digital

- Praktijkgericht onderzoeksproject
- Topsectoren

- Certificeringsplatform
- Standaardisering teeltinformatie
- Continuatie / business modellen



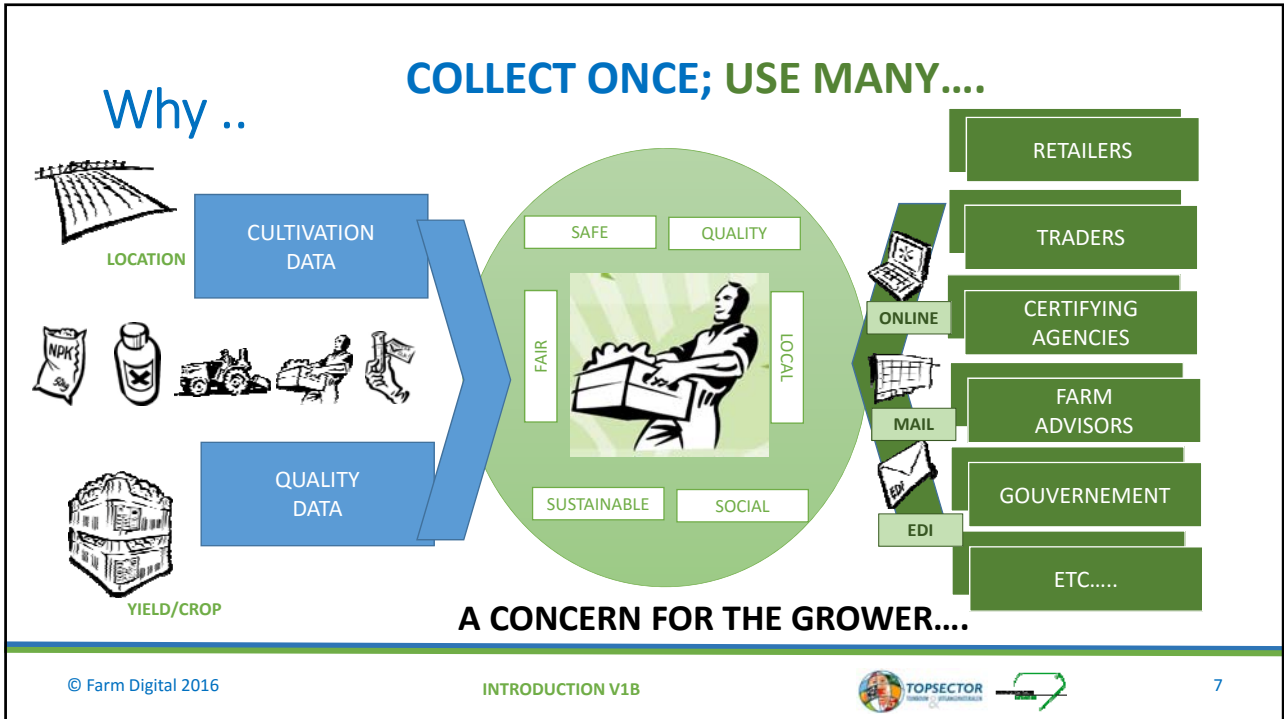
Private Public Cooperation (PPS)

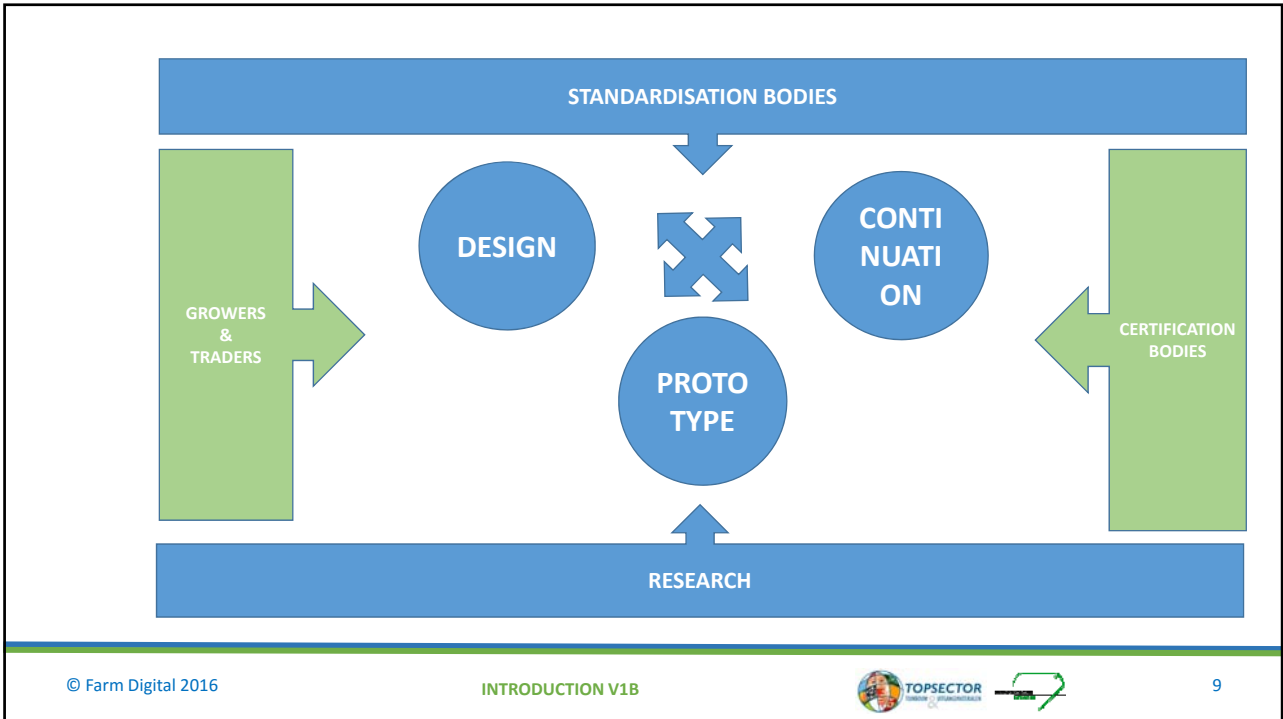
- Research Wageningen UR
- Outcome applicable in business world

Integration 2 PPS'n

- Compliance made easy
 - > Horticulture
- Data delen voor duurzame ketens
 - > Arable Farming







Open Architecture



- Data Definitions
- Data Messages
- Data Mappings
- Business Connected
- Implementation Guides
-

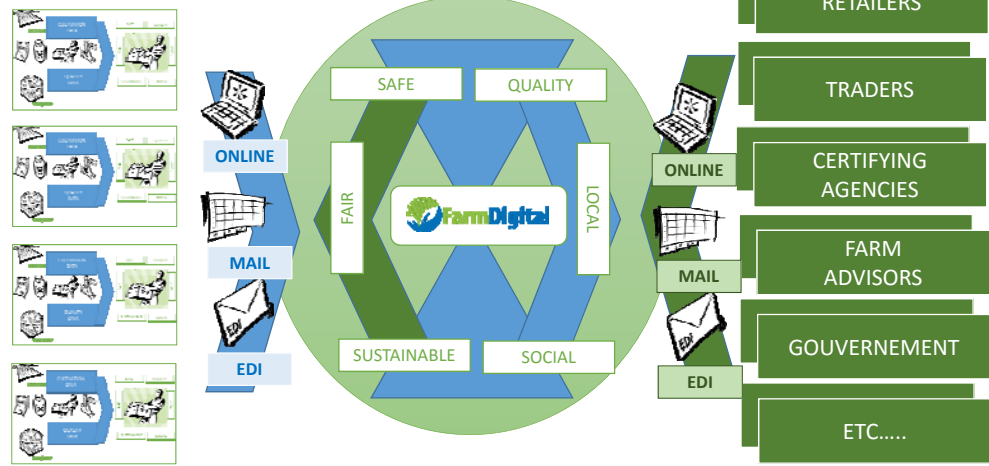


COLLECT ONCE; USE MANY....



Can it work..

Proof of concept..



Can it work ..

- Development of Proof of Concept
- With growers around the world
- Improvement of architecture
- Learnings for the business model
-





Is there a business model..



- Concept of the ABCDEF
- Ownership
 - Concept (IP)
 - Platform
 - Data
- What Businessmodel can work ...
- What are the conditions of the market ..



An ABCDEF ; Agriculture Business Collaboration for Data Exchange Facilities..

The businessmodel options..



PROFIT
versus
NON PROFIT

COMMERCIAL
versus
COLLECTIVE

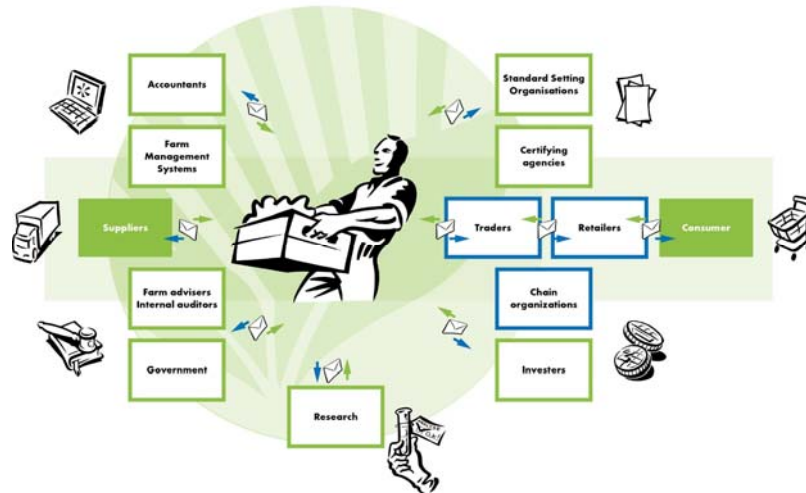
PUBLIC
versus
PRIVATE

NATIONAL
versus
INTERNATIONAL

A photograph of a row of wind turbines in a field under a cloudy sky. The turbines are white and extend into the distance. The field in the foreground is filled with blue flowers.

The Farm Digital Network ..

Based on collaboration ..



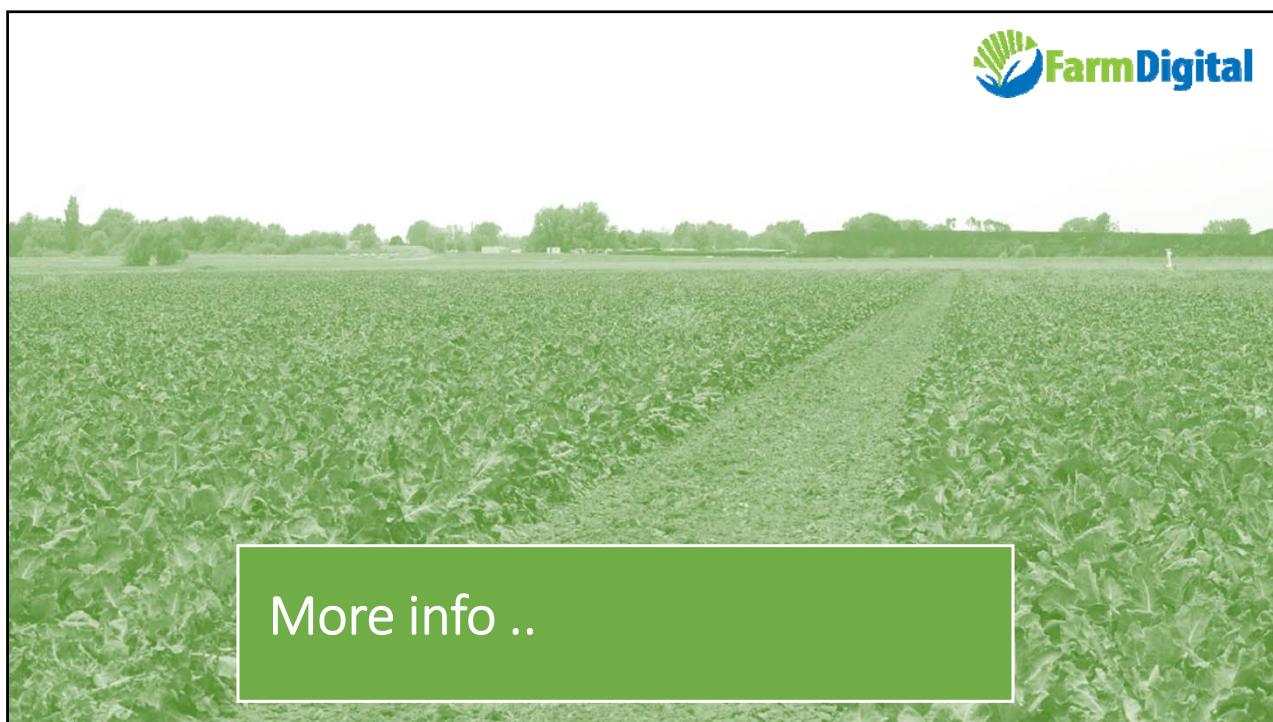
Partners of ..



The partners of the FarmDigital project are:

- [Agrico B.V.](#)
- [Vereniging AgroConnect](#)
- [Stichting Platform AGF Keteninformatie \(Frug I Com\)](#)
- [Stichting People 4 Earth](#)
- [LEI Wageningen UR](#)
- [Wageningen UR Livestock Research](#)
- [J.M. Levarht & Zonen B.V.](#)
- [ISACert NAK AGRO](#)
- [Control Union Certifications B.V.](#)
- [GLOBALG.A.P./ FoodPLUS GmbH](#)
- [Stichting SKAL](#)
- [Countus Accountants + Adviseurs B.V.](#)
- [Stichting Bionext](#)
- [CROP-R B.V.](#)
- [Stichting Veldleeuwerik](#)
- [Stichting Rabobank Foundation](#)
- [Gourmet B.V.](#)
- [ICCO Coöperatie](#)
- [Jumbo Supermarkten Holding B.V.](#)
- [NSF International](#)
- [Staav Food Group](#)
- [Organic Trade Company Holland B.V.](#)
- [N&S del Trópico S.A.](#)





More info ..



1. At the partners active in the project ..
2. At the projectmanagement ..
3. On the different meetings of the partners ..
4. At our website ..

The latest info you find on

www.farmdigital.nl