

# Farmers' testimonies: EC-PLF Milan 2015

60 participants  
25 farmers



# Industry session - Questions

- What information is relevant for you? Does the PLF technology solve your problems? Why not?
- In what application can PLF create the highest value (financial, social,...) for the farmer?

## What information is relevant for you? Does the PLF technology solve your problems? Why not?

- **Reproduction management**

⇒ PLF needs to be more precise + multipurpose applications

- **Transition management**

⇒ PLF just provides us with an indication of the disease without really providing a diagnosis

- **Nutrition management**

⇒ PLF does not consider the change in the ratio provision chain

## What information is relevant for you? Does the PLF technology solve your problems? Why not?

- **Waste management**

=> There are no real systems for the above mentioned topic

⇒ No real good sensors in agricultural level

- **Labour workforce**

=> Technologies should be easy to understand, user friendly, information should be more user specific

## What information is relevant for you? Does the PLF technology solve your problems? Why not?

- **Time management**

- PLF should give early warnings to save time
- We must be able to trust the PLF technology

- **Health management**

=> PLF just gives an indication but no specific diagnosis

# In what application can PLF create the highest value (financial, social, ...) for the farmer?

## Financial

- Feed margin, income per animal
- Reduction in expenses (medication, energy, etc.)
- Better prices for more uniform animals and better quality
- The ability to grow to larger scale

## Social

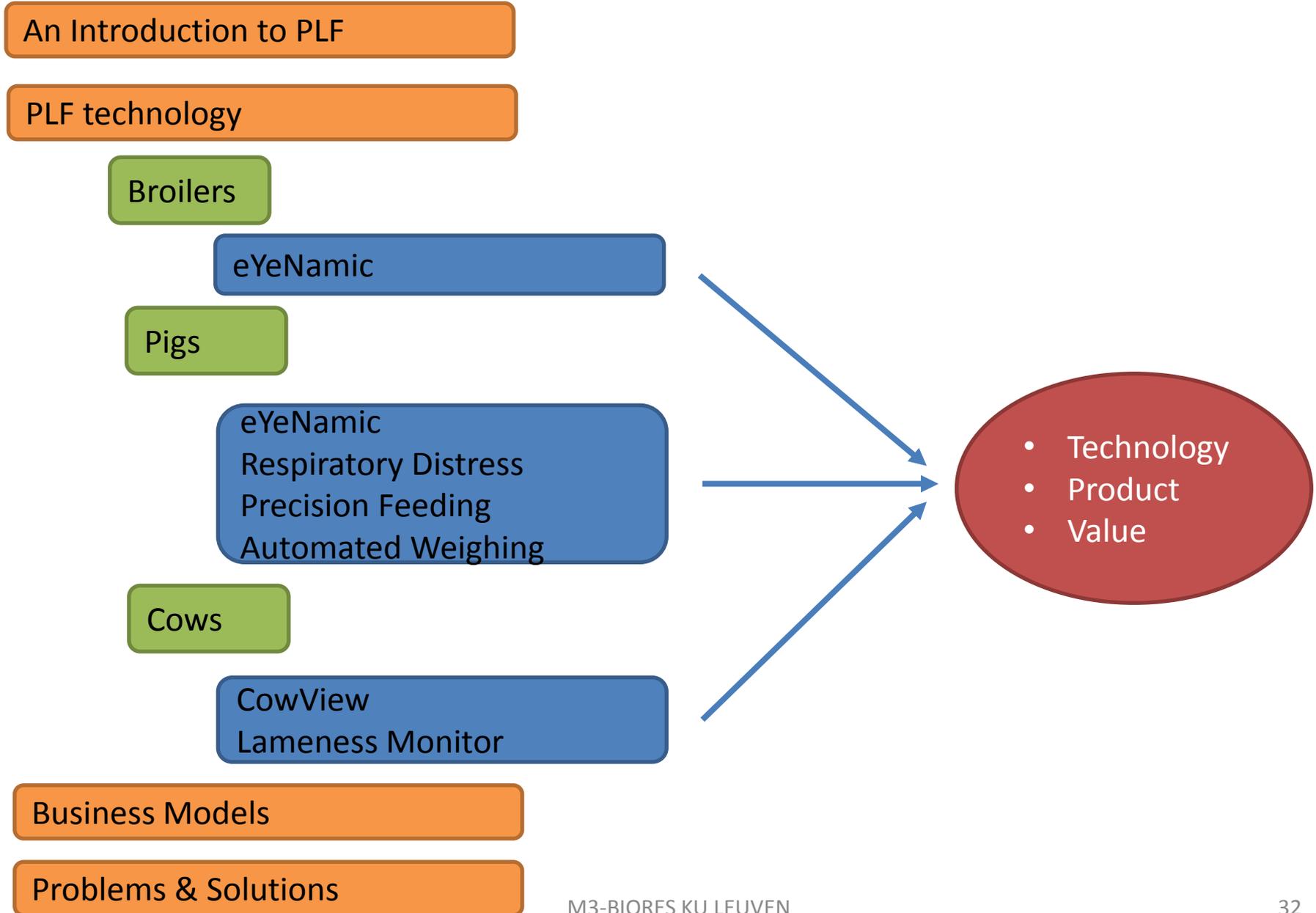
- Awareness, acceptance by the public
- Job satisfaction, well being of farmers
- Employment for technology providers
- More mobility for farmers
- More time for family
- Less environmental pollution
- Better image for the sector
- Feeding more people on earth

# How to implement: Blueprint

# RESULT: Joint e-learning course includes a Blueprint



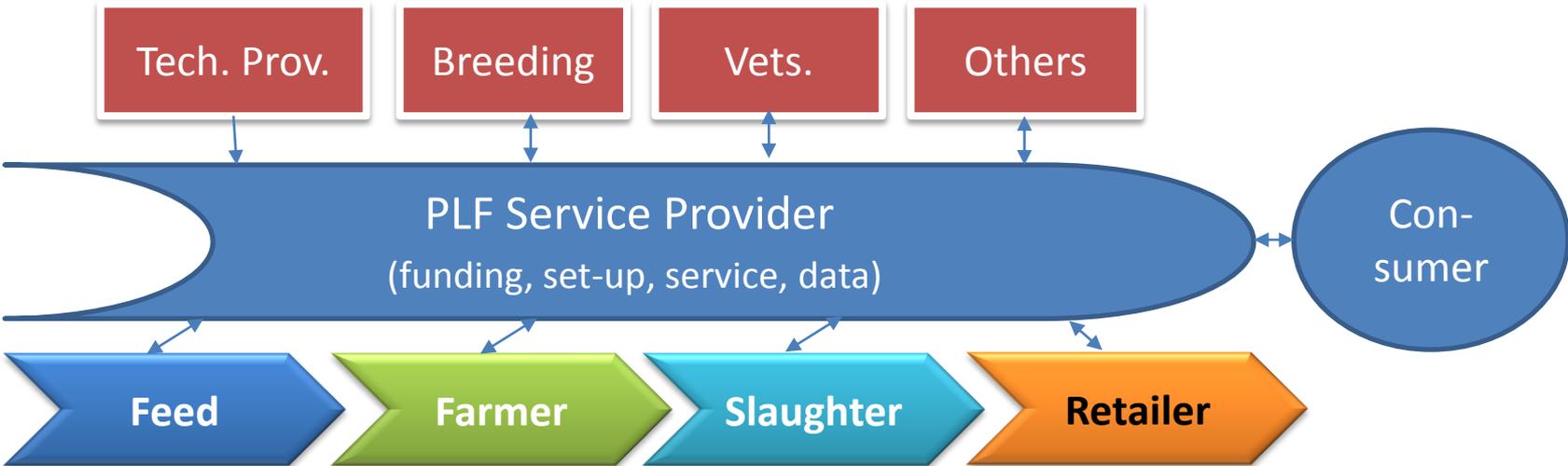
# EU-PLF Blueprint



# Value Creation

# The PLF Business Model

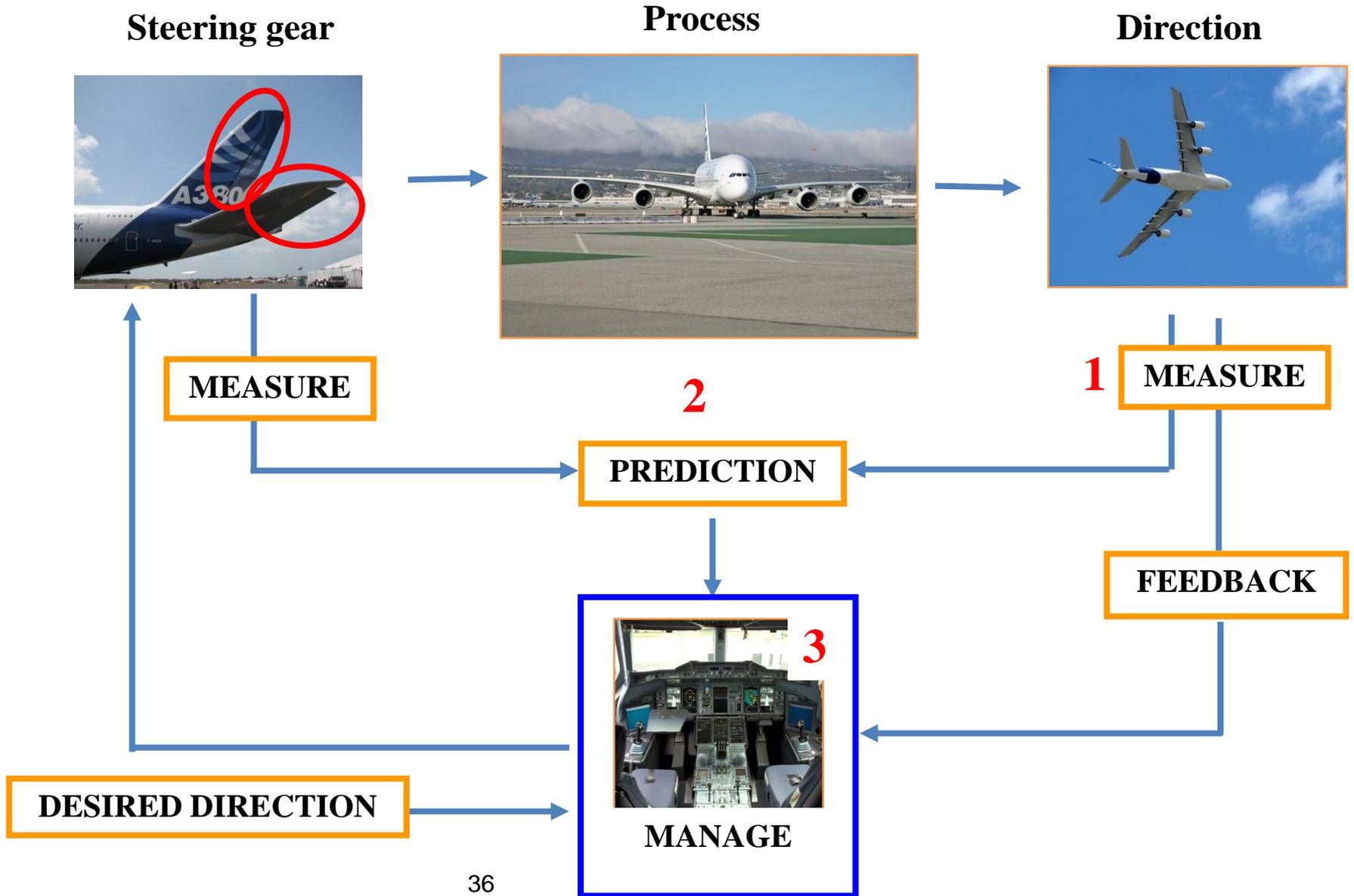
Cost of PLF investment & operation shared along the value creation chain by payment for access to data pool



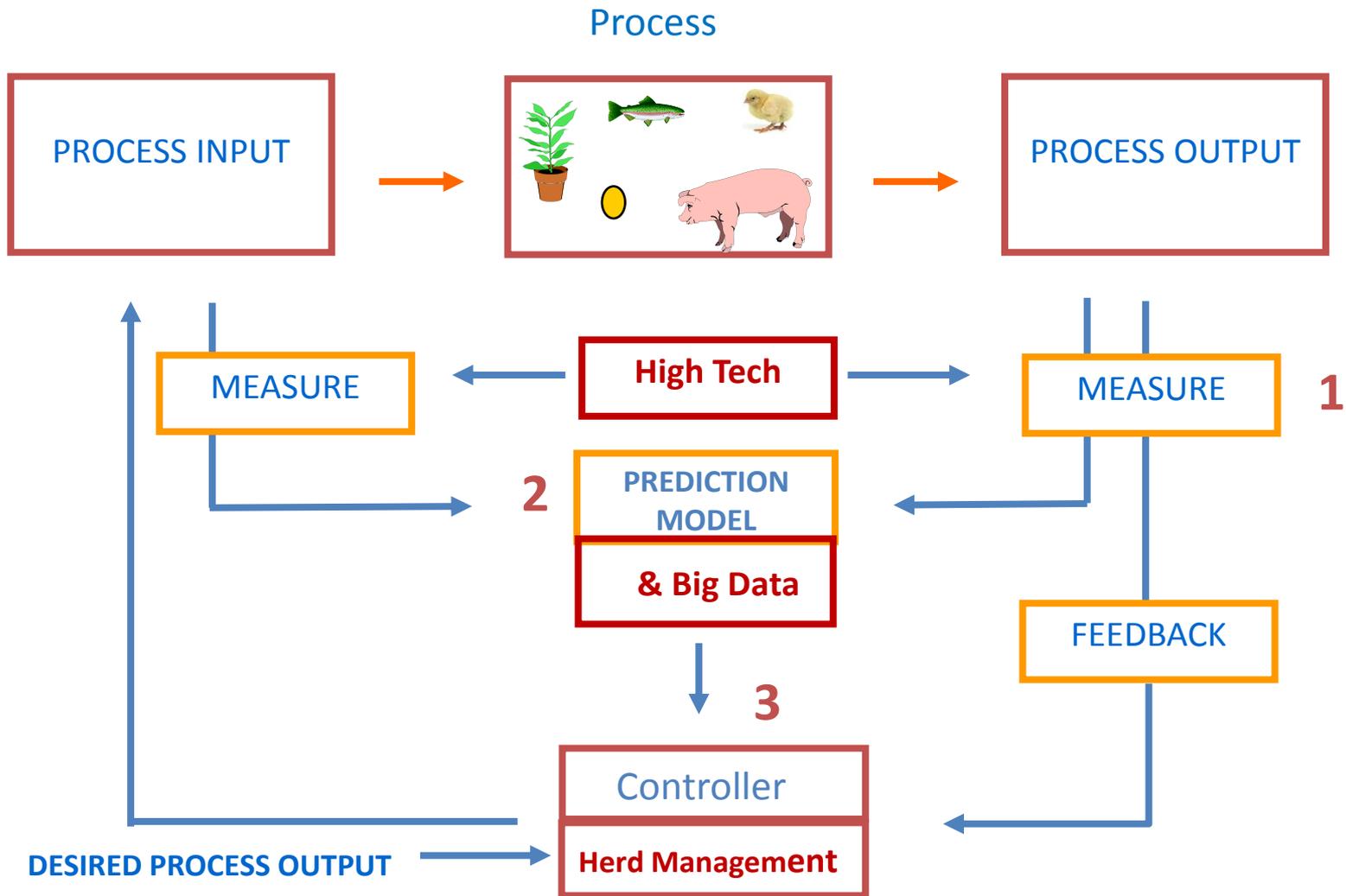
# Control in other processes



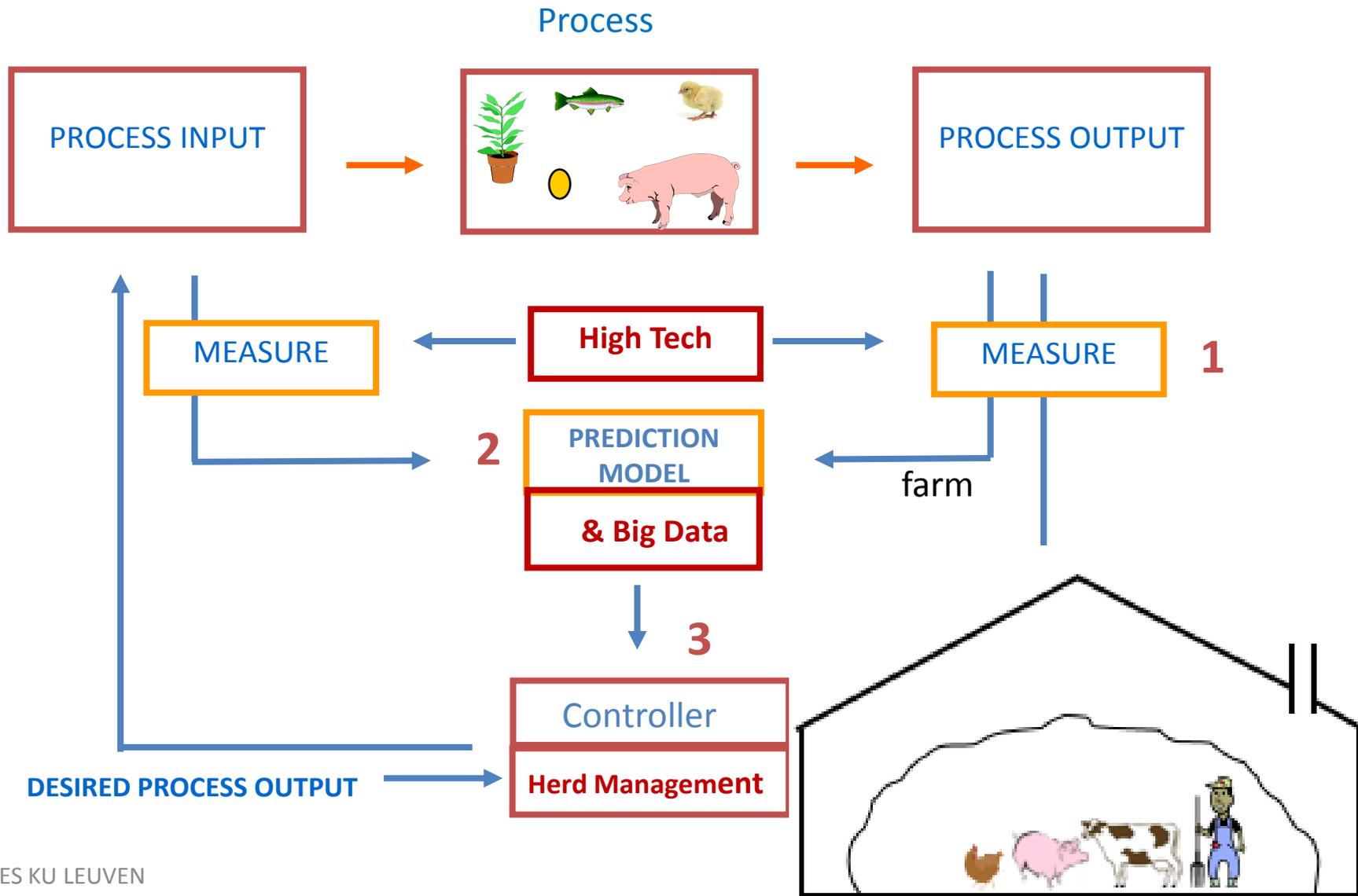
# Modern Process Control e.g. Automatic Pilot



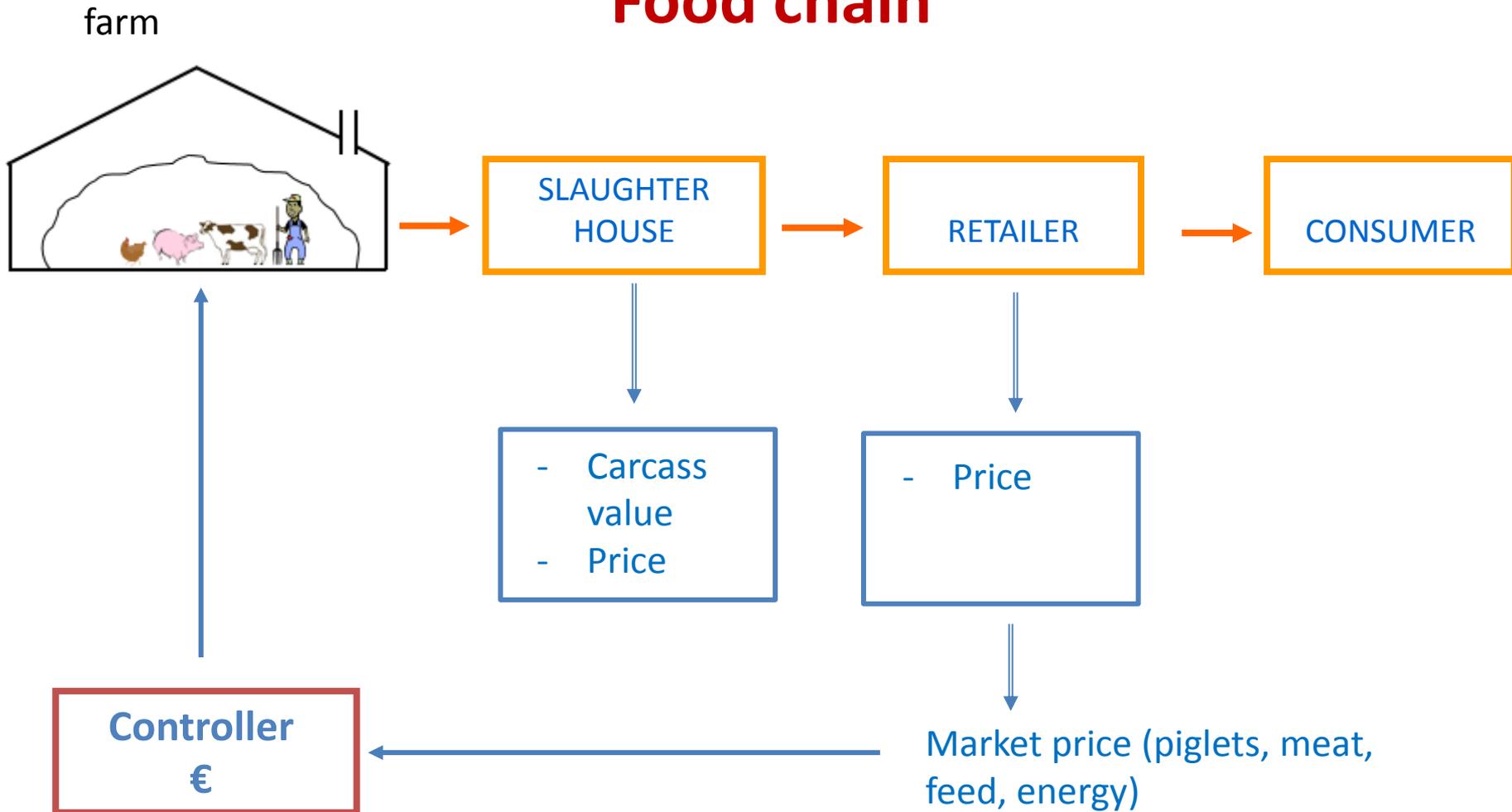
# 1991: Modern control theory applicable to living organisms?



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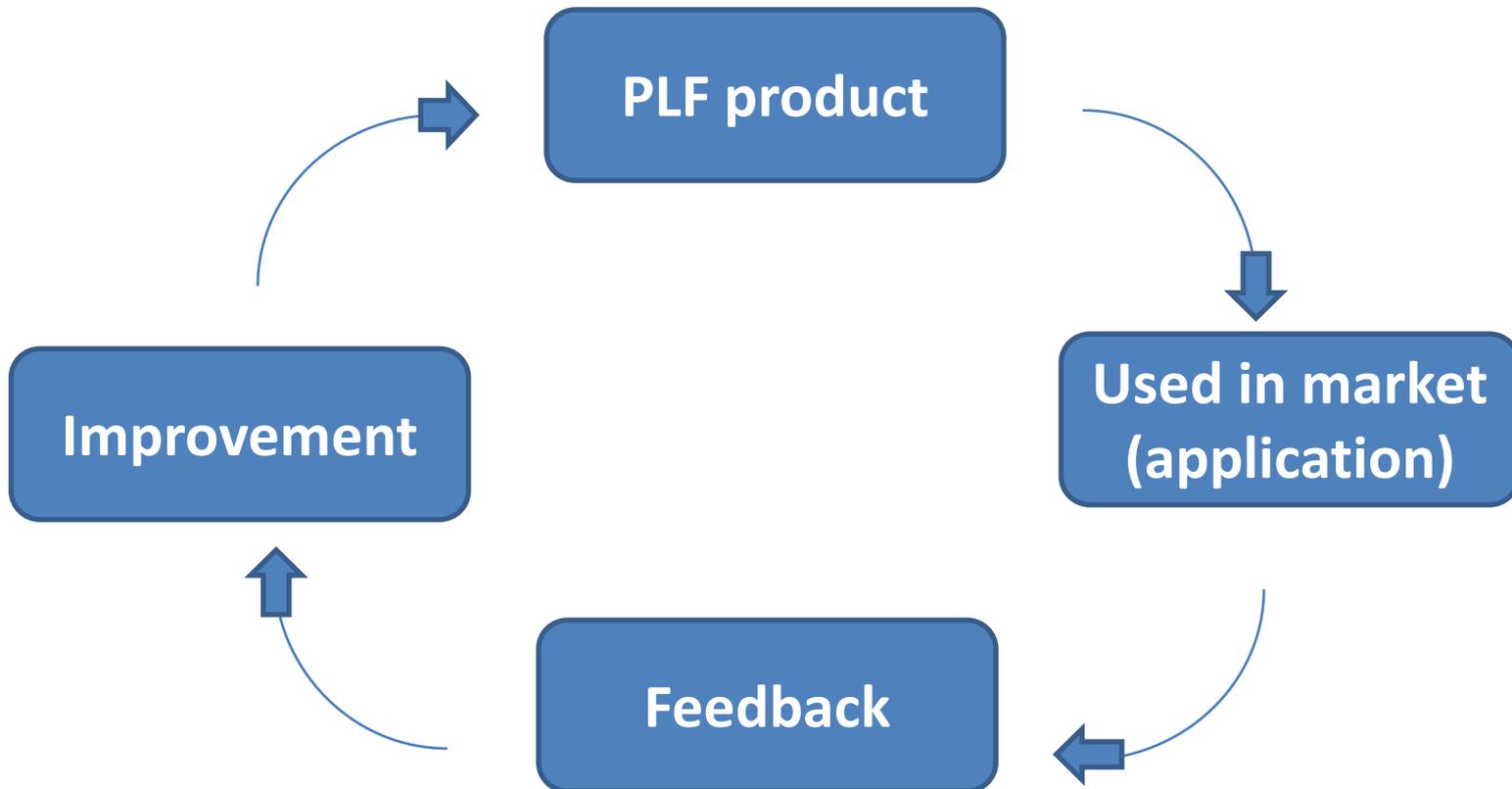
# Food chain



# Conclusions

# Conclusion 1

- PLF products are entering the market (eYeNamic, SoundTalks, Lameness)



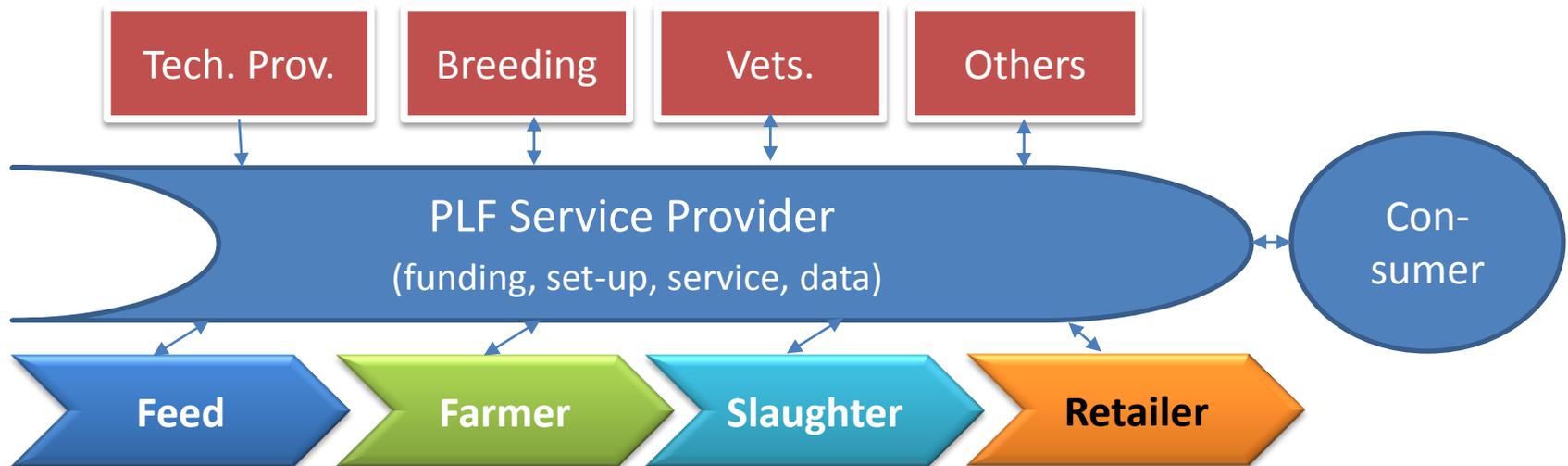
# Conclusion 2

- PLF is a tool but the farmer should be respected as the key player in the modern livestock sector



# Conclusion 3

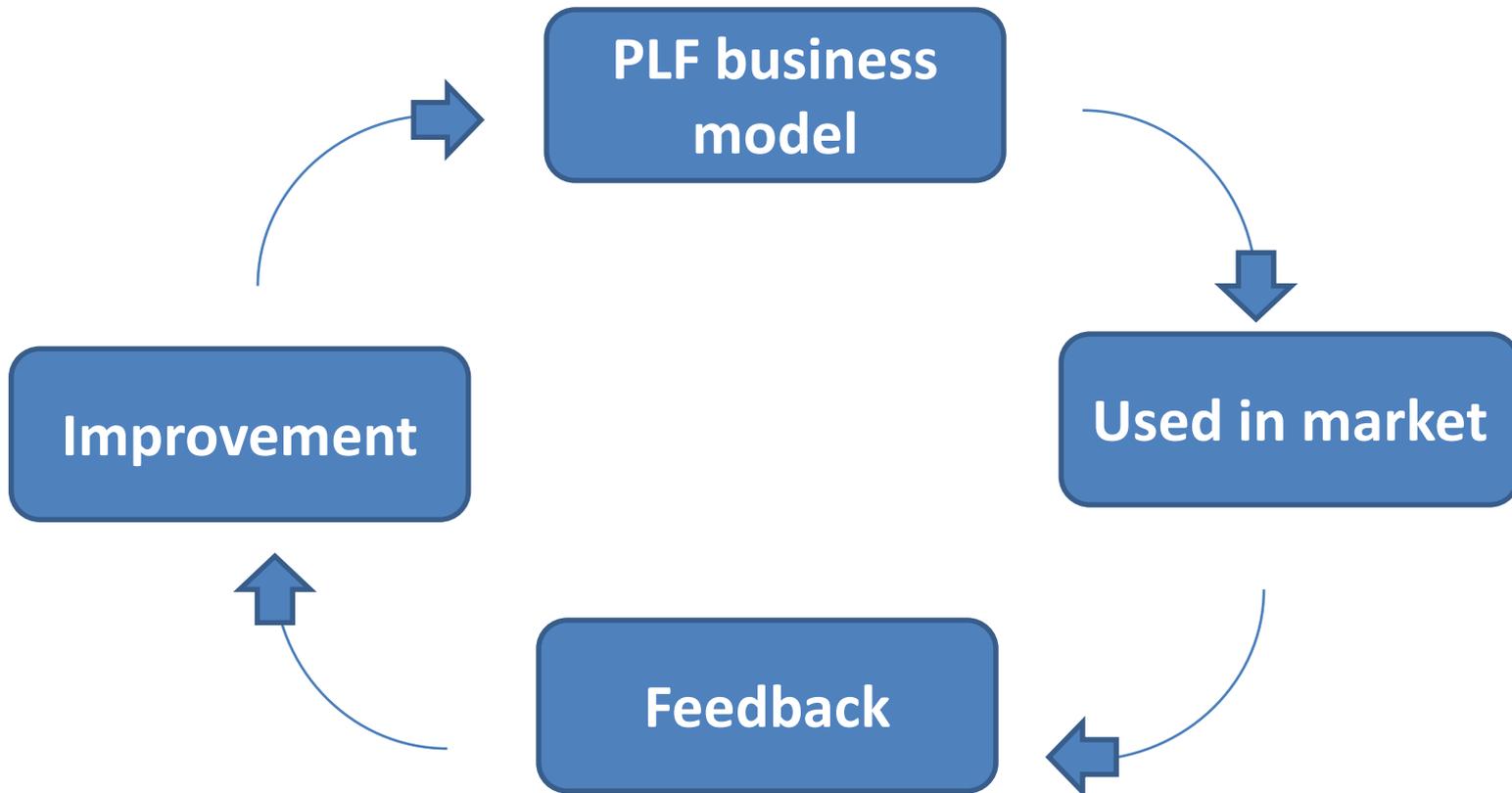
- The business model for using PLF will develop, but the farmer owns the key for value creation



Cost of PLF investment & operation shared along the value creation chain by payment for access to data pool

# Conclusion 4

- The business model for using PLF will develop



## Conclusion 5

- For farmers and society the value of PLF technology transcends financial values
  - Social acceptance by the public
  - Transparency
  - More time for family
  - Feeding more people on earth
  - ...
- Animal data = new income for farmers
- Researchers from different disciplines: collaborate !

*Thank you for your attention*

For more information you can check our website:

<http://www.m3-biores.be>

Questions

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