

Who are we

- Family farm
- 220 cows
- Milking robots
- Feeding robots
- 175 ha land
- Lots of machinery



Goal

- Economical healthy
- Easy farming
- apPleasure in work
- preciated



Innovation

- How
- Why
- When
- What



Compost barn



Family herd



Motivation \leftrightarrow Frustration

- Respect
- Interest
- Result

- Gossip
- Regulations
- finances



Entrepreneur \leftrightarrow scientist

- Speed
- Flexibility
- Finances
- Regulations





Successful cooperation

- Project groups
- Brainstorm sessions
- Small scientific experiments
- Data processing
- publications
- Communication with government



recommendation

- Time/Space to innovate
- More interaction government/science
- Balance give $\leftarrow \rightarrow$ take
- More speed/flexibility

Thank You

