




KEYNOTE SPEAKER

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AGRICULTURE 4.0 AND RURAL DEVELOPMENT

Management tools to support farmers decision-making



Management tools to support farmers decision-making | An Irish Context

Mark Gibson

Teagasc, Ireland

Wednesday 11th September

Ireland 1916

HARVEST TIME. MALIN HEAD, CO. DONEGAL. 9718. W.L.

Ireland 2017



IMPACT OF DIGITAL TECH

- Decisions informed by information - better decisions
- Greater control and precision
- Better use of labour
- Evidence for consumers, regulators
- **Farmer: Save money or save time?**



CONCEPTUAL FRAMEWORK

Measure

- Sensors, weights, observations
- IoT

Capture

- Getting data from sensor into a structured database

Integrate

- Combine the databases to add value
- Big data

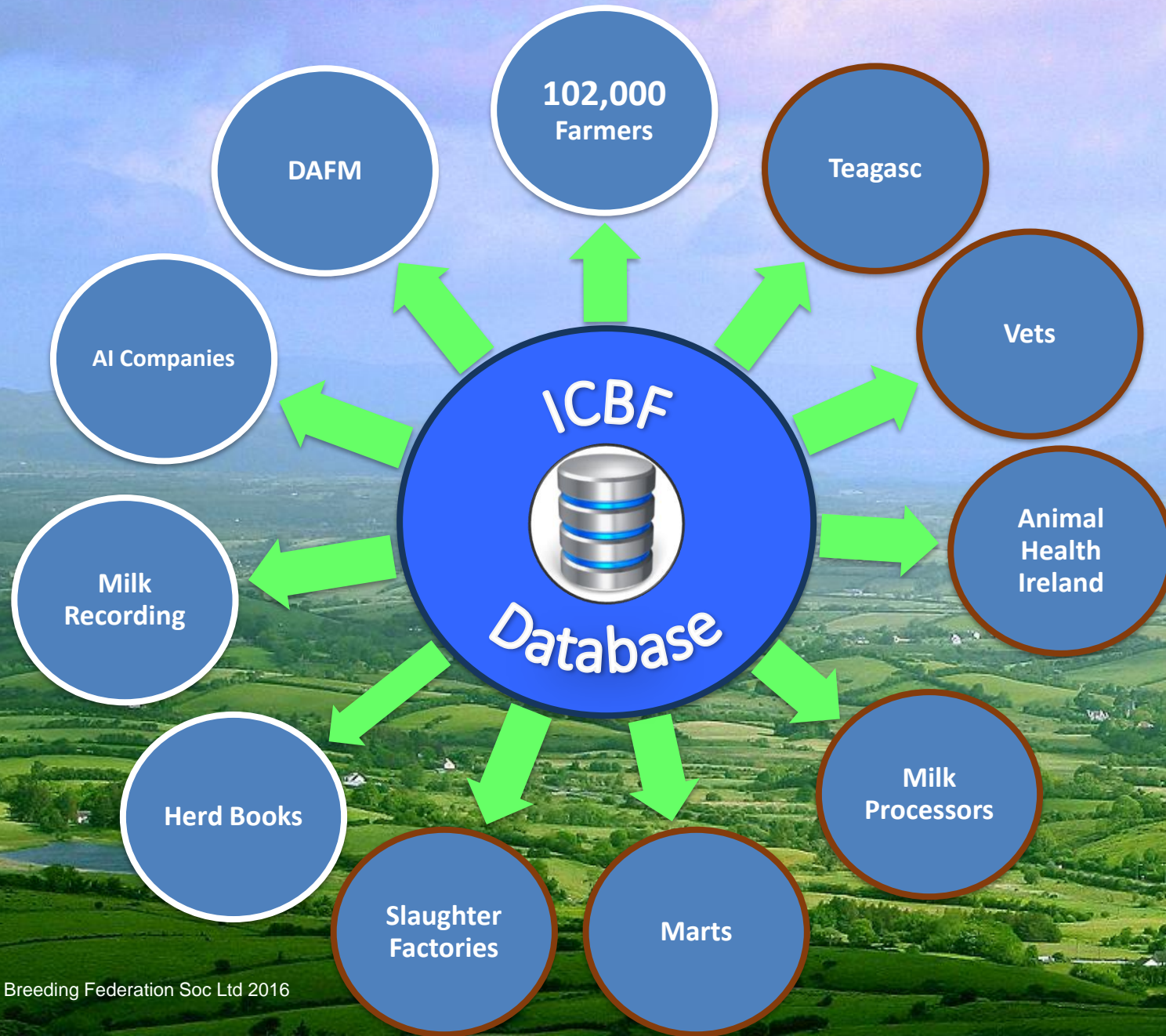
Analyse

- Data analytics to turn data into useable information

Deliver

- Create a Decision Support System

ICBF Database - 2016



How is data recorded by farmers?

- ICBF web site
- DAFM web site
- Farm software companies
- Animal Events Sheets
- Text Messages
- Handhelds:



AI & Linear Scoring



Scanning Data



Electronic Weighting Scales



Concluding remarks

- Co-design approach needed
- Farmer: Does solution save/make me money or save me time?
- Advisor: Can this technology help in decisions and target farm advice?
- Data capture – still a high effort part of process
- High Speed Broadband must be prioritised.
- Data ownership – must develop and maintain trust – regulation and best practice
- Public/private relations important – Digital Innovation Hubs