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ICT and (new) Farm business management "a farmers perspective"

Guus van Laarhoven | 10 february 2011

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Our Dairy farm in the Netherlands: features

Family Farm, since 1939.

Dairy farming in co-operation with my father. (63 years old)

- 85 dairy cows (MRY breed)
- 36 ha of grassland
- 10.5 ha of maize (fodder crop)
- Production of 620,000 kg milk/year

History of ICT on our dairy farm

- 1982: proces computer for concentrate feeding

- 1985: Pilot farm for testing a prototype management programme, IMAG-Wageningen University

  – Prototype IMAG developed into Argos and Uniform Agri

- 1991: Switched to Agrovision (MIS)

  – Integration of financial software

  – Perspective for automated input

- 2004: Started milking with AMS

- 2009: Experiments with remote sensing

  – Crop and soil fertility management

Why ICT on our farm?

- Personal challenge to lower costs (on concentrate use)
  - Linking concentrate use on milk production
  - Accurate distribution of fertiliser and manure
  - Insight in cow health
- Saving time in administration
- Flexible time management

→ Conclusion: more flexible and less labour, less costs

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Goals dairy management (MIS)

1. Data collection (business, technical, legal, complementary info)

2. Data exchange

3. Data analysis

4. Benchmarking (dutch dairy farmers)

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Data characteristics

1. Milk production and quality

2. Breeding

3. Health and medicine use

4. Feeding

5. Fertiliser and manure use

6. Cattle registration

7. Pasture management

8. Financial administration

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Daily use of ICT
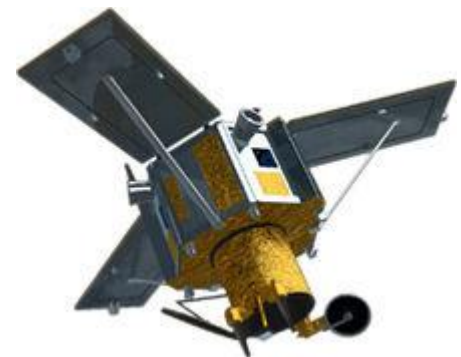
Automized input

Direct farm data (trough proces computers)

- Milk production

- Milk quality (AMS)

- Concentrates intake

External data (trough the internet)

- Breeding data

- Milk quality (dairy company)

- Medicine use (vetenarian)

- I&R information

- Invoices

Manual input

1. Breeding information (inseminations, bulling)
2. Health treatments
3. Fertiliser and manure quantities
4. Roughage quantities
5. Irrigation quantities
6. Supply and discharge of cattle
7. Stocks
8. Invoices (partially manual)

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Bestand   Beeld   Dier   Voer   Monitor en besturing   Alarmen   Administratie   Favorieten   Extra   Venster   Help

Status - van Laarhoven

Diernr. | Units | Lijsten

- kudde [87]
- Alle bedrijfsdieren [...

Status - van Laarhoven

Melklijst   **Status**

iernr.	Overschrijding melken	Tijd sinds laatste	Gem./dag, laatste 7 dgn	Verw. melkgift	% van verwachte	Opmerkingen	Type melk	Krachtvoer opn., laatste	Koe status	Omschrijving
509	10:46	16:56	21,54	14,94	99		Tank melk	5,86	Melken	
6842	07:32	07:33	19,09	6,58	14	Onvolledig (RV'	Tank melk	8,47	Melken	
205	07:24	07:24	34,57	14,36	76	Onvolledig (RV'	Tank melk	8,26	Melken	
21	07:10	13:20	28,53	15,00	20	Onvolledig (LV'	Biest melk 1	2,70	Melken	
506	07:04	15:24	8,20	5,80	94		Tank melk	0,32	Melken	
270	05:10	12:10	14,17	8,12	95		Tank melk	3,51	Melken	
229	05:07	13:07	10,81	6,51	129		Tank melk	0,75	Melken	
214	05:02	11:12	41,86	18,65	99		Tank melk	6,01	Melken	
271	05:02	13:02	10,19	6,87	87		Tank melk	2,00	Melken	
499	04:43	11:43	21,05	11,60	89		Tank melk	7,13	Melken	
6829	04:33	11:03	23,10	11,32	104		Tank melk	6,95	Melken	
6685	04:02	10:32	16,20	8,33	80		Tank melk	1,46	Melken	
243	03:16	09:26	26,37	14,80	87		Tank melk	6,53	Melken	
245	02:55	09:05	31,64	13,36	100		Tank melk	8,73	Melken	
6691	02:52	09:52	17,34	7,15	95		Tank melk	3,09	Melken	
6825	02:46	09:16	20,24	8,77	108		Tank melk	4,68	Melken	
98	02:32	09:32	17.91	8.15	91		Tank melk	4.00	Melken	

78

Units

Unit	Activiteit
ISO Proces	Offline
ms van laar	Melken koe 279
alpro	Online

Opmerkingen

Dag, tijd	Dier	Opmerking	Unit
26-01 07:29	6800	Aftrap (verw. melkgift 4741 g,	ms van
26-01 07:22	6834	Melkbeker niet in grijper waar	ms van
26-01 07:22	6834	Aftrap (verw. melkgift 3601 g,	ms van
26-01 07:21	6834	Aftrap (verw. melkgift 3601 g,	ms van

Bezoeken

Dag, tijd	Dier	Actie	Unit
26-01 08:28	73	Melkgift = 9.50	ms van laar
26-01 07:52	Sys	Hoofdreiniging (Duur = '	ms van laar
26-01 07:51	6839	Melkgift = 11.34	ms van laar
26-01 07:45	6832	Geweigerd	ms van laar

Diernr.   Transponder

Rene   26-1-2011

Daginvoer...
Koekaart...
Weekoverzicht...
QuickScan
Alles verwerken...
Pocket PC...
Favorieten...

administratie   Analyse   Fokkerij   Uitwisseling   Voercomputer   Voeding   Quotum

Invoeren gegevens	▶
Standaardoverzichten	▶
Vruchtbaarheid	▶
Ziekten	▶
UGCN overzichten	▶
Productie	▶
Celgetal	▶
Veevervanging	▶
Jongveeopfok	▶
SnelZicht...	
Conditieverloop...	
Pootscore...	
Streefwaarden STO's...	

Licentienr.: 19635.1
C. van Laarhoven
Loonse Molenstraat 45
5175 PS LOON OP ZAND

Daginvoer opmerkingen
  Koeien aan het kalven: 2
  Controle op 3 weken: 5

Procescomputer
  Lts.comm: Voer:24-01-11 23:57 Melk:24-01-11 2

Informatie
  MPR 17-1-2011 BSK 33,8 NO 1995 V 4,36% E
  Tankmelk 23-1-2011 5127 Kg V 4,32% E 3,71
  Ltst.uitwisseling Webservices Veehouderij 25-01
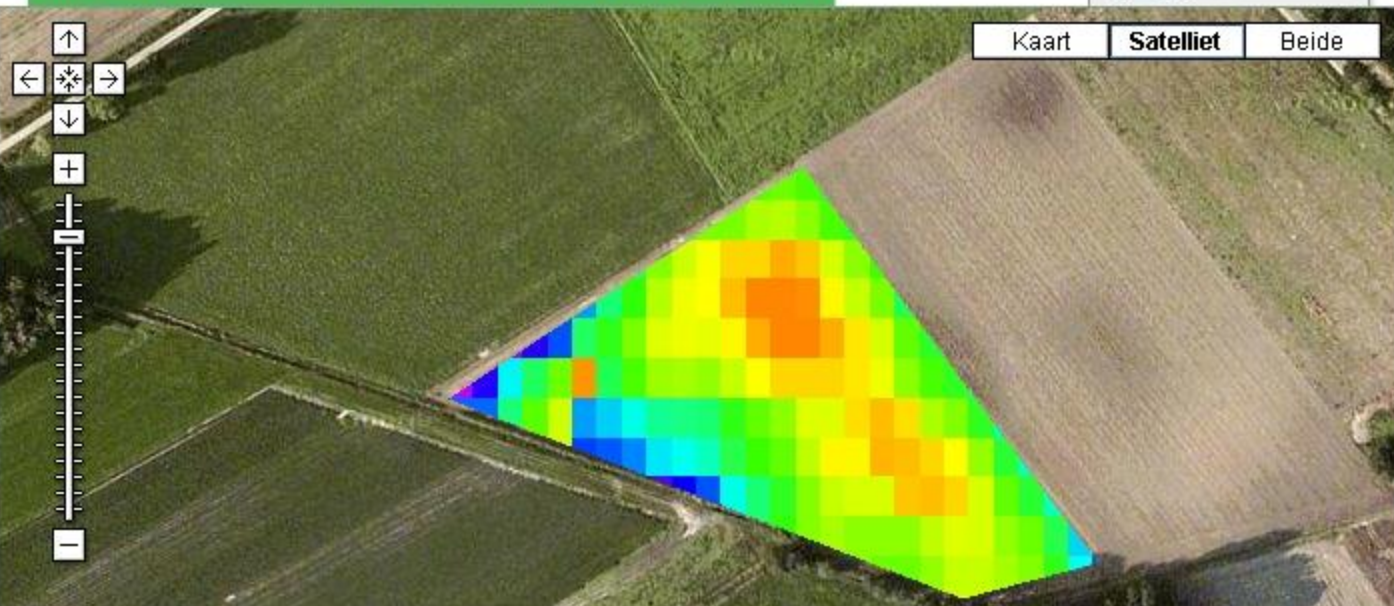 Er zijn 91 vrije levensnummers aanwezig

Memo's

Internet sites
  www.z-factuur.nl
  Friesland-Campina
  Bankieren
  Brameco-zon

Comru   Grasland   Mifas   Systeembeheer   Selfservice   Help   Vergelijking   Afsluiten

Biomassa productie over de periode van **18 June t/m 24 June 2009**

Kaart | **Satelliet** | Beide

Bewerken

278   333   388   443

Gemeten in: kg/ha/week

Google

obe, GeoContent, Aerodata International Surveys, GeoEye, Kaartgegevens ©2009 Tele Atl

Kaart | Sat | Ter

4 dgn

1 dag

Dutch colleague dairy farmers: an impression

Need for data analysis and benchmarking seems high, **however**

- Low extensive use of ICT and administration tools
  - Complicated
  - Limited to legal requirements (I&R, accounting)
  - Family partner/external advisor
- Time spent on input is very limited
- Farmers <35 are better users of ICT

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Situation in arable farming

- Development in precision farming
- Development in remote sensing and satellite information
  - Crop growth,
  - Water management,
  - Soil fertility
  - Pest control
- Data exchange in the Agro Food chain with supply and retail

Needs

- More automated input

- Easy acces to information: where ever, when ever

- Customized information (users perspective),

  eg. alerts

  eg.   innovations

  eg. legal developments

- Crop related aspects better integrated with MIS

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Dreams

On the spot management and business advice:

- Real time information on crop production and nutritional values

- Real time benchmarking/data exchange with co-farmers

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