

MAKING IOT WORK IN FOOD AND FARMING!

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CTO CONFERENCE, FME, JUNI 15TH 2017



Eco-system of apps to push data

FARMER SCANS PESTICIDES PACKAGE IN THE FIELD

APP ASK METEO FOR 24 hour WEATHER FORECAST

**APP CONNECTS BASF FOR E-INSTRUCTION,
CROP AND SOIL SPECIFIC**

**BASF SENDS INSTRUCTION TO SPRAYING MACHINE ON WATER /
PESTICIDE RATIO >> Machine adjusts**

APP CHECKS ADVISE WITH GOV.AGENCY

**FARMER CAN SHARE DATA WITH GOVERNMENT, SGS-AUDITOR
GLOBAL GAP AND PUBLIC**

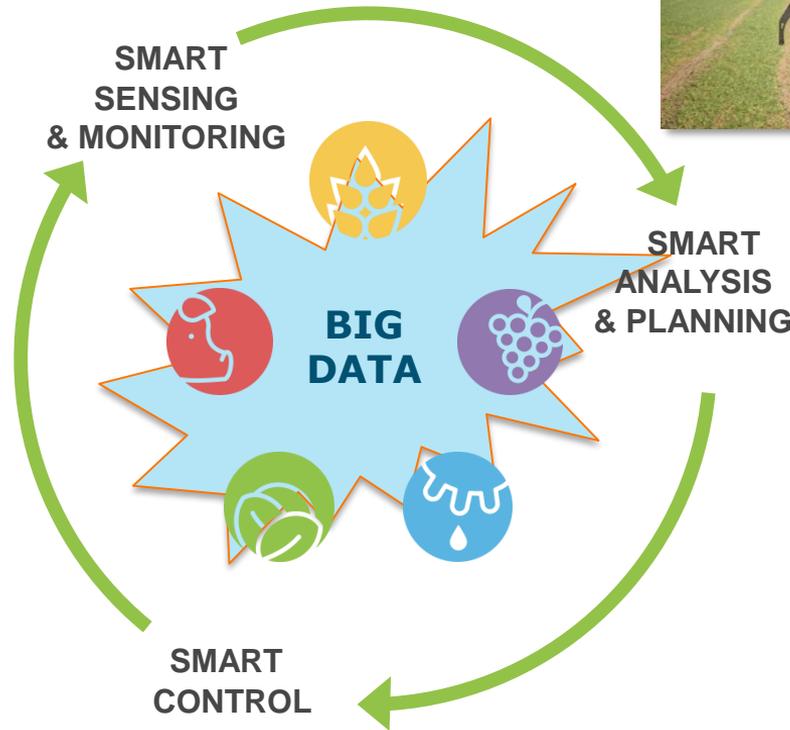
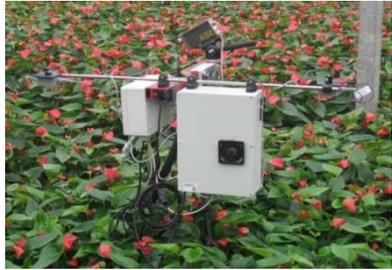
**CAN I USE MY
CURRENT
SERVICE ?**

**CAN I USE MY
FMS ?**

**DOES IT WORK
WITH BAYER /
DEERE**

**DOES IT WORK
WITH BRC /
ISAcert**

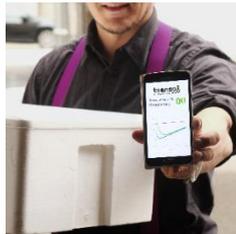
Internet of Things enables Smart Farming...



And smart supply chains and beyond



Smart Farming
tracking & tracing
Smart Logistics



Domotics

Health



Fitness/Well-being



EU track record Smart Food and Farming

2011-2013: **SmartAgriFood** - a FIWARE-based conceptual architecture and prototype applications (5 M€)



2013-2015: **FIspace** – B2B business collaboration platform for agri-food & logistics (+ apps) (13.5 M€)



2014-2016: **Accelerators**: SmartAgriFood2, FInish, FRACTALS (~17 M€)
- 125 apps/start-ups based on FIWARE/FIspace



Sep. 2016: **FIWARE Foundation** established with 3 verticals:
Smart Cities, Industry and **Agri-Food**



2017-2020: **IoF2020** – The Internet of Food and Farm (30 M€) - IoT
large-scale pilot for smart farming and food security



OBJECTIVE IOF2020

IoF2020 fosters a **large-scale uptake of IoT** in the European farming and food sector

- Demonstrate the **business case of IoT** for a large number of application areas in farming and food sector;
- **Integrate** and reuse available **IoT technologies** by exploiting open infrastructures and standards;
- Ensure **user acceptability of IoT** solutions in farming and food sector by addressing user needs, including security, privacy and trust issues;
- Ensure the **sustainability of IoT solutions** beyond the project by validating the related **business models** and setting up an **IoT ecosystem** for large scale uptake.



IOF2020 IN BRIEF



**71 PARTNERS
ORGANISATIONS**



**16
COUNTRIES**



4 YEARS
Start = January
2017

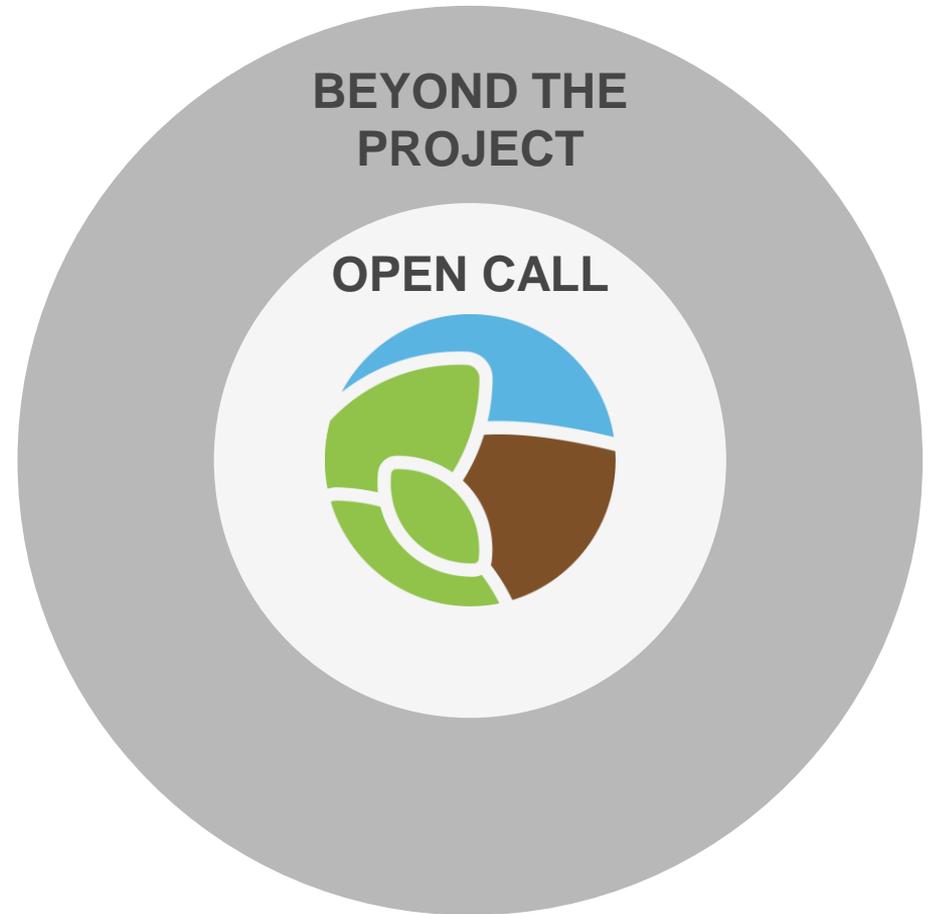


**€35 MILLION
BUDGET**
(€30 million co-funded
under EU H2020
programme)

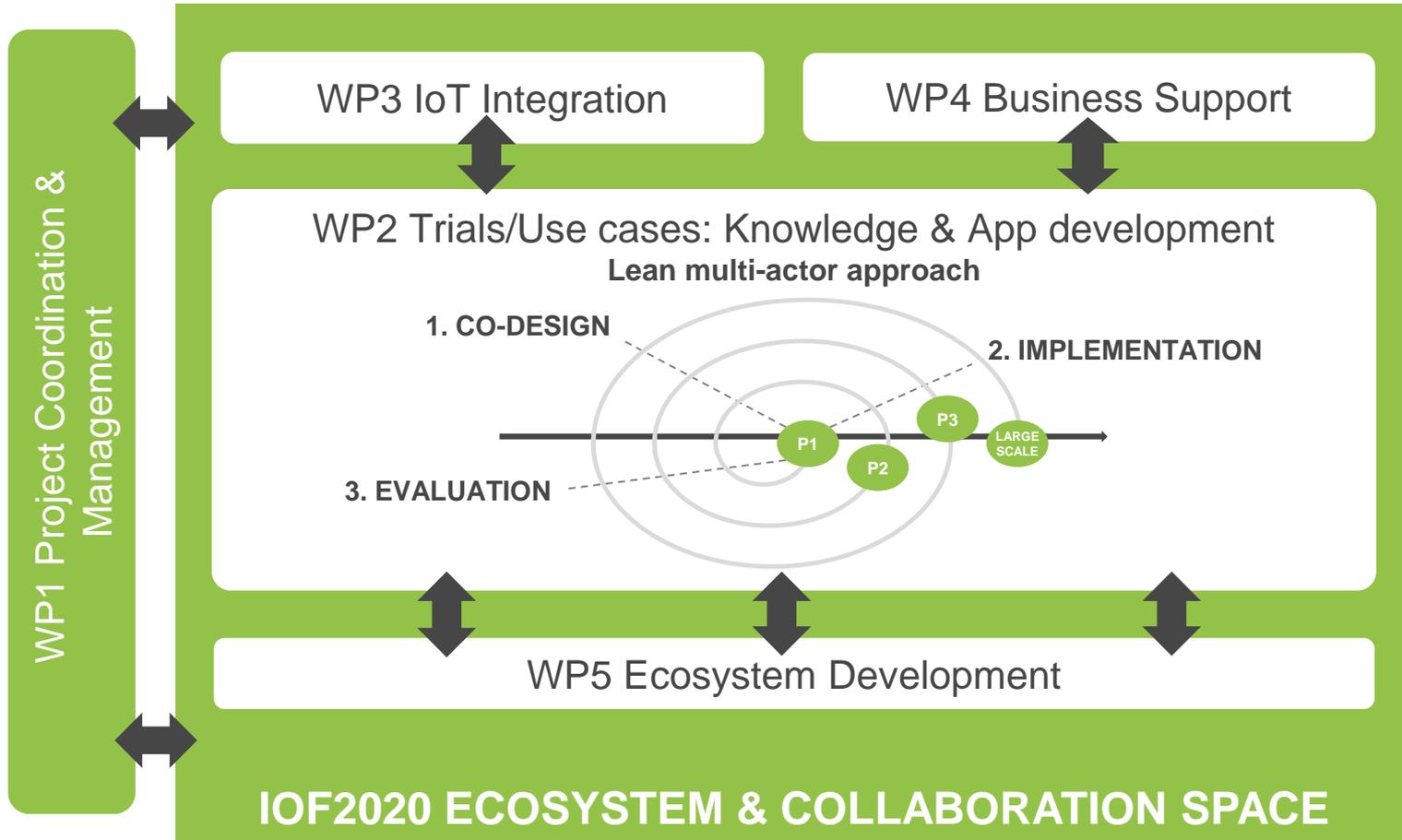
AMBITION & VISION

IoF2020 will pave the way for:

- Data-driven Farming
- Autonomous Farm Operations
- Virtual Food Chains
- Personalized Nutrition for European citizens



GENERIC APPROACH & STRUCTURE



Business support

KPI & IMPACT



Calculate costs savings and effects on revenue development & financing plans for farmers

BUSINESS MODELS



Different business models will be tested to identify the most successful and sustaining ones

MARKET STUDY



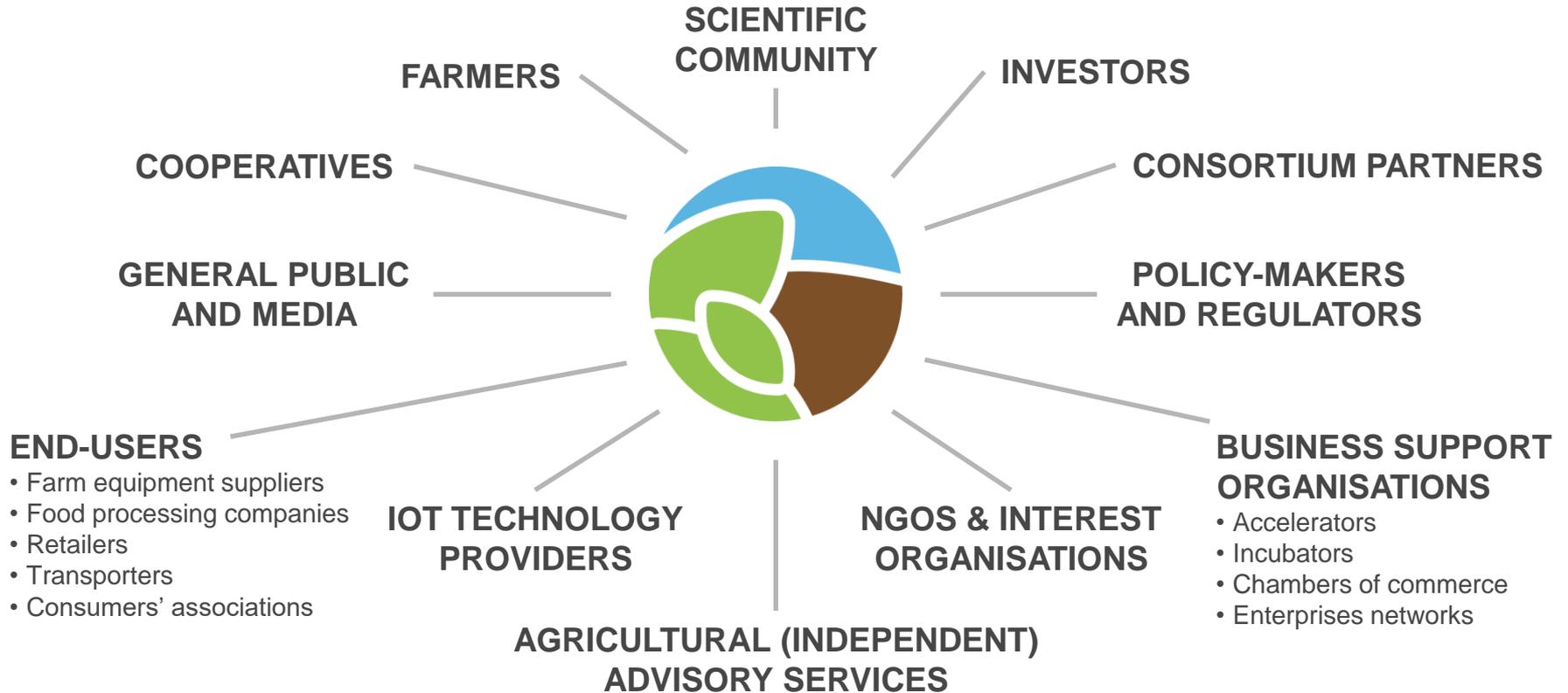
Buying and selling a product is the best lorem service.

PRIVACY GUIDELINES



Develop standard procedures and guidelines to handle sensitive information and to protect IP

TOWARDS TO THE IOF2020 ECOSYSTEM



STAY-TUNED VIA

- Website: www.iof2020.eu
- Twitter: <https://twitter.com/loF2020> 
- Newsletter subscription & contact: communications@iof2020.eu
- Project management:
George Beers and Sjaak Wolfert (Wageningen Economic Research)

Thanks for your attention

and we welcome collaboration in your projects !

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www.wur.nl

