



# Who are we

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





# Goal

- Economical healthy
- Easy farming
- Pleasure in work
- Appreciated





# 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/flexability

Thank You

