

Transparent data sharing in dairy production



Stephanie Van Weyenberg

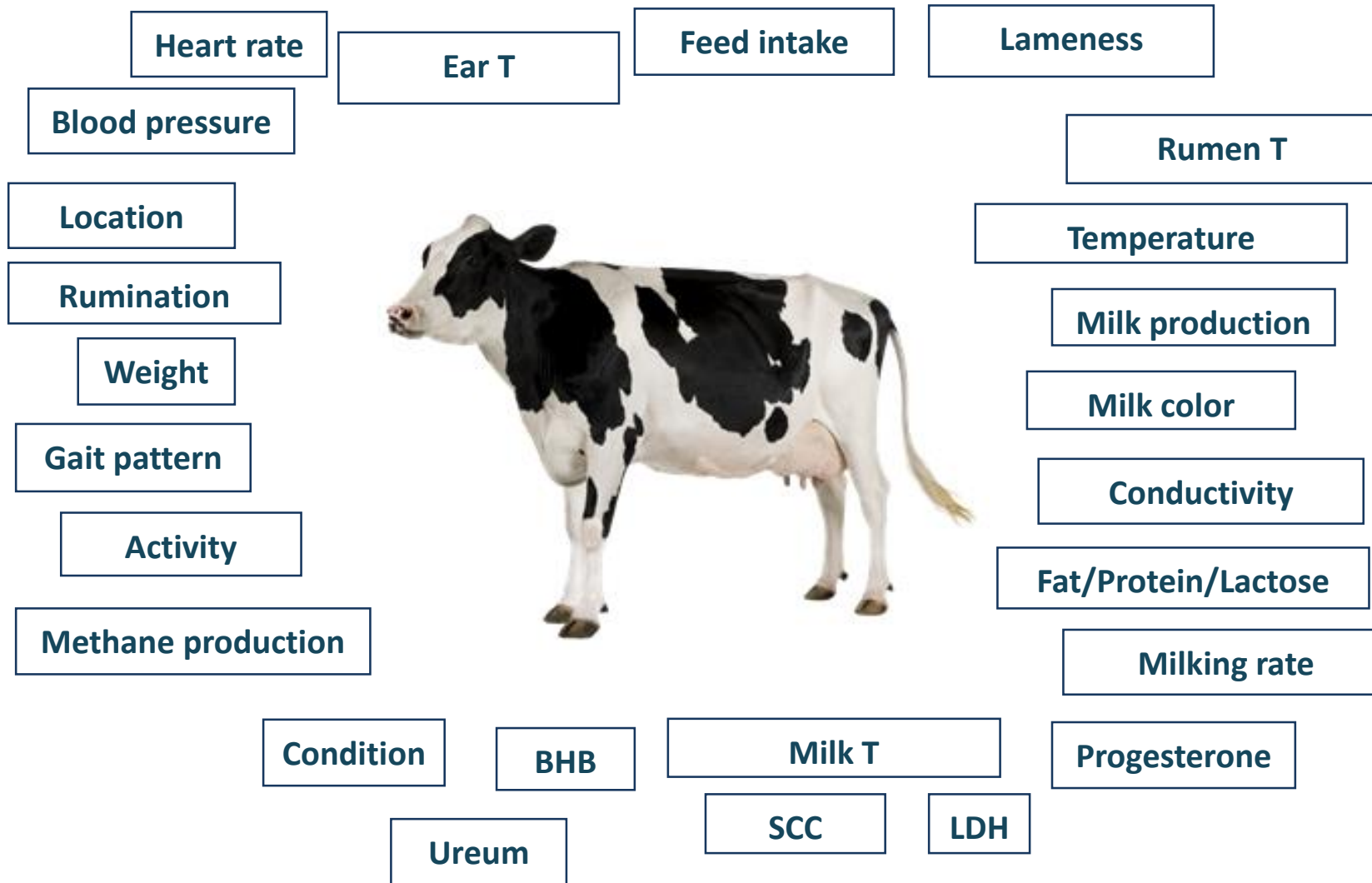
EAAP

28/08/2019

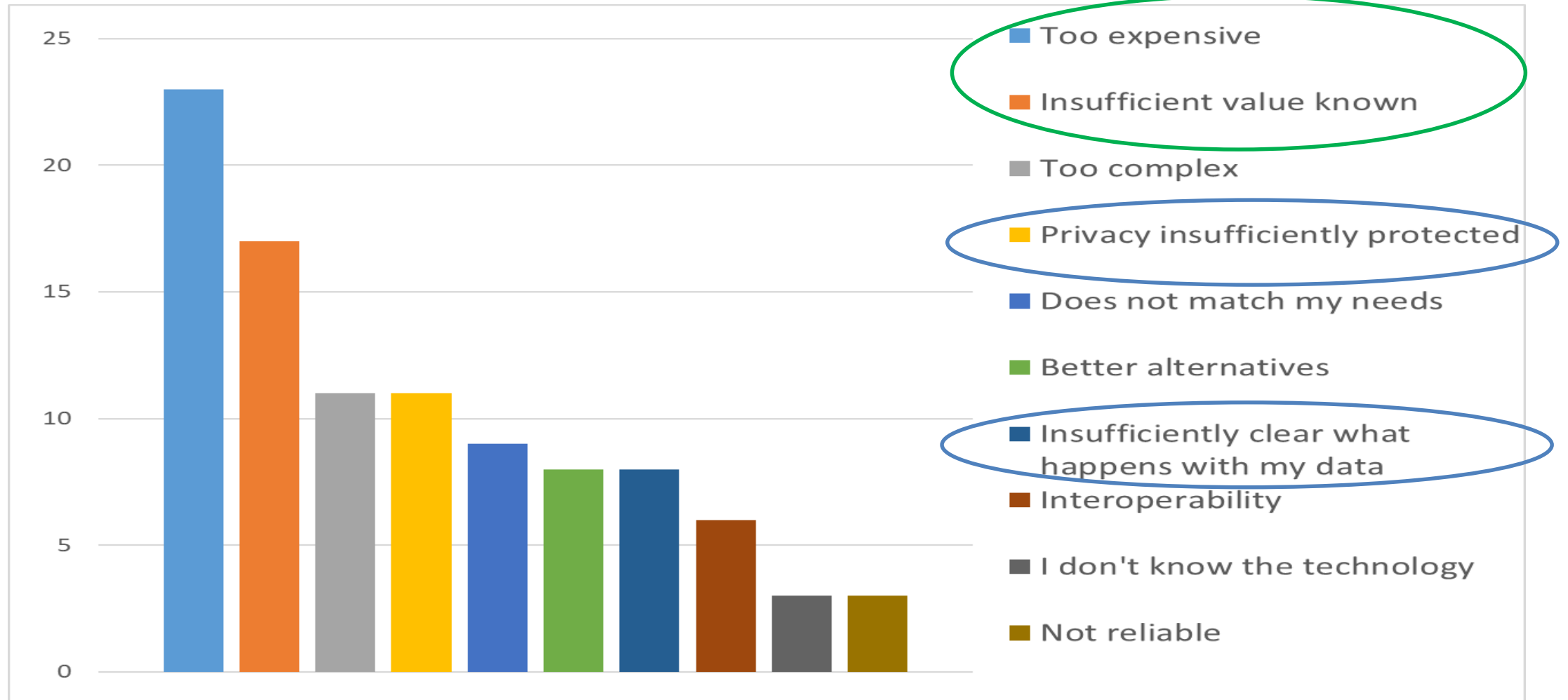
Smart Farming

Role of the farmer

What can (not) measured?



What hold you back ?



Farmers

- ✓ Privacy
- ✓ Ownership
- ✓ Added value => Linked and integrated data



Smart Farming

Role of other stakeholder

Dairy industry*



Valorisation of linked data



Secure data sharing



Data



Insights



Action

=> Linked and integrated data

* Sensor and IoT developers, data analytics and algorithm developers, manufacturers of milking machines and barn equipment, veterinarians, animal nutrition companies and advisors, pharmaceutical industry, dairy producers, ...

Retail, consumers, licensing and audit organisation, paying and food safety agencies, ...

✓ Traceability

✓ Transparency



=> Linked and integrated data



Data revolution in agrifood

Common economic opportunity for all stakeholders along the entire food chain

They all depend on the data integration and the willingness of data sharing

=> Need for new roles and rules in a CHANGED ECOSYSTEM

DataHub for Agrifood

As ecosystem

DataHub for agrifood

Aim at the development of a **NEW ECOSYSTEM** for data innovation in the agrifood sector

Innovatiesteunpunt  
de toekomst begint vandaag



ILVO
Institute for Agricultural
and Fisheries Research



 **BOERENBOND**
trouw aan land- en tuinbouw

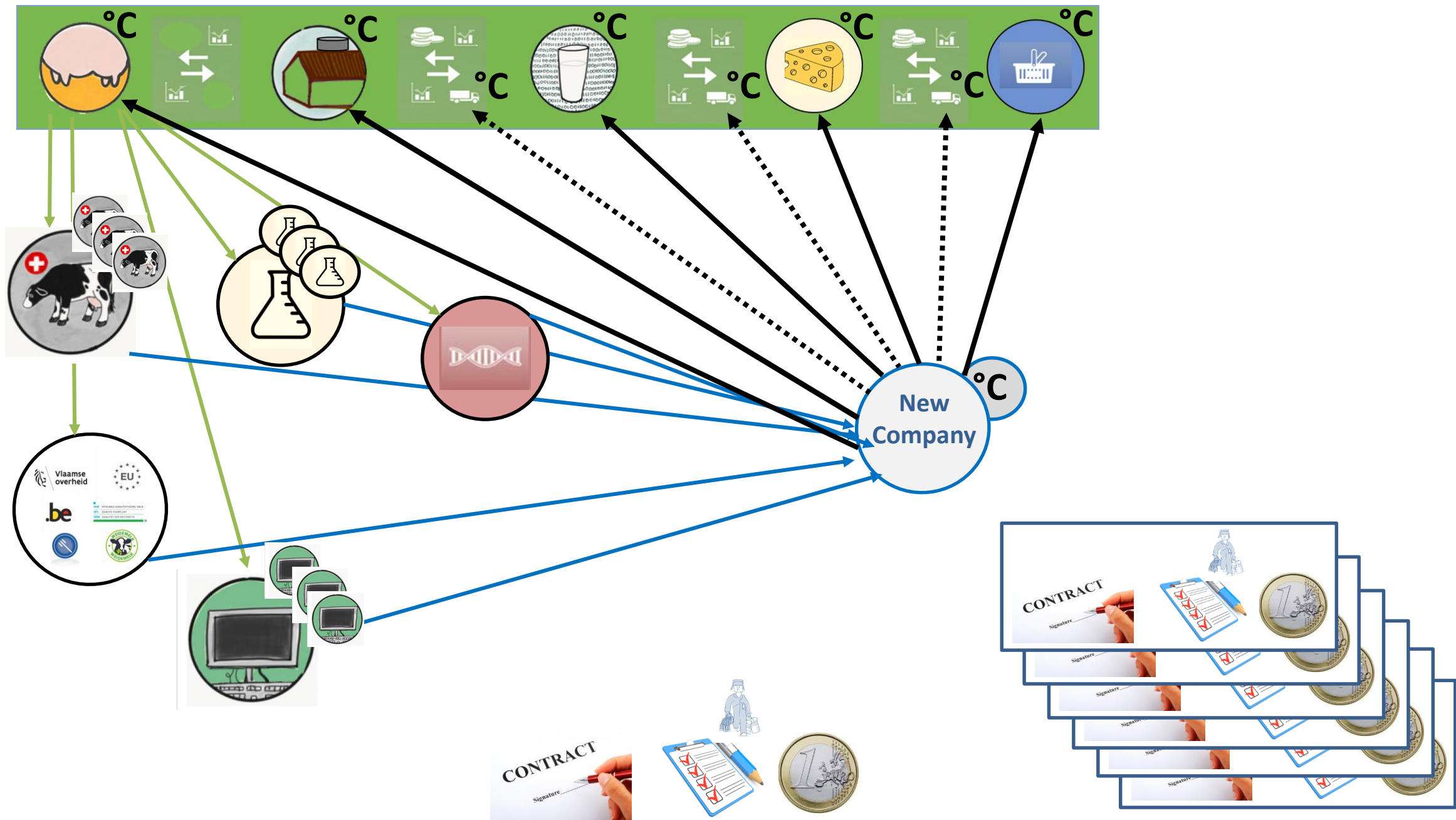


EFRO
EUROPEES FONDS
VOOR REGIONALE
ONTWIKKELING

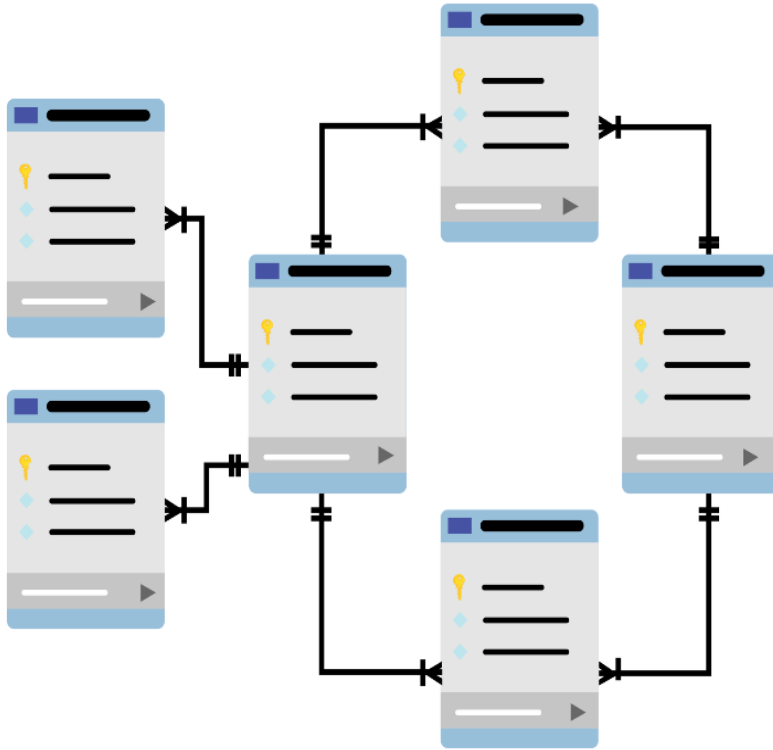


The ecosystem today?





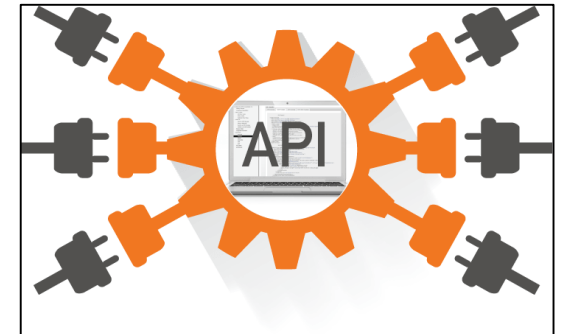
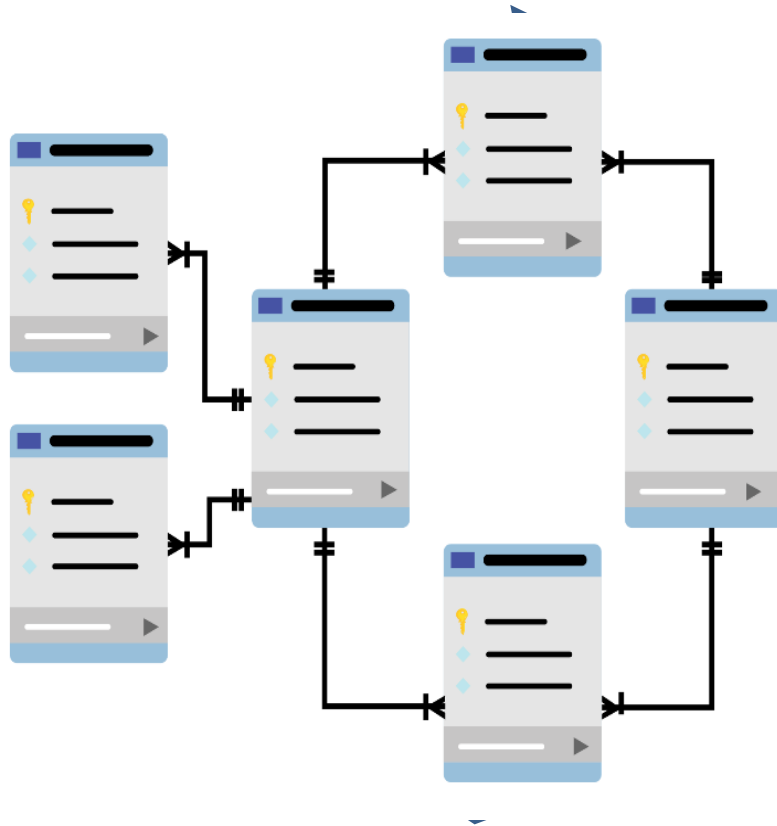
The ecosystem today?



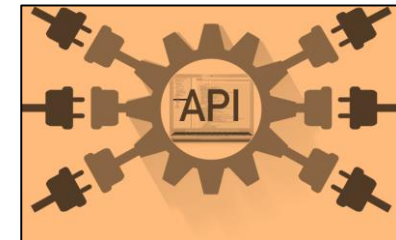
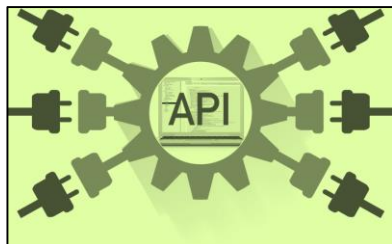
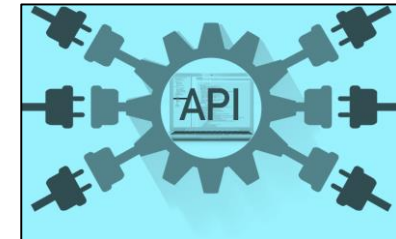
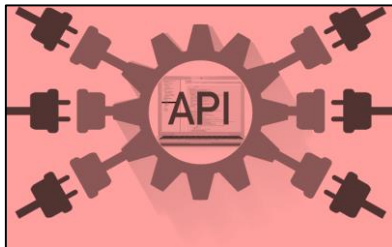
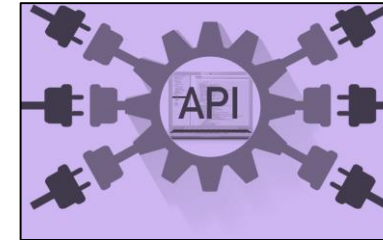
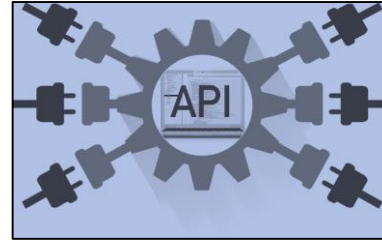
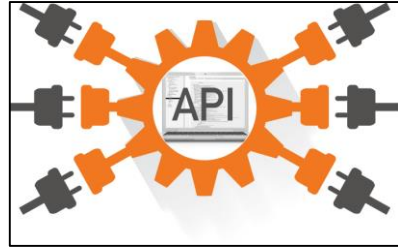
DataHub for agrifood

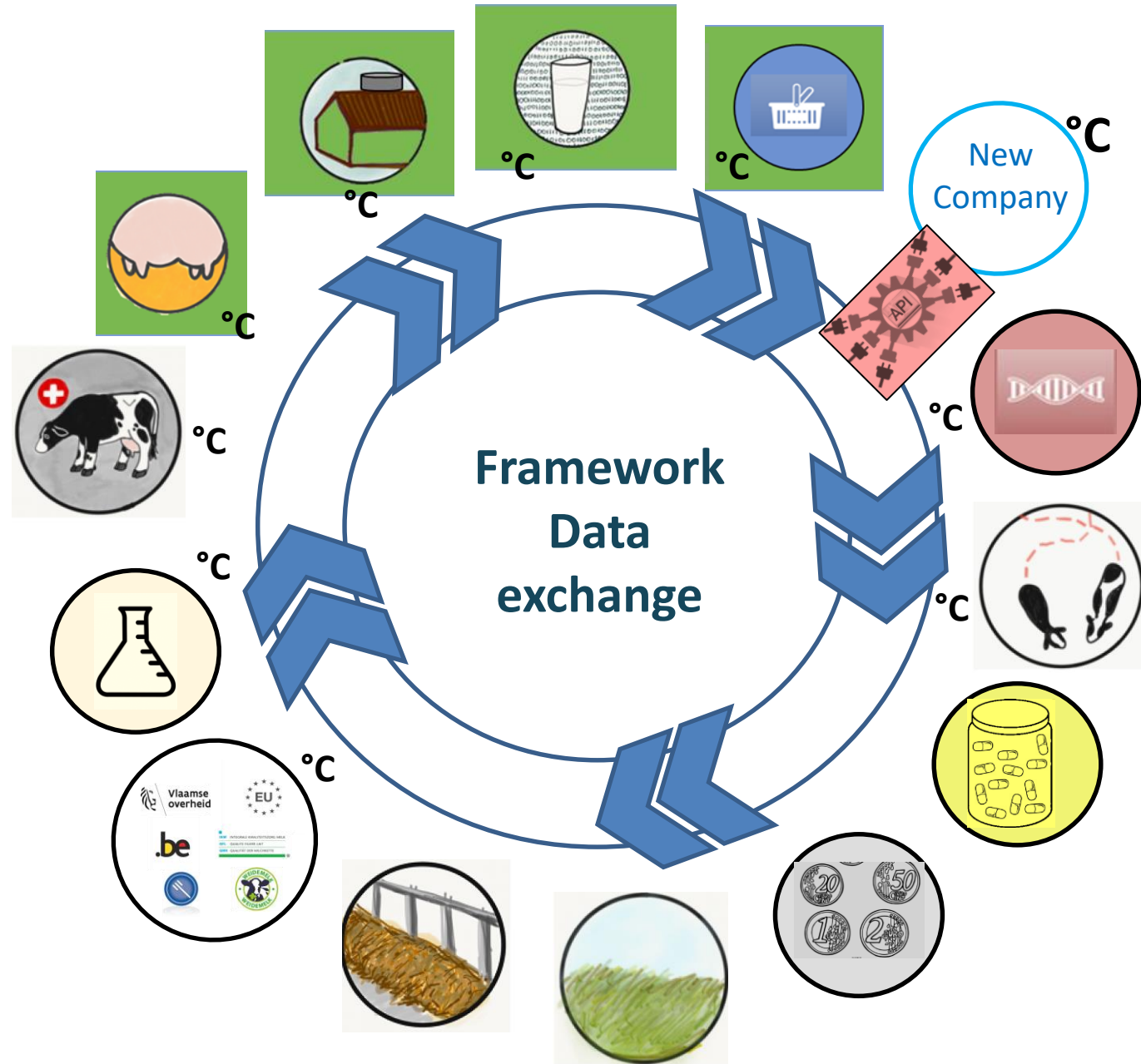
1. Cloud-based data exchange structure
2. Data governance and transparency
3. Examples (Showcases)

DataHub for agrifood



Generic APIs and connectors





DataHub for agrifood

1. Cloud-based data exchange structure

2. Data governance and transparency

3. Examples (Showcases)

Data governance and transparency

Data exchange ...

...with respect for **privacy** and **data ownership**

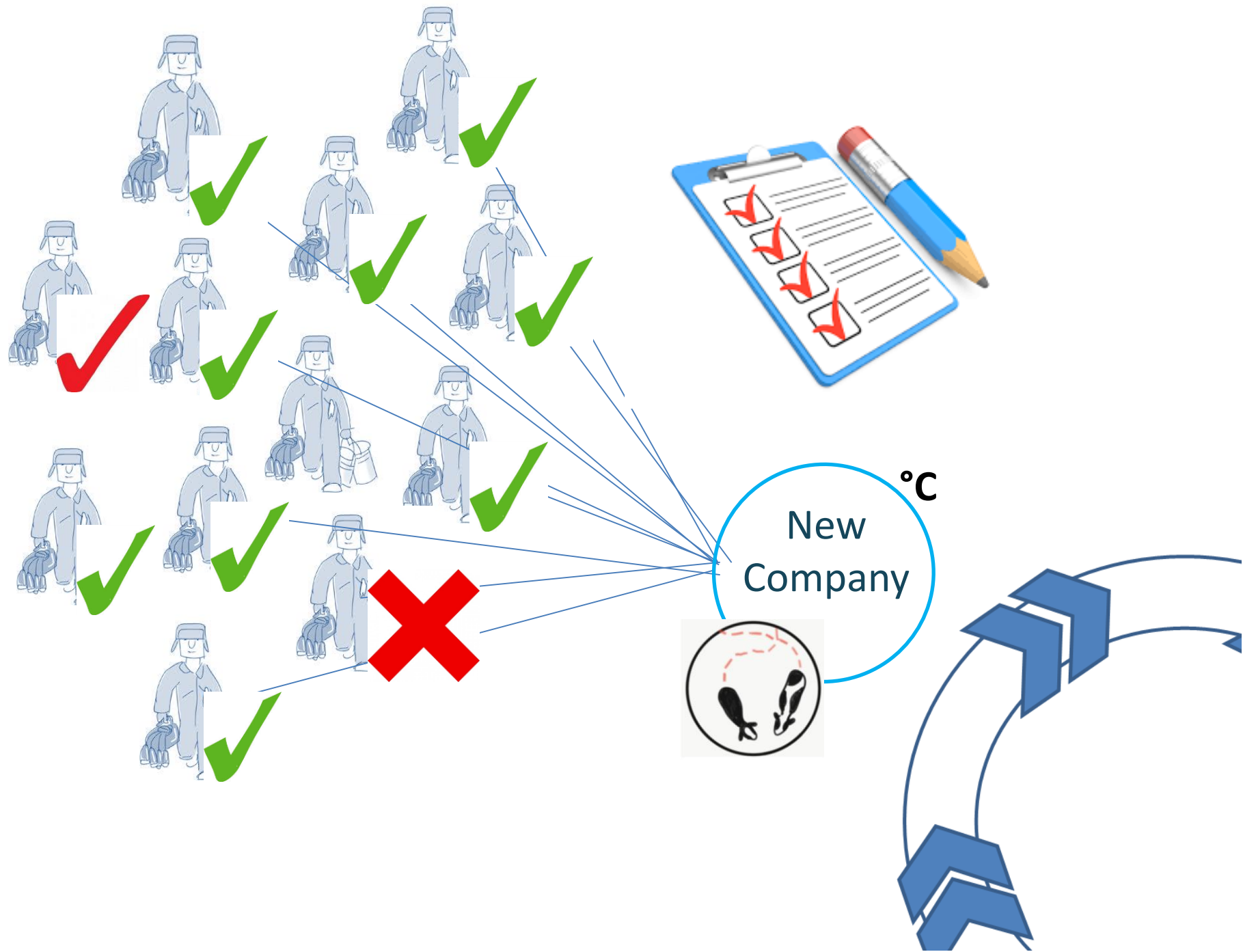
DataHub for agrifood

Only authorized data can be further exchanged and combined
Technical solution to control access

- ✓ What data?
- ✓ Shared with?
- ✓ Reason?
- ✓ Period?



Temperature data, New company, Temperature audit, April 2019

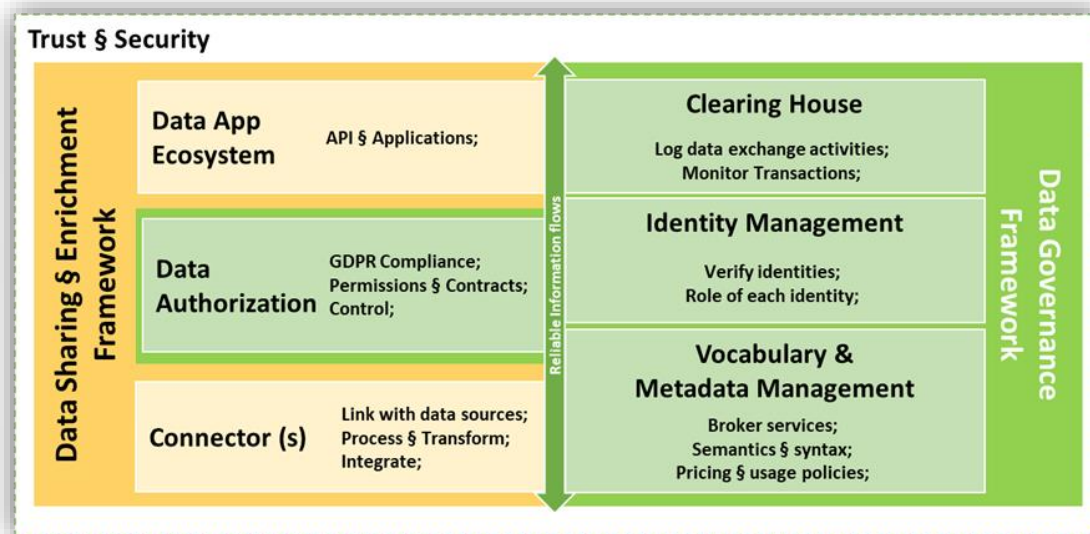


Data governance and transparency

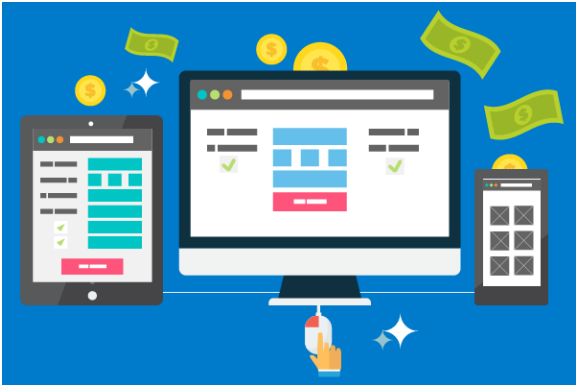


Tell what you want to do ...

... **AND do what you promised !**



Showcases



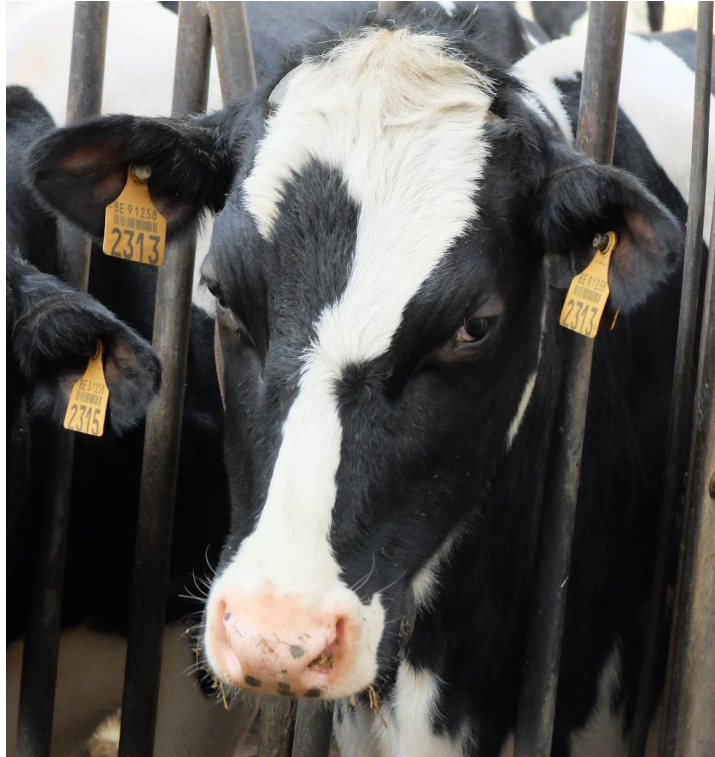
DataHub for Agrifood

CONCLUSIONS

DataHub for agrifood

- Data exchange structure
 - Development of a library of API's
- Generic contracts
 - Privacy / ownership
- Technical solution for data governance
 - Transparent data use
- Facilitate innovation and data valorisation
 - Demonstrations of benefits for the dairy sector, industry and farmers

Questions ?



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