



BETTER COWS > BETTER LIFE



The Future of  
Smart Farming

## Transparent farmer consent: the farmer in control!

Use case between CRV, Lely and JoinData

- Bert van 't Land (CRV)
- Leon Ham (Lely)
- Arjan Lamers (JoinData)

# CRV is a co-operative in Dairy and Beef, with 25,000 members in the Netherlands and Flanders

## Our mission

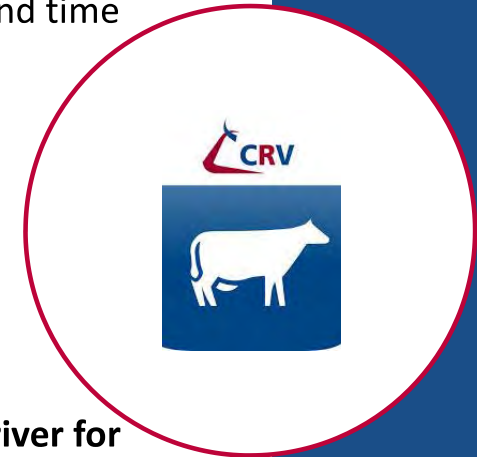
‘CRV is a leading customer-focused cattle improvement co-operative, fully committed to adding value for farmers’



# Existing situation

- CRV has > 70 different data exchange solutions with different partners, maintenance costs are increasing
- Existing solutions for dataexchange often outdated. Security and legal issues (eg GDPR) are complex and time consuming
- Dataexchange is an important precondition, but focus in CRV applications on:
  - optimal customer experience,
  - maximum availability
  - Information up-to-date

➔ **Sharing facilities on data exchange is increasing transparency for our customers, cost saving and a driver for innovations**





# Join forces in sharing data

Standardization:



Use of generic permissions register and API interface :



# USE CASES DATAEXCHANGE BETWEEN CRV AND LELY:

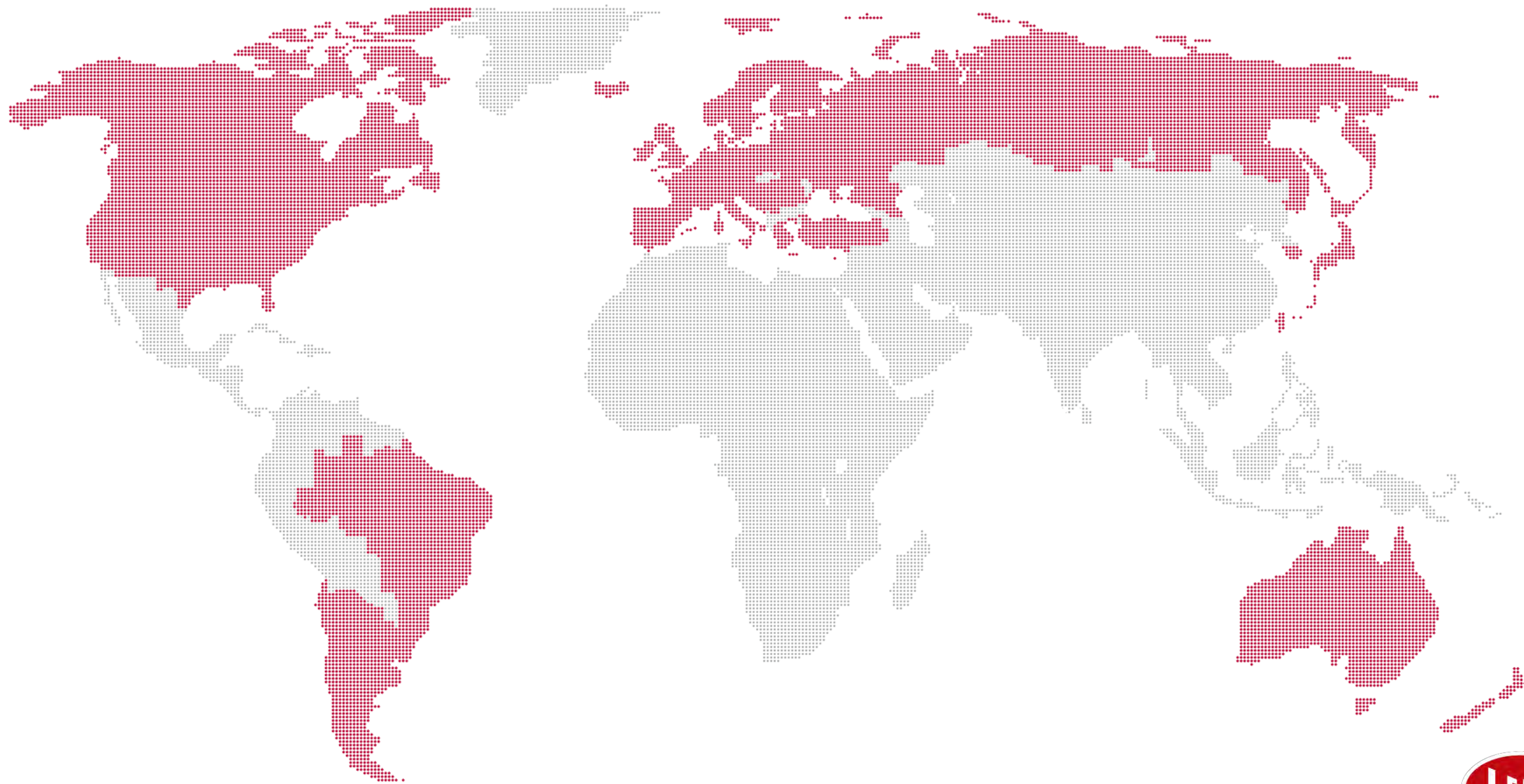
- Use case 1: Milkrecording + Herd list mutations for T4C
  - Dail milkyields from T4C ==> CRV
  - Herdlist mutations CRV ==>T4C



- Use case 2: VeeManager (farm management by CRV)
  - As uses case 1 + other milkcomponents,
  - Fertility (in heat/activity, inseminations, abortions, fertility checks,..)
  - Breeding (Sire advise, genomic results, breeding values, parentage checks,..)
  - Health (diagnoses, treatments,..)
  - Feed intake (concentrates, roughage,..)









# Automized and Robotized processes





**Long term  
relationships  
is what we value**

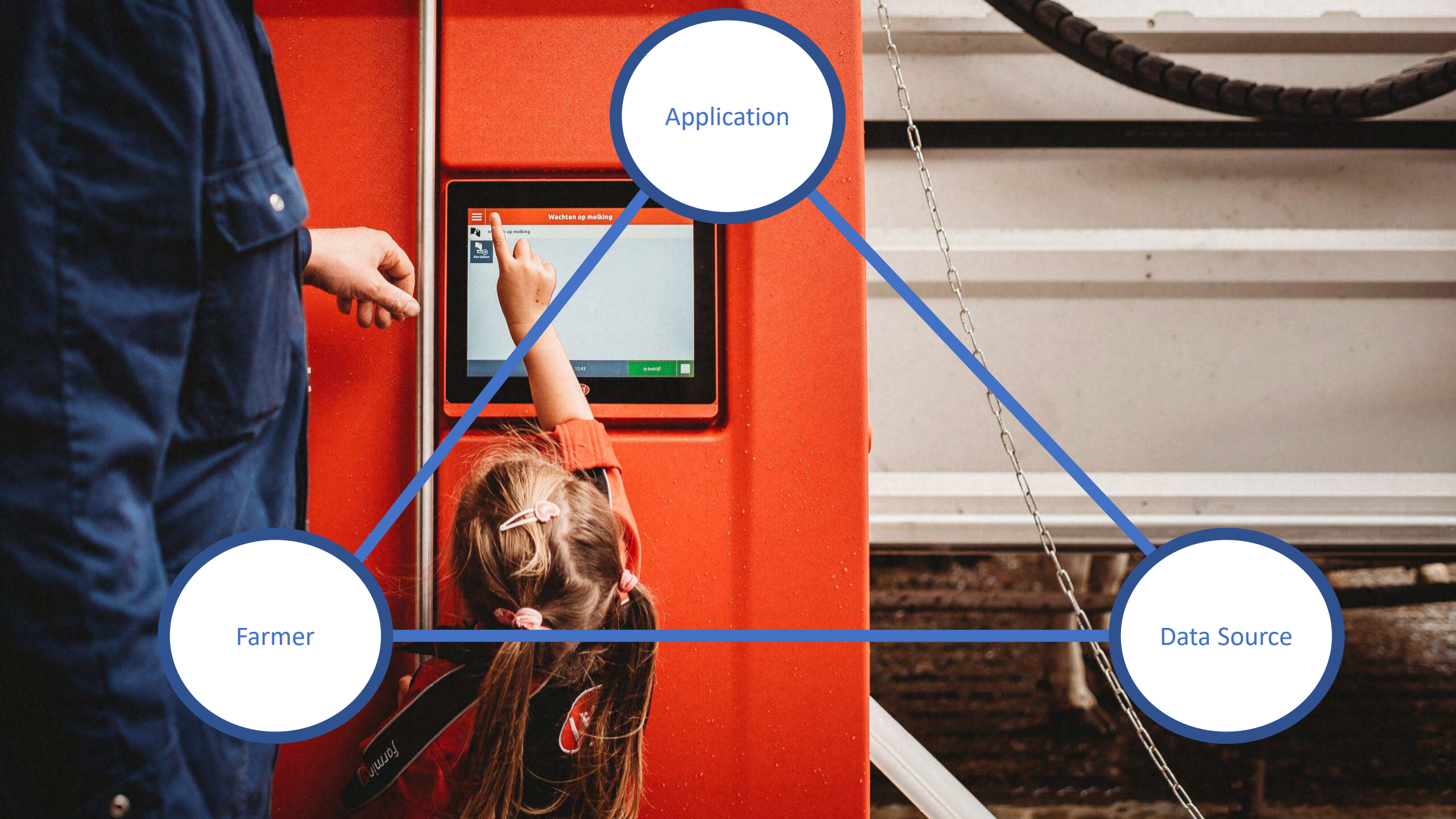




# DATA SHARING REQUIRES RESPECT & TRUST





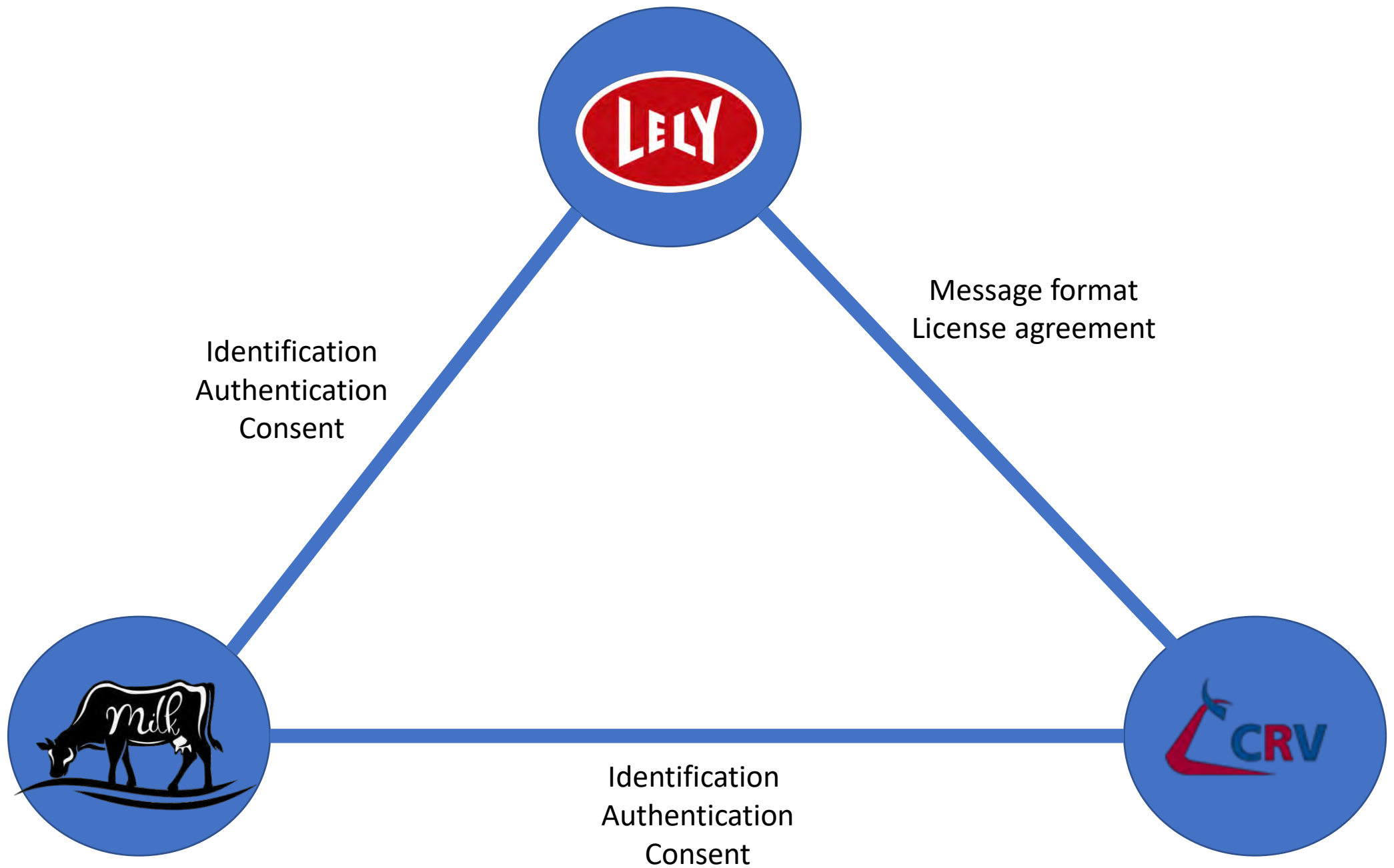


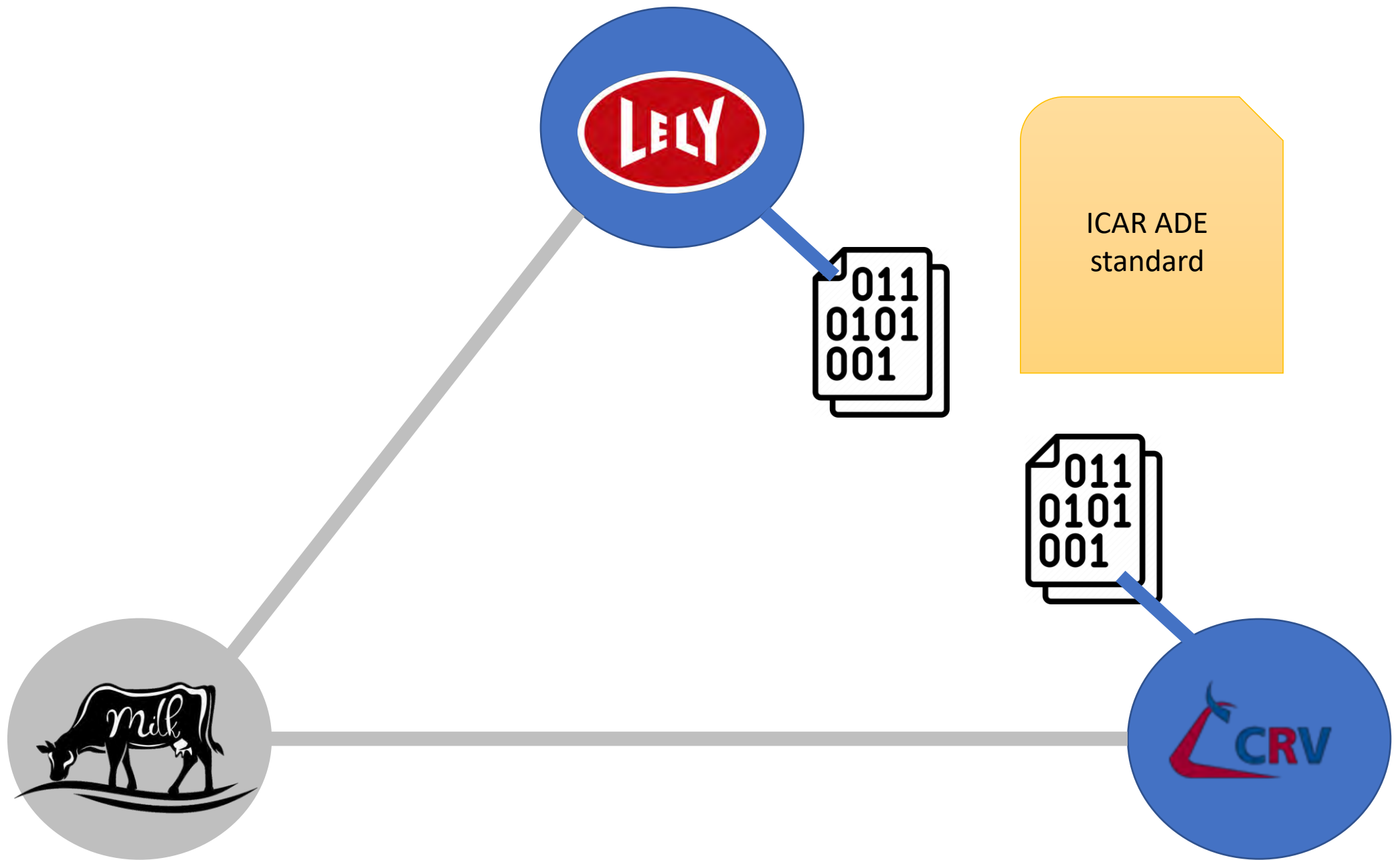
Application

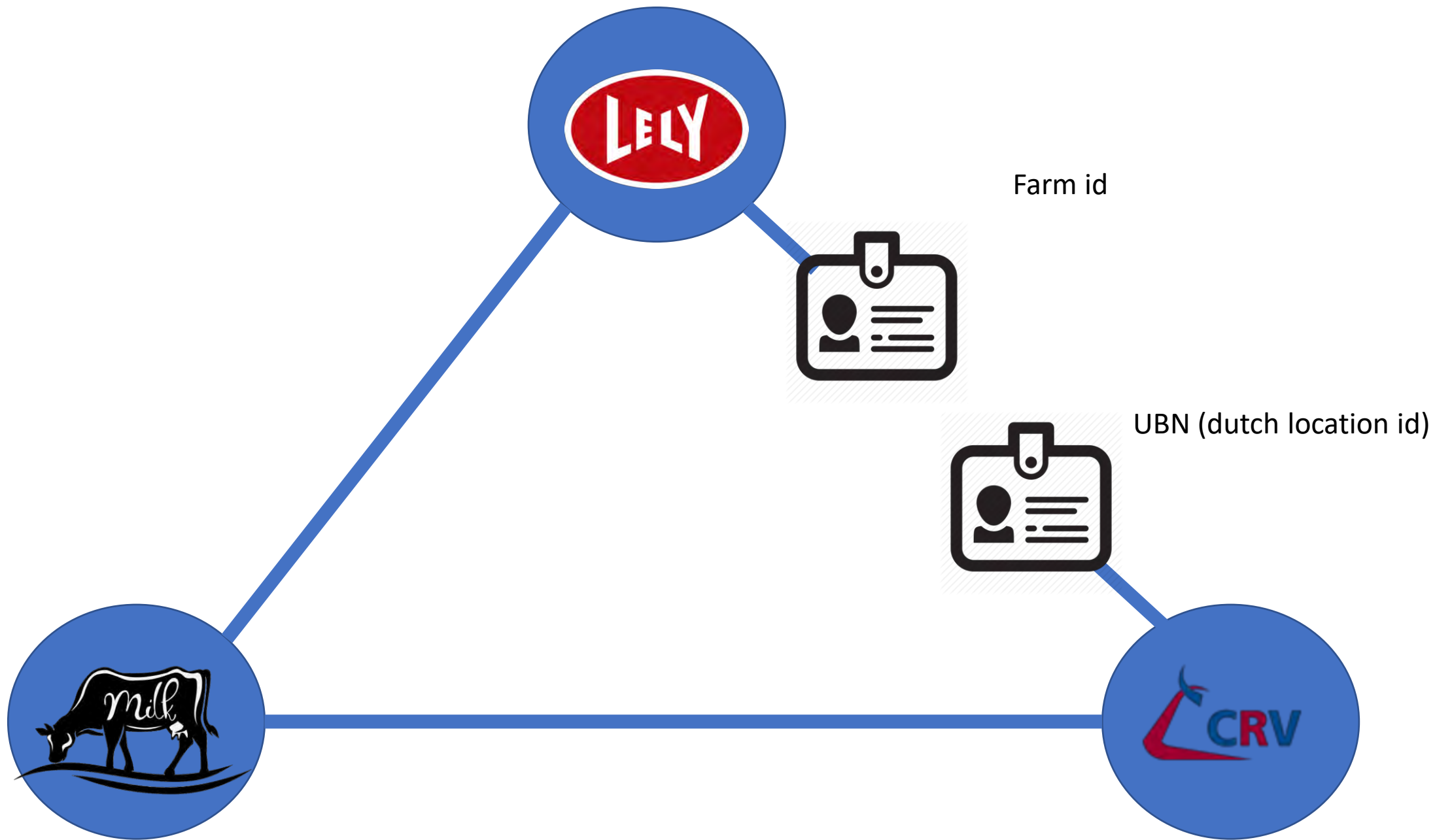
Farmer

Data Source













Consent to share:

- from Lely to CRV
- From CRV to Lely **for T4C**

Managed at T4C



Consent to share:

- from CRV to Lely
- From Lely to CRV **for Veermanager**

Managed at Veermanager







milking robot



step counter



laboratory



drone



gps tracker

milk production

fertility

health

crop growth

mowing history



milk prediction



mowing monitor





myJoinData

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Farmer Mike

Approved participations [17]













Unapproved participations

Revoked participations [9]

Missing something?

Filter by requestor

All

description	mandates	status	
<b>Herd list mutations for T4C</b> Lely uses the herd list mutations in T4C to automatically adjust the milking robots ...	 	active since 08 Jun 2020	<a href="#">details</a>
<b>VeeManager (farm management by CRV)</b> CRV VeeManager helps you make the daily decisions on your farm.	   	active since 08 Jun 2020	<a href="#">details</a>
<b>Milk recording by CRV</b> CRV uses the milking visit data from milk robots to perform milk recordings.		active since 08 Jun 2020	<a href="#">details</a>
<b>MSD Vaccination Trial</b> The goal of the trial is to get farmer to try out our vaccination mobile app. The app...	  	active since 15 May 2020	<a href="#">details</a>
<b>Ophalen adresgegevens voor Biodiversiteit</b> BoerenNatuur werkt aan een landbouwsysteem dat landschap en natuur versterkt...		active since 01 Jan 2018	<a href="#">details</a>
Geïmporteerde machtiging voor: FrieslandCampina Nederland B.V.		active	<a href="#">details</a>



Approved participations [17]

Unapproved participations<sup>5</sup>

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active

[details >](#)

# State

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- In production; testing with beta group
- Published API's are ICAR ADE 1.0
- JoinData is publicly available *now*
- Lely & CRV rollout for general public from September 2020



# Happy to answer your questions

[crv4all.nl](http://crv4all.nl)



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[lely.com](http://lely.com)



[join-data.nl](http://join-data.nl)



**JoinData**  
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Smart Farming