



BETTER COWS > BETTER LIFE



JoinData
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)
- Gijs Nijman (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- Existing solutions for dataexchange often outdated.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:

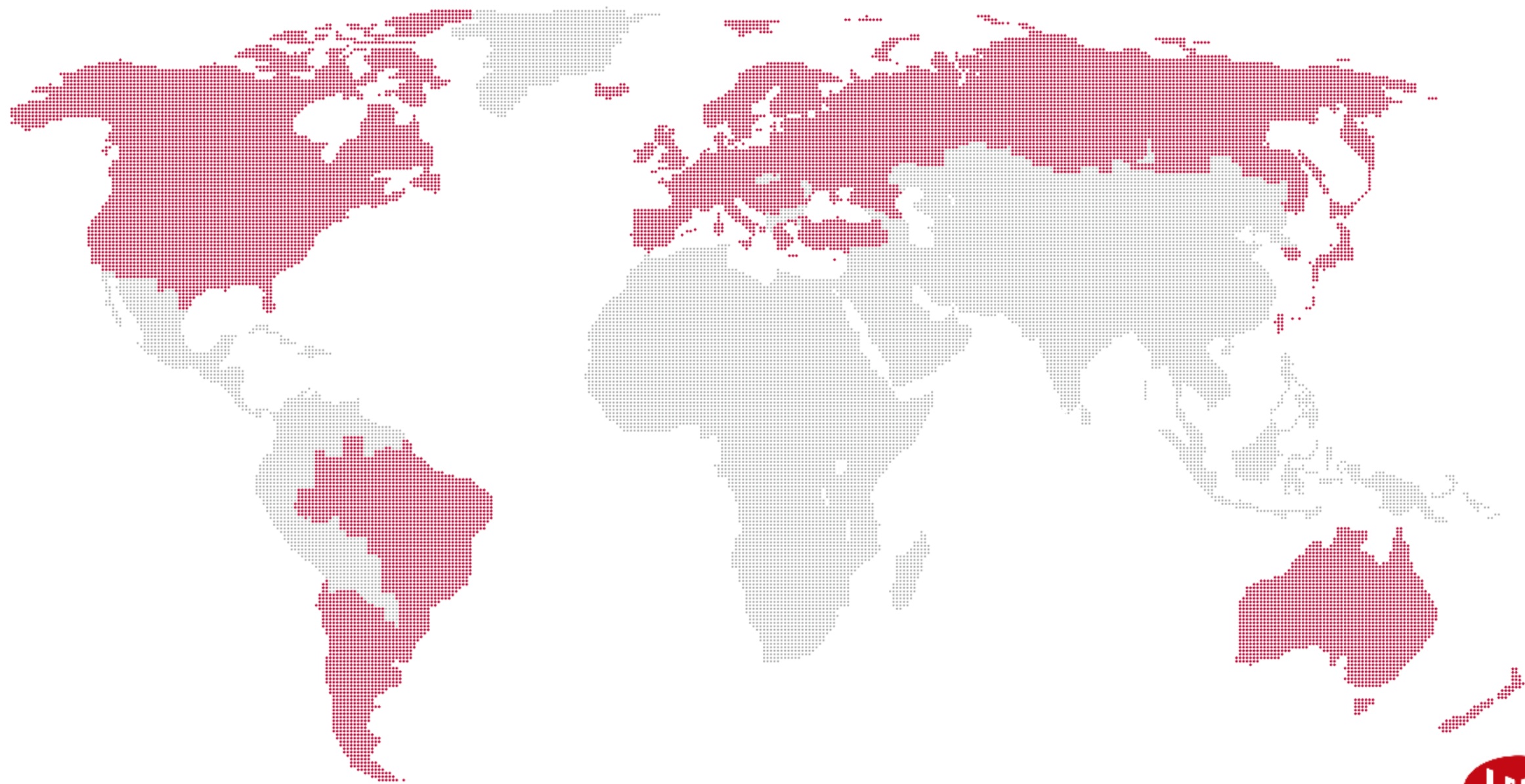
- Use case 1: Milkrecording + Herd list mutations for T4C
 - Dail milkyields from T4C ==> CRV
 - Herdlist mutations CRV ==>T4C



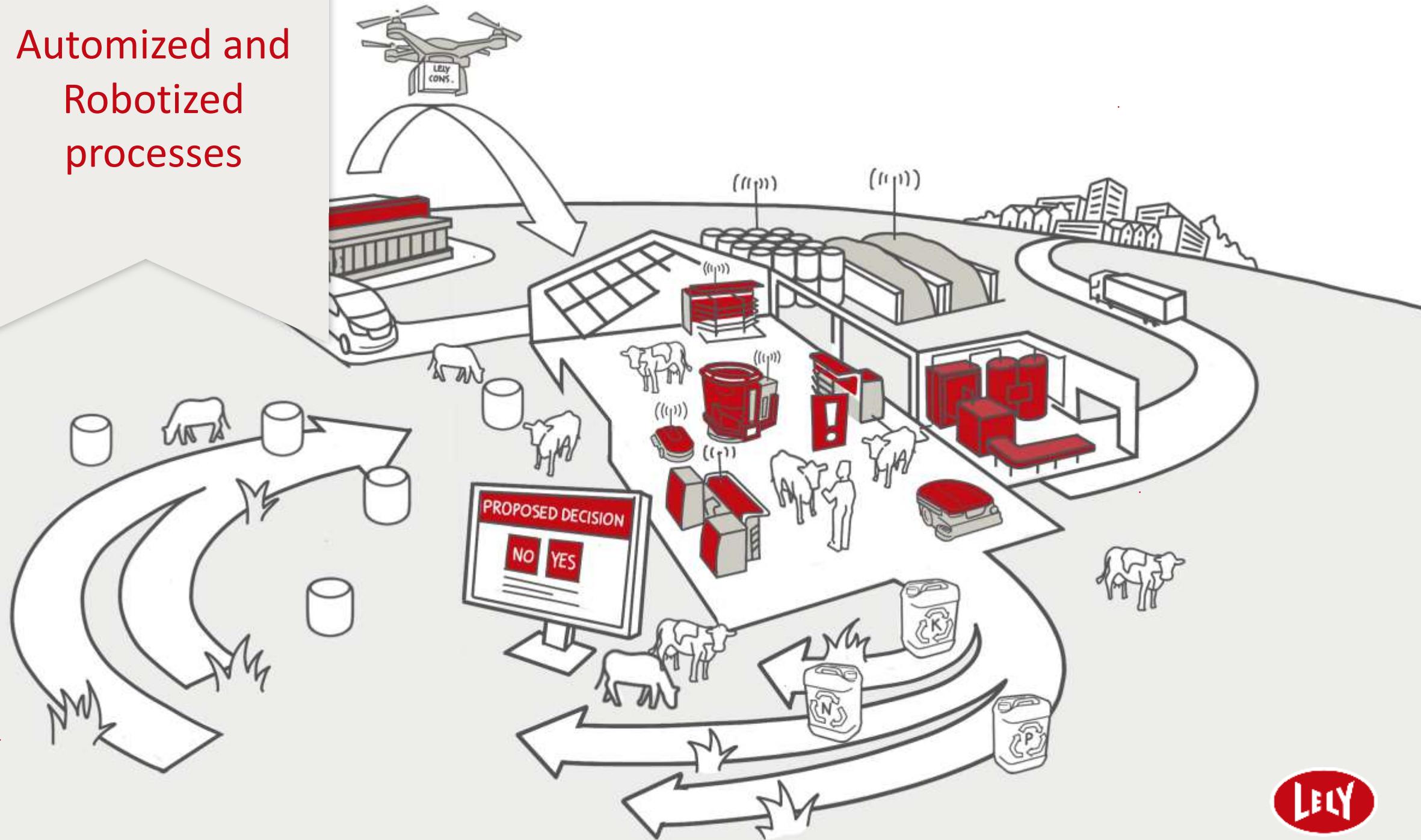
- Use case 2: VeeManager (farm management by CRV)
 - As uses case 1 + other milkcomponents,
 - Fertility (in heat/activity, inseminations, abortions, fertility checks,..)
 - Breeding (Sire advise, genomic results, breeding values, parentage checks,..)
 - Health (diagnoses, treatments,..)
 - Feed intake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







Automized and Robotized processes

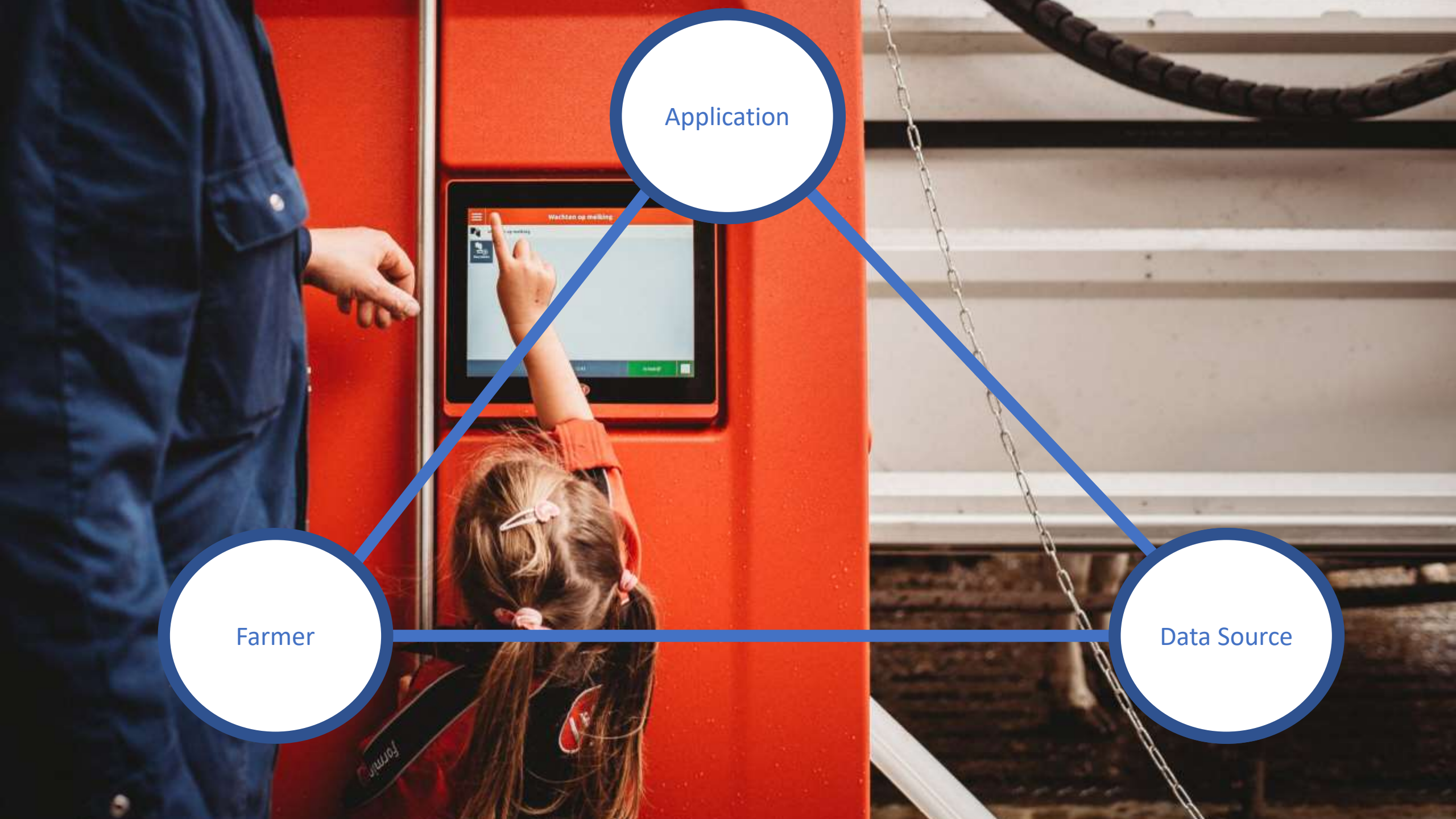


**Long term
relationships
is what we value**



DATA SHARING REQUIRES RESPECT & TRUST

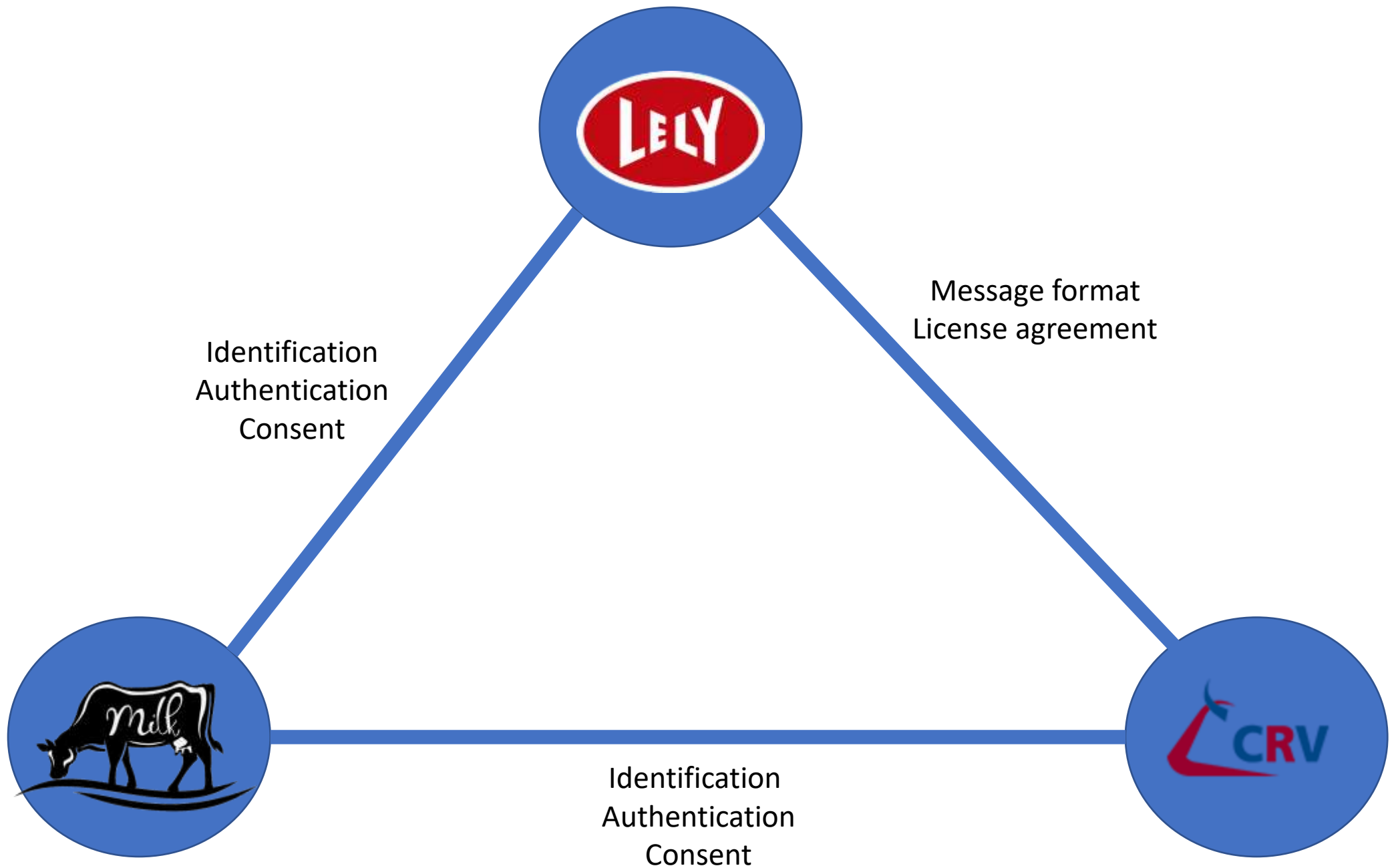


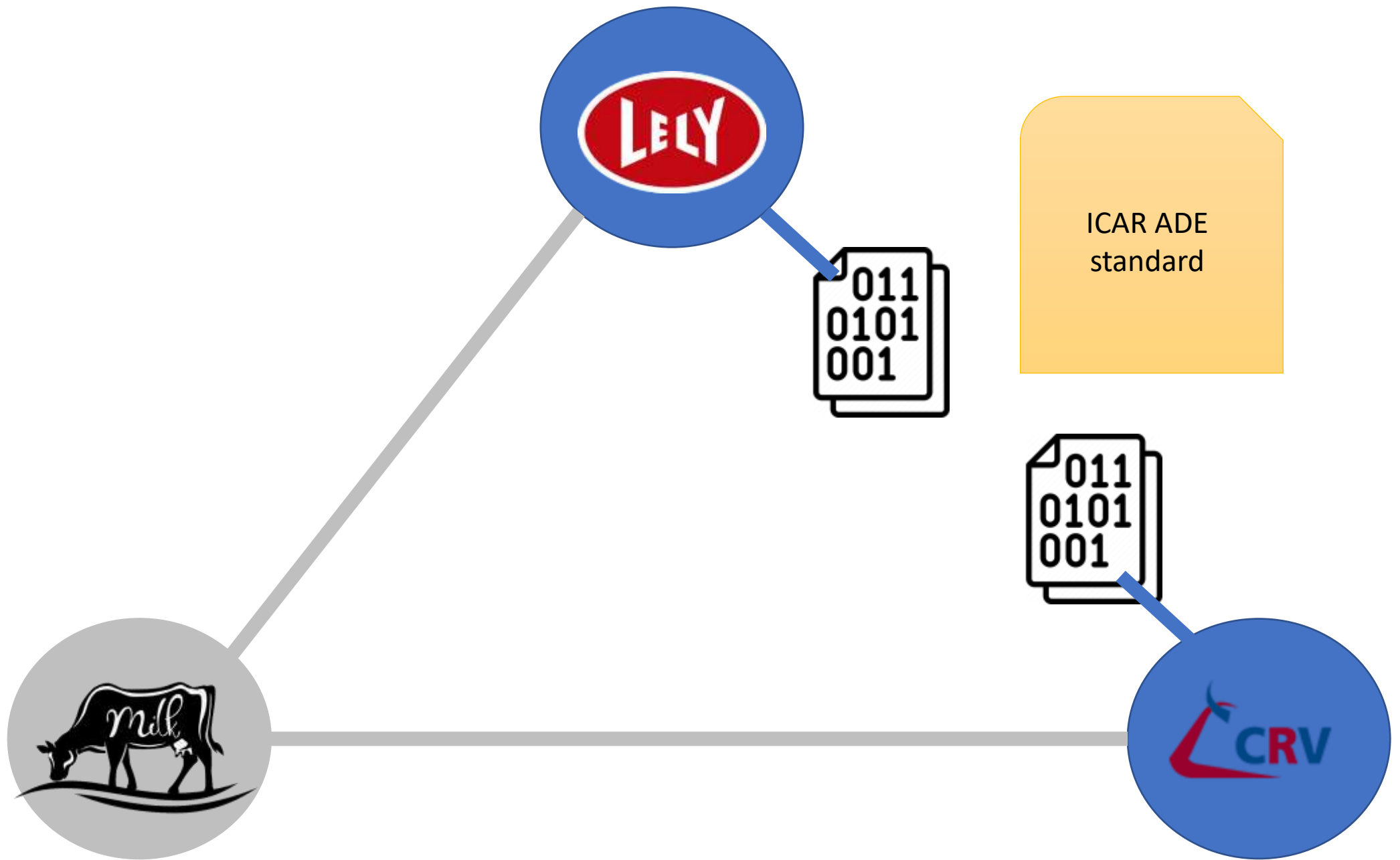


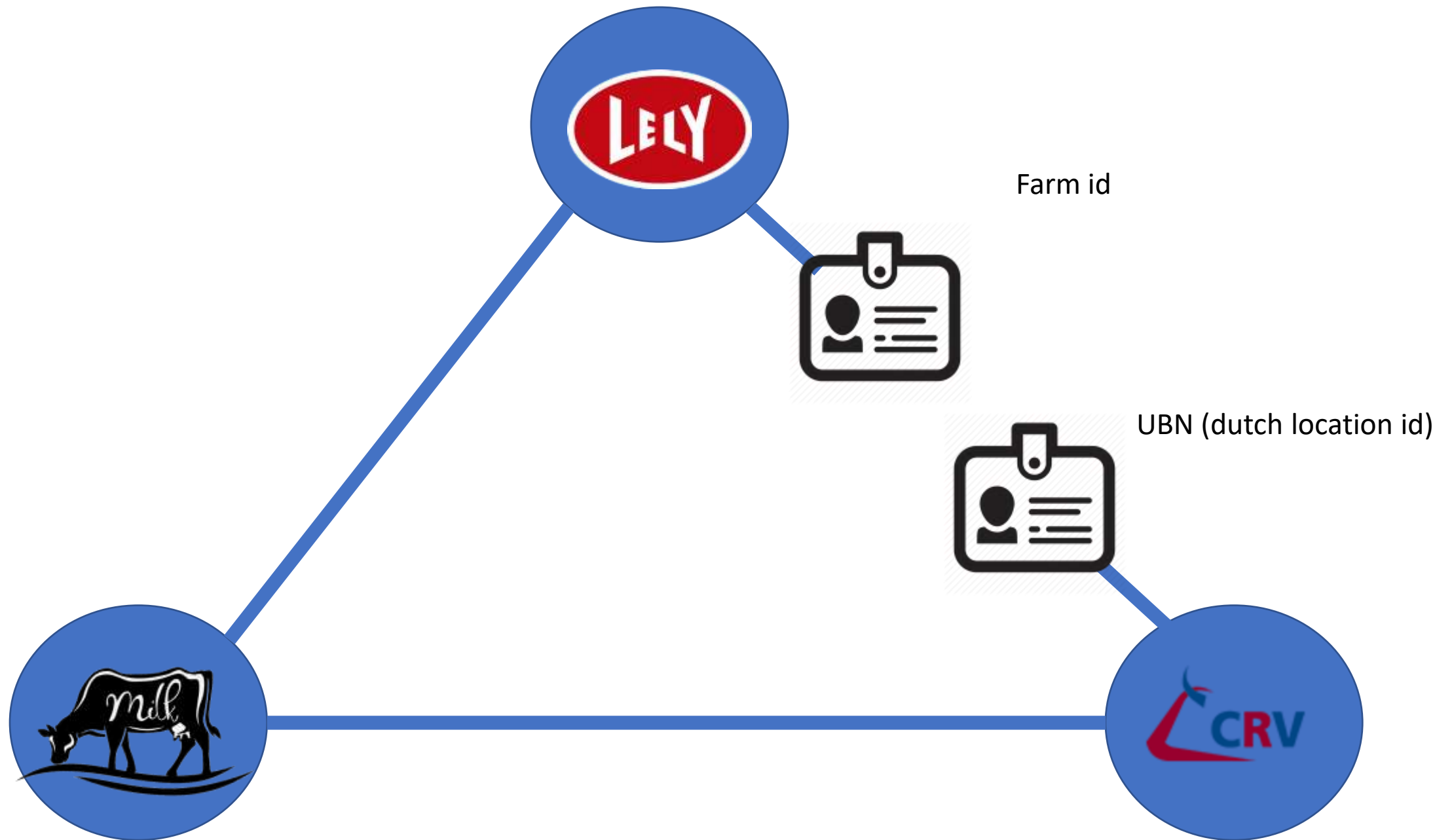
Application

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



my JoinData Home **Participations** My Data Streams My Profile About JoinData Farmer Mike

Approved participations [17] **Unapproved participations** Revoked participations [9] Missing something?

Filter by requestor All

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



Approved participations [17]

Unapproved participations ⁵

Revoked participations [9]

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All ▾

description

mandates

status ^

Herd list mutations for T4C

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active

since 08 Jun 2020

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active

[details >](#)

State

- 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



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lely.com



join-data.nl



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