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- Existing solutions for data exchange often outdated. Security and legal issues (e.g., GDPR) are complex and time consuming
- Data exchange 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 DATA EXCHANGE BETWEEN CRV AND LE LY:

- Use case 1: Milk recording + Herd list mutations for T4C
  - Daily milk yields from T4C => CRV
  - Herdlist mutations CRV => T4C

- Use case 2: VeeManager (farm management by CRV)
  - As uses case 1 + other milk components,
  - 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
Data Source
Identification
Authentication
Consent

Message format
License agreement

Identification
Authentication
Consent

Identification
Authentication
Consent
Data Source
ICAR ADE standard
Data Source

Farm id

UBN (dutch location id)
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 Veemanager

Managed at Veemanager
JoinData

- Milking robot
- Fertility
- Laboratory
- Crop growth
- Health
- Milk production
- Mowing history
- Step counter
- Drone
- GPS tracker

Milk prediction
Mowing monitor
<table>
<thead>
<tr>
<th>Description</th>
<th>Mandates</th>
<th>Status</th>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herd list mutations for T4C</td>
<td></td>
<td>active</td>
<td>since 08 Jun 2020</td>
<td></td>
</tr>
<tr>
<td>VeeManager (farm management by CRV)</td>
<td></td>
<td>active</td>
<td>since 08 Jun 2020</td>
<td></td>
</tr>
<tr>
<td>Milk recording by CRV</td>
<td></td>
<td>active</td>
<td>since 08 Jun 2020</td>
<td></td>
</tr>
<tr>
<td>MSD Vaccination Trial</td>
<td></td>
<td>active</td>
<td>since 15 May 2020</td>
<td></td>
</tr>
<tr>
<td>Ophalen adresgegevens voor Biodiversiteit</td>
<td></td>
<td>active</td>
<td>since 01 Jan 2018</td>
<td></td>
</tr>
<tr>
<td>Geïmporteerde machtiging voor FrieslandCampina Nederland B.V.</td>
<td></td>
<td>active</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

lely.com

join-data.nl