The Internet of Food and Farm

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Advancements in Farming

Big Data

Smart Sensing & Monitoring

Smart Analysis & Planning

Smart Control
Involving entire supply chain and beyond

Smart Farming

Tracking & Tracing

Smart Logistics

Domotics

Personalized

Health

Consumer trends

Fitness/Well-being

WAGENINGEN UNIVERSITY & RESEARCH
The battlefield of data in Farm & Food

Current issues and challenges

- **Governance**
  - privacy, security, trust, ...

- **Business models**
  - fair share, new opportunities

- **Infrastructure**
  - open versus closed

- **Ecosystems**
  - establishing critical mass, avoid lock-ins

...which are often intertwined!
A PUBLIC PRIVATE PARTNERSHIP IN IOT & AGRI-FOOD

SJAAK WOLFERT, SCIENTIFIC PROJECT COORDINATOR
OBJECTIVE:

IoF2020 fosters a large-scale uptake of IoT in the European farming and food sector
IOF2020 IN BRIEF

70+ PARTNERS ORGANISATIONS

16 COUNTRIES

4 YEARS
Start = January 2017

€35 MILLION BUDGET
(€30 million co-funded under EU H2020 programme)
5 TRIALS, 19 USE CASES

- ARABLE
- FRUITS
- DAIRY
- VEGETABLES
- MEAT
MULTI-ACTOR APPROACH (SELECTION OF PARTNERS)
1.1 Within-field Management Zoning (potato)
1.2 Precision Crop Management (wheat)
1.3 Soya Protein Management (soya)
1.4 Farm Machine Interoperability
UC1.1. WITHIN-FIELD MANAGEMENT ZONING

Soil map based variable rate applications and machine automation in potato production

Coordinators: Peter Paree (ZLTO) & Corné Kempenaar (WUR)
Product Impressions
**GENERIC APPROACH & STRUCTURE**

**WP1** Project Coordination & Management

**WP2** Trials/Use cases: Knowledge & App development
Lean multi-actor approach

1. CO-DESIGN
2. IMPLEMENTATION
3. EVALUATION

**WP3** IoT Integration

**WP4** Business Support

**WP5** Ecosystem Development

**IOF2020 ECOSYSTEM & COLLABORATION SPACE**
Thank you for your attention!

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