



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

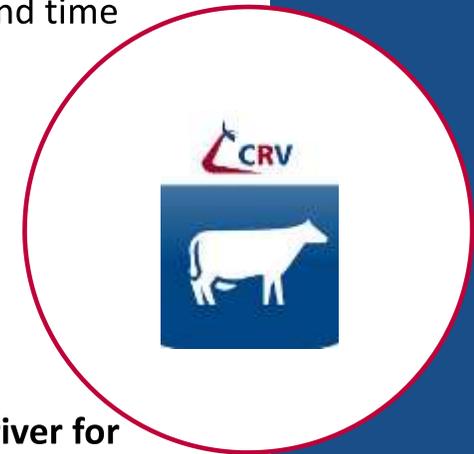
'CRV is a leading customer-focused cattle improvement co-operative, fully committed to adding value for farmers'



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- Existing solutions for dataexchange often outdated.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:

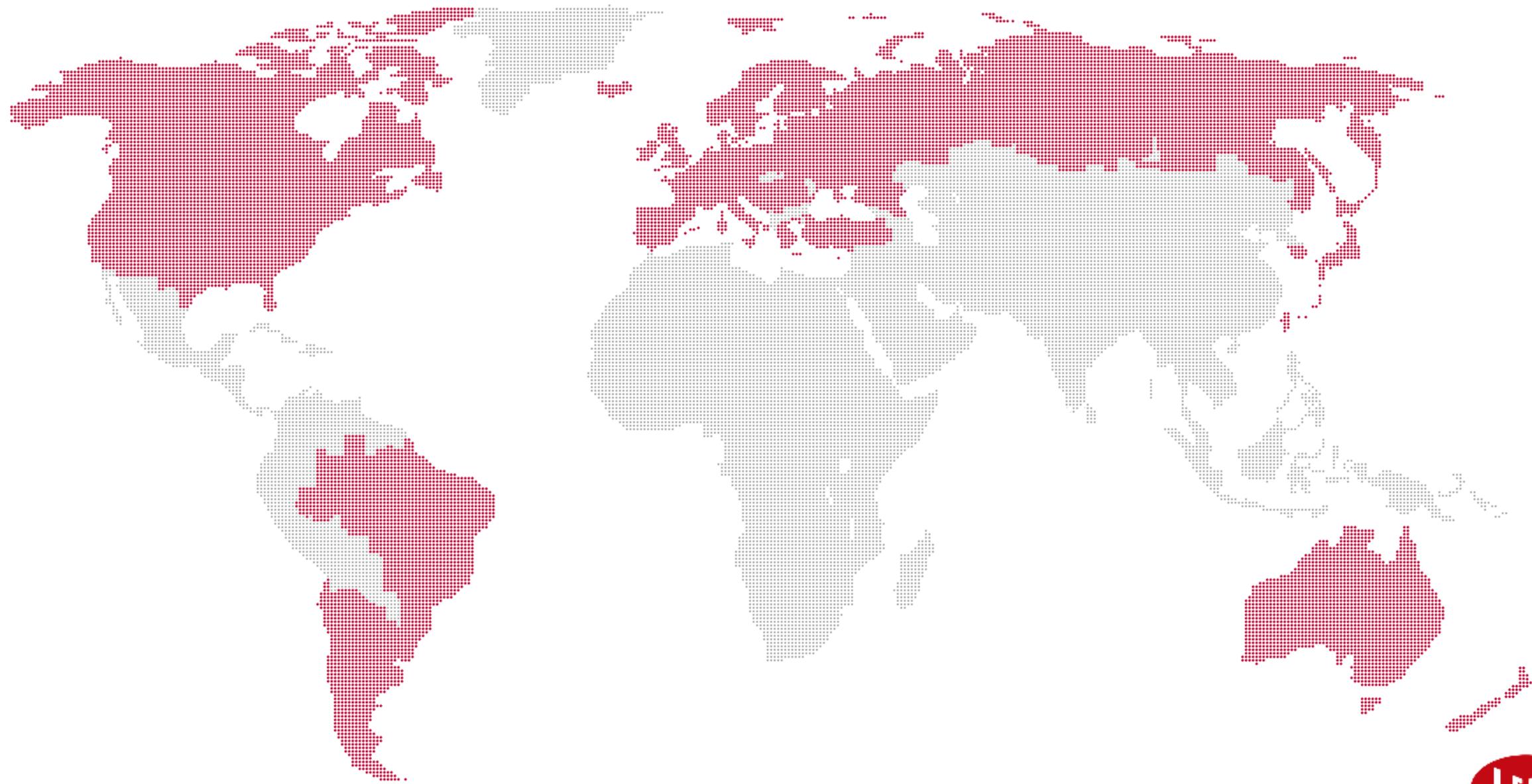
- Use case 1: Milkrecording + Herd list mutations for T4C
 - Dail milkyields from T4C ==> CRV
 - Herdlist mutations CRV ==>T4C



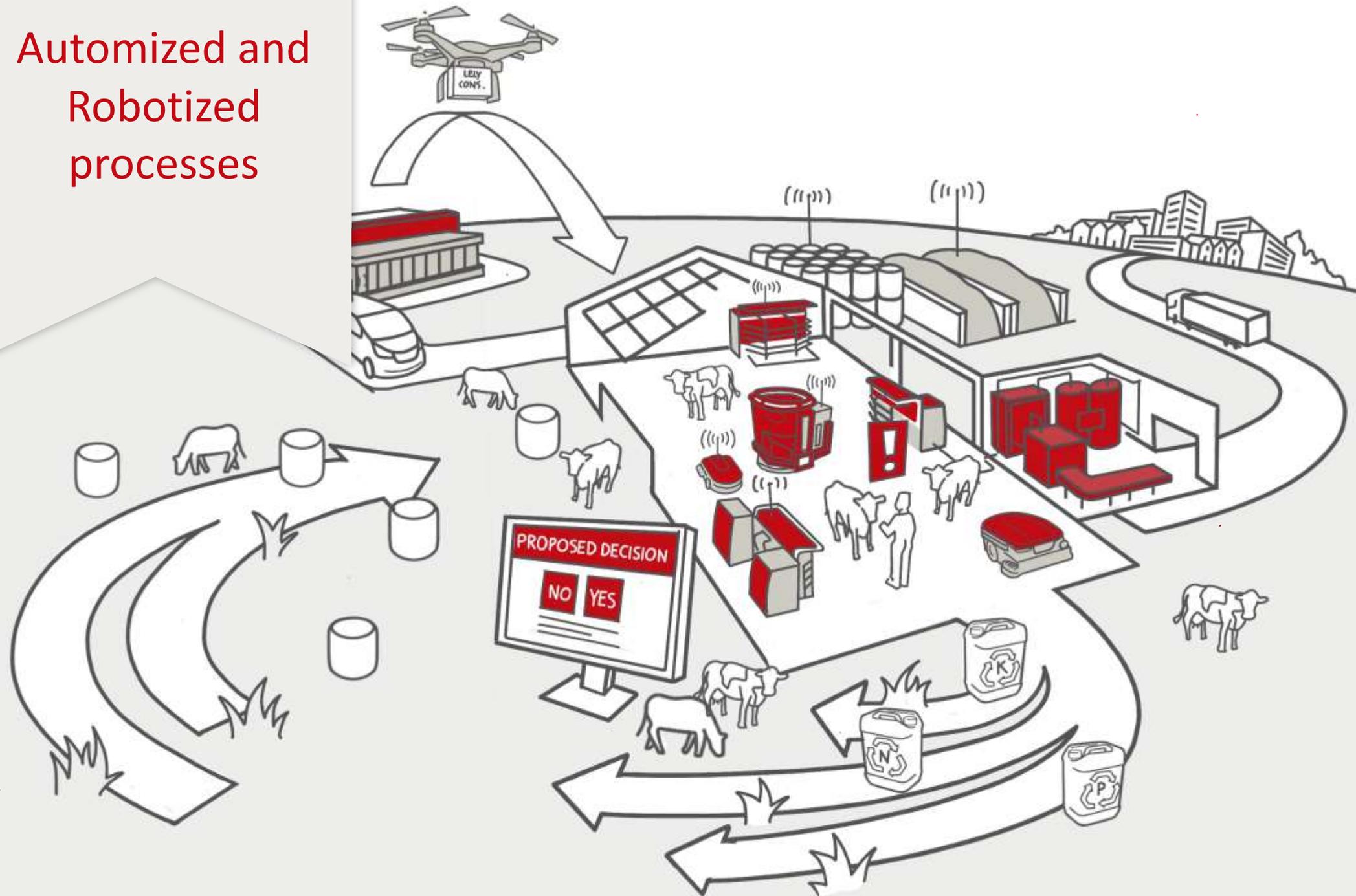
- Use case 2: VeeManager (farm management by CRV)
 - As uses case 1 + other milkcomponents,
 - Fertility (in heat/activity, inseminations, abortions, fertility checks,..)
 - Breeding (Sire advise, genomic results, breeding values, parentage checks,..)
 - Health (diagnoses, treatments,..)
 - Feed intake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







Automized and Robotized processes

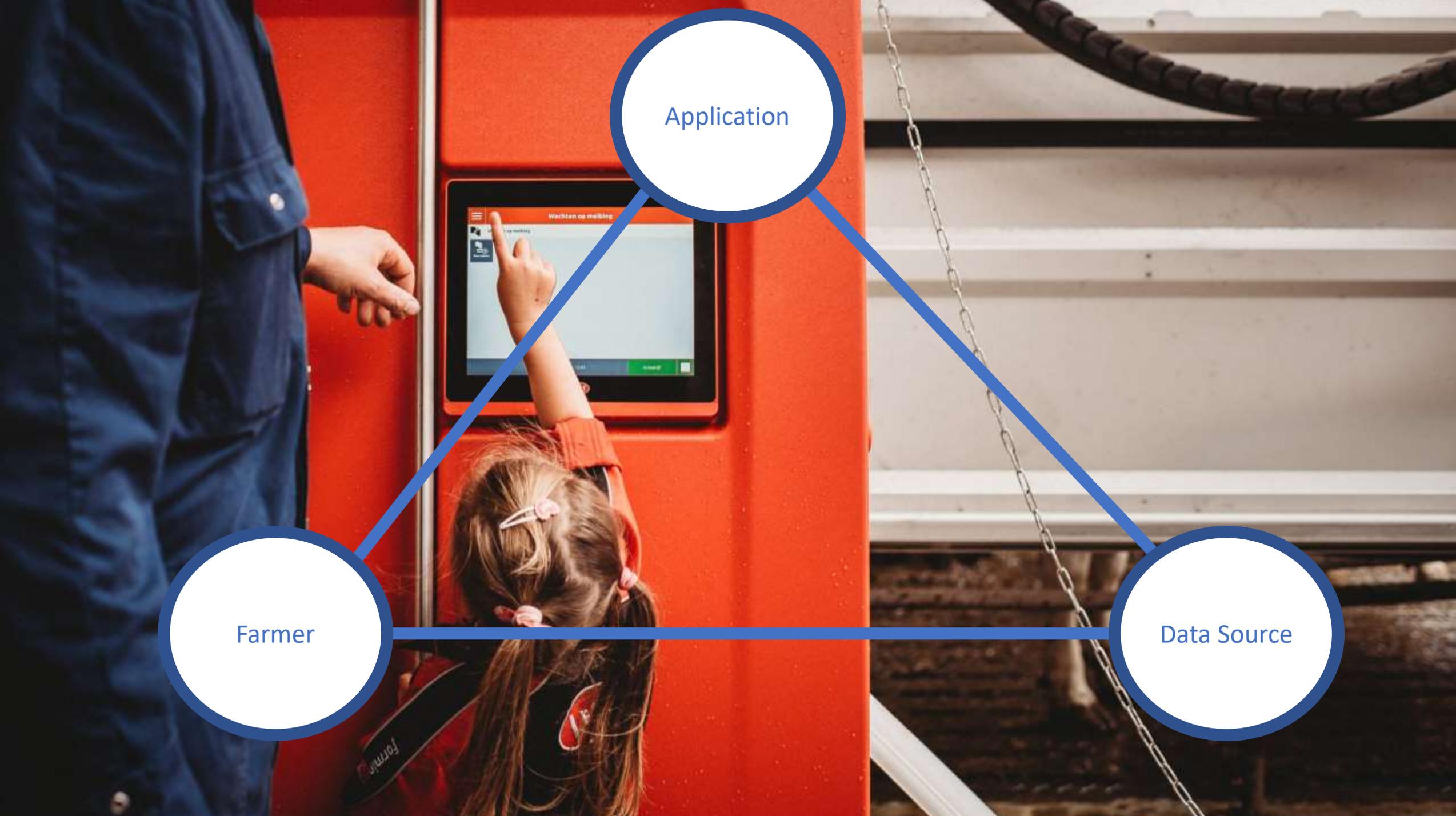


Long term relationships is what we value



DATA SHARING REQUIRES RESPECT & TRUST

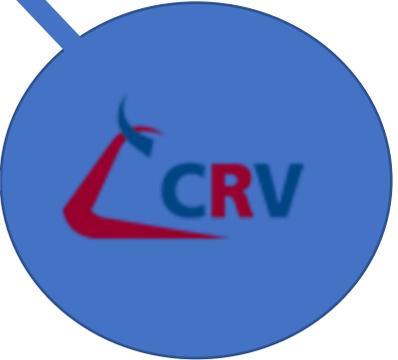
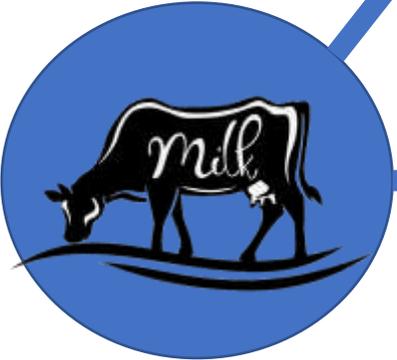
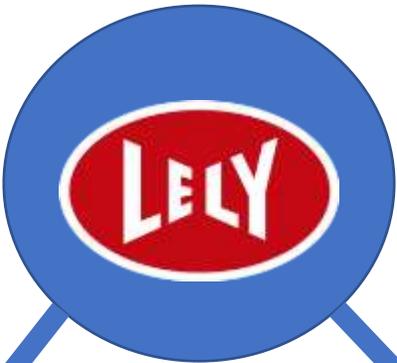
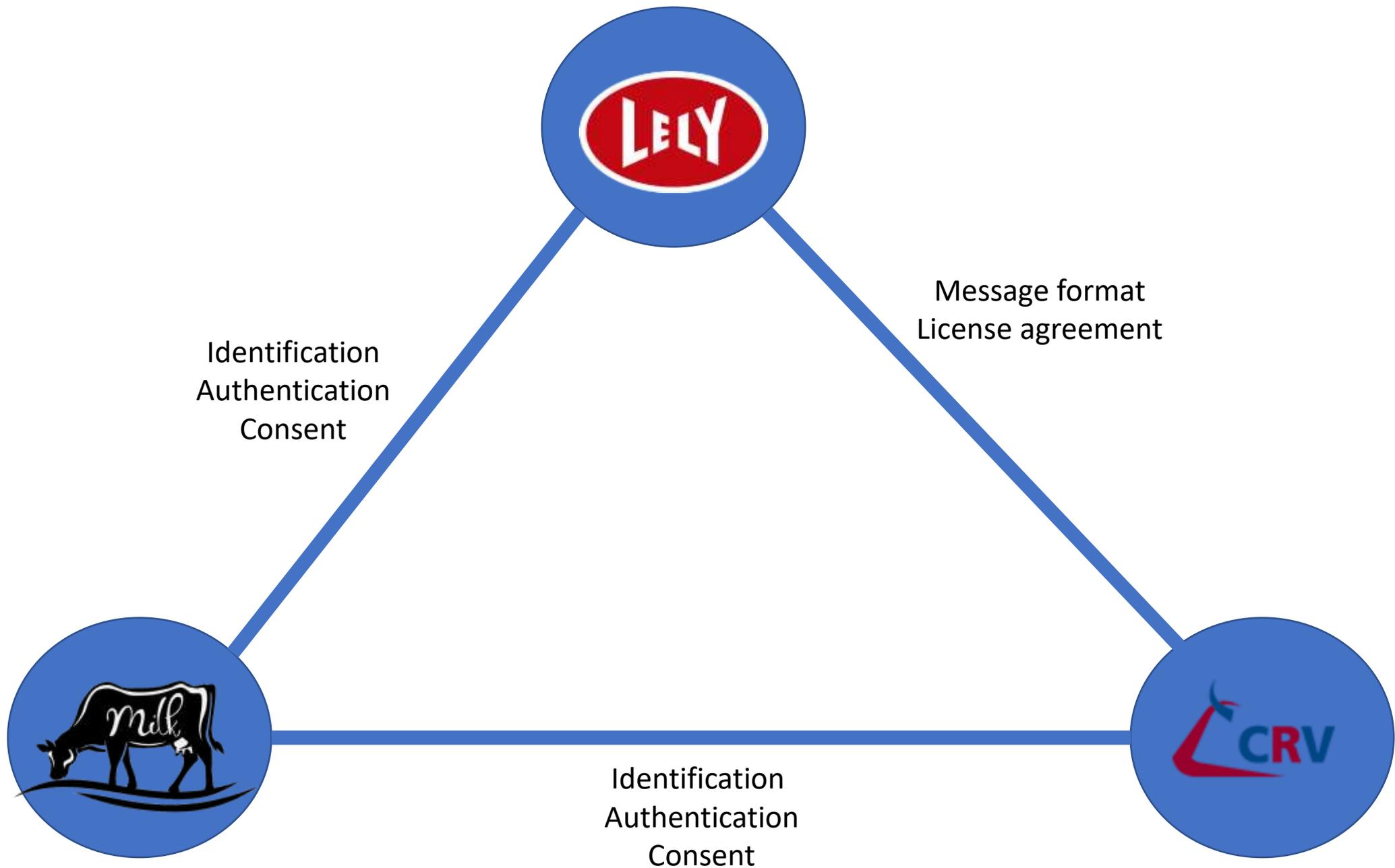




Application

Farmer

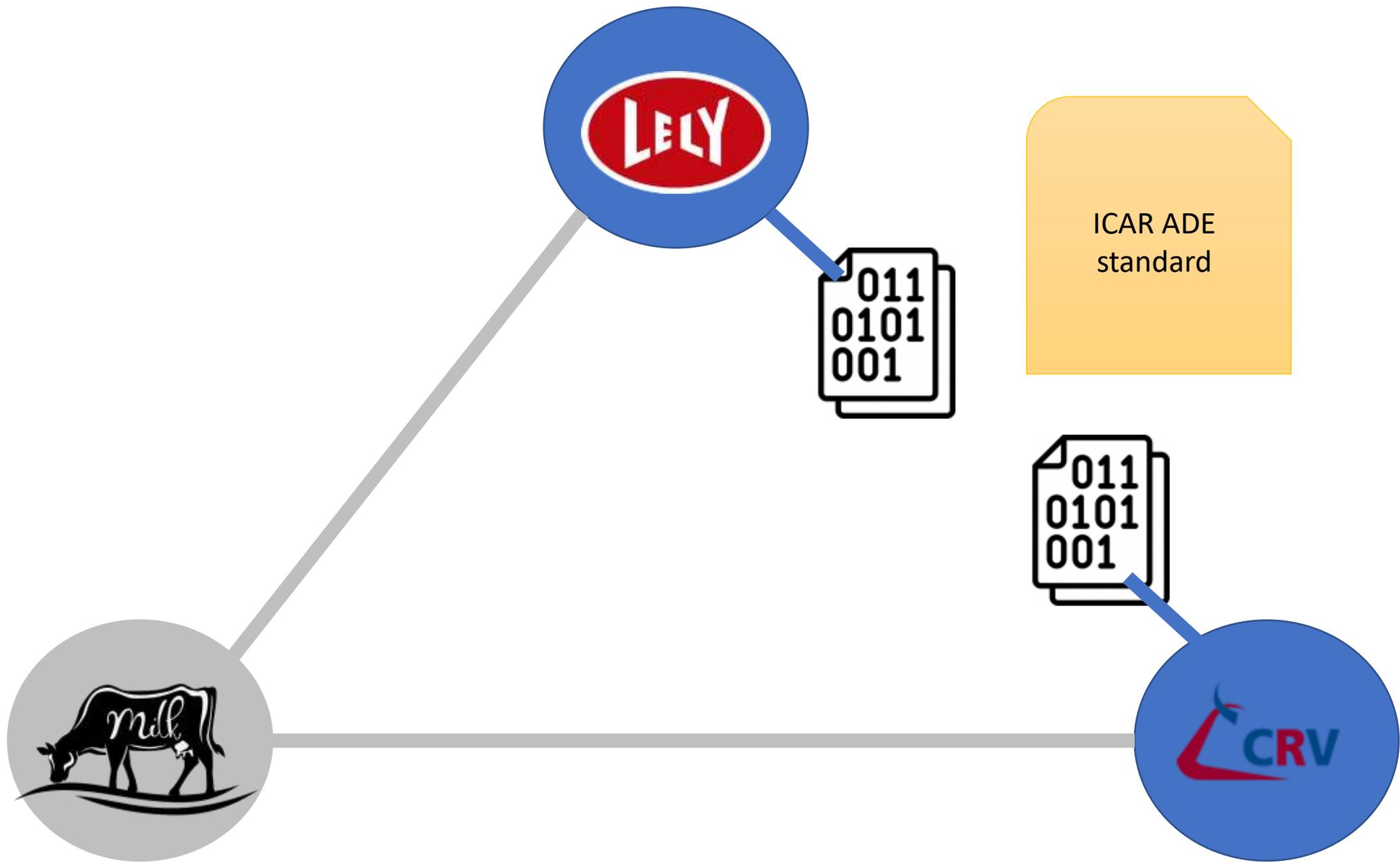
Data Source



Identification
Authentication
Consent

Message format
License agreement

Identification
Authentication
Consent



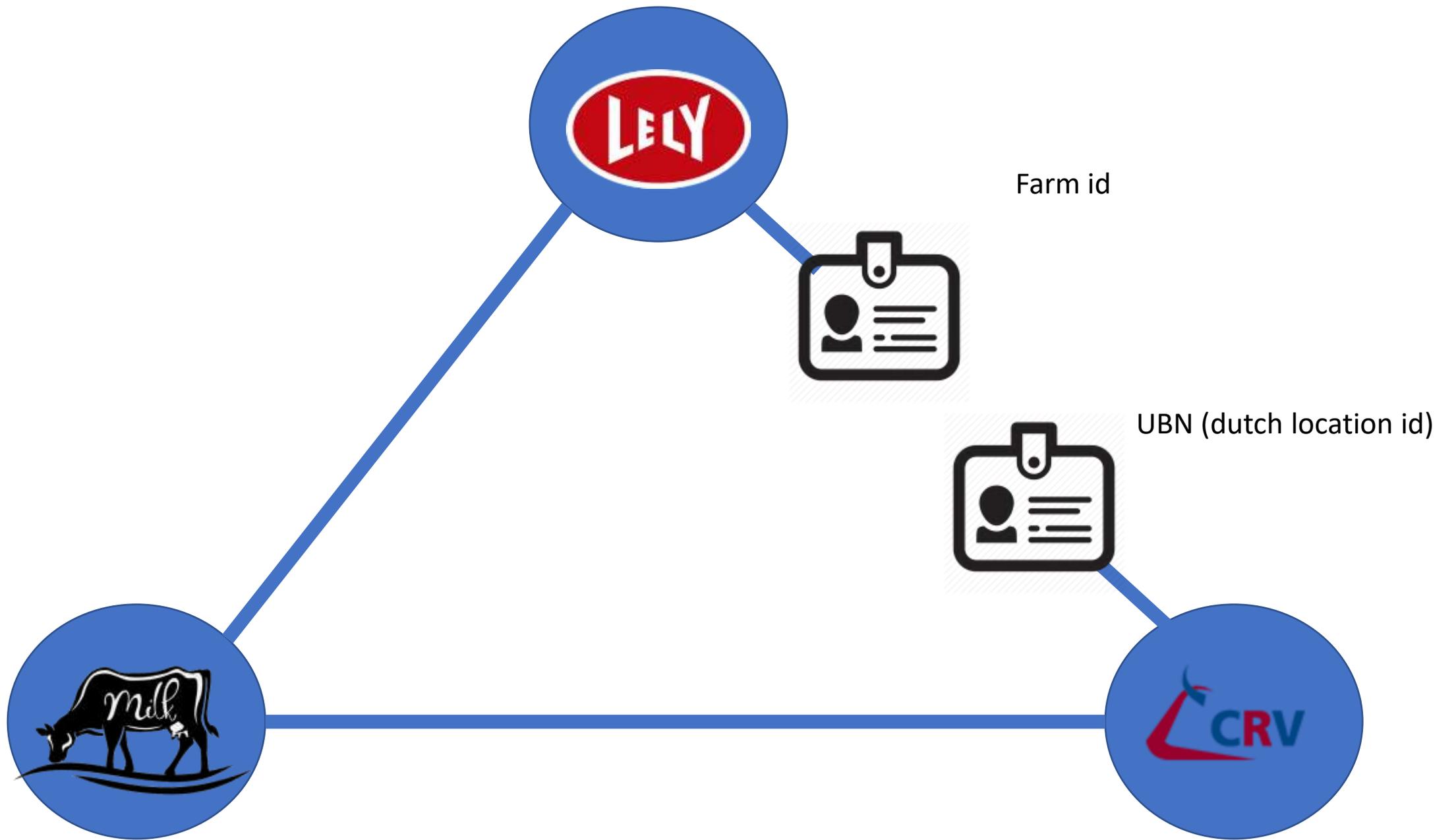
LELY

ICAR ADE
standard

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Consent to share:

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

Managed at T4C

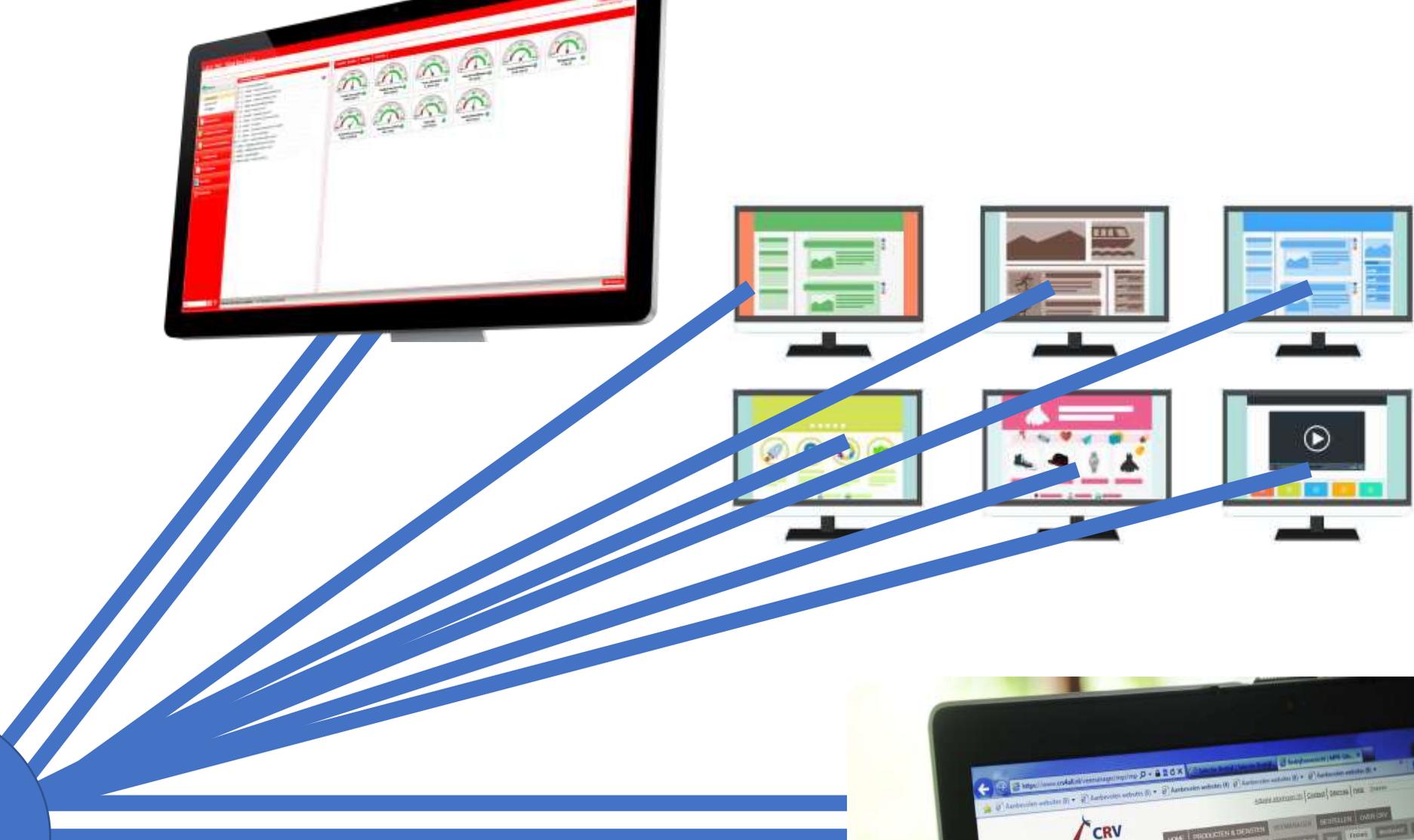
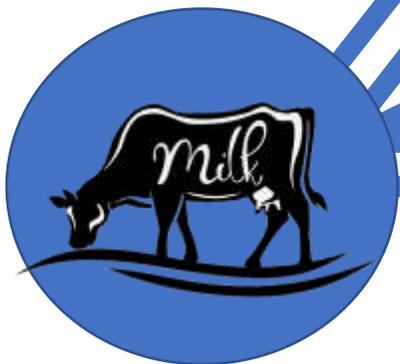


Consent to share:

- 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

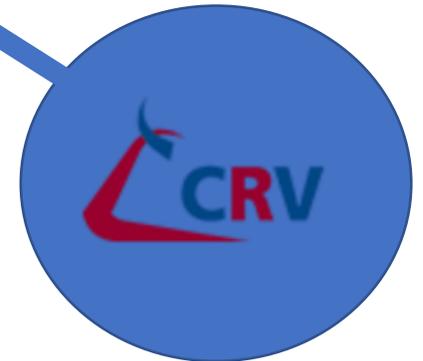
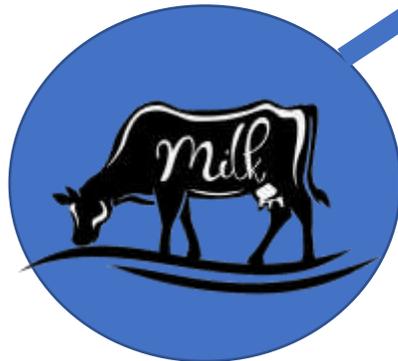


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Approved participations [17] **Unapproved participations** [0] Revoked participations [9] Missing something?

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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 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 \[17\]](#)
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active
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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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