Introduction to SEGES Innovation Digital Crops

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December 2023

SEGES INNOVATION

Meet SEGES Innovation

We are a private, independent, non-profit research and development organisation

We are the leading agricultural knowledge and innovation centre in Denmark

We collect data and service Danish agriculture as market leader

We offer sustainable solutions for the agriculture and food sector of tomorrow

We connect science to value in practice!

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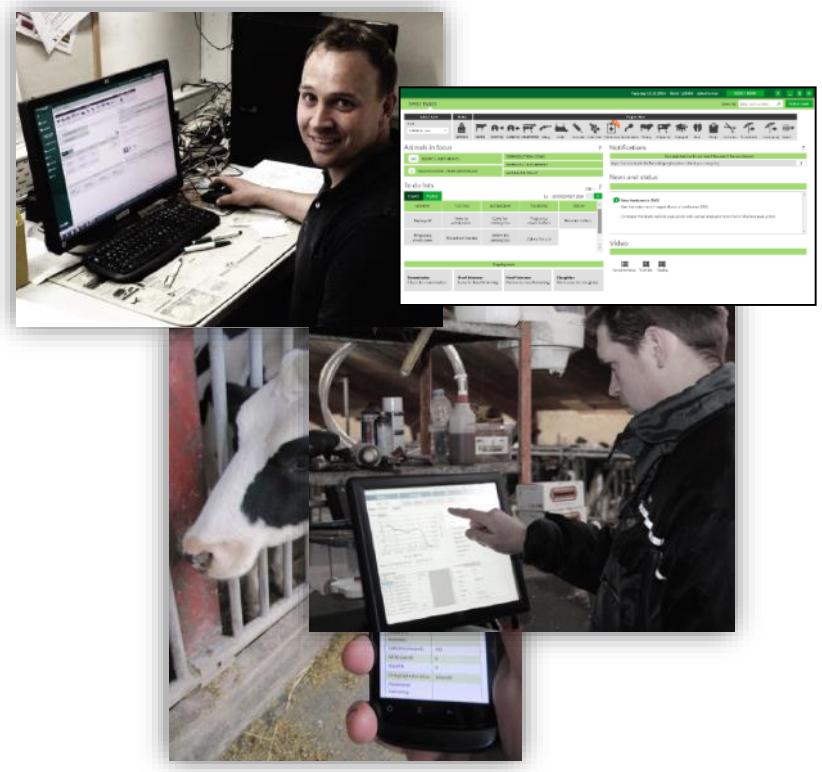
INNOVATION

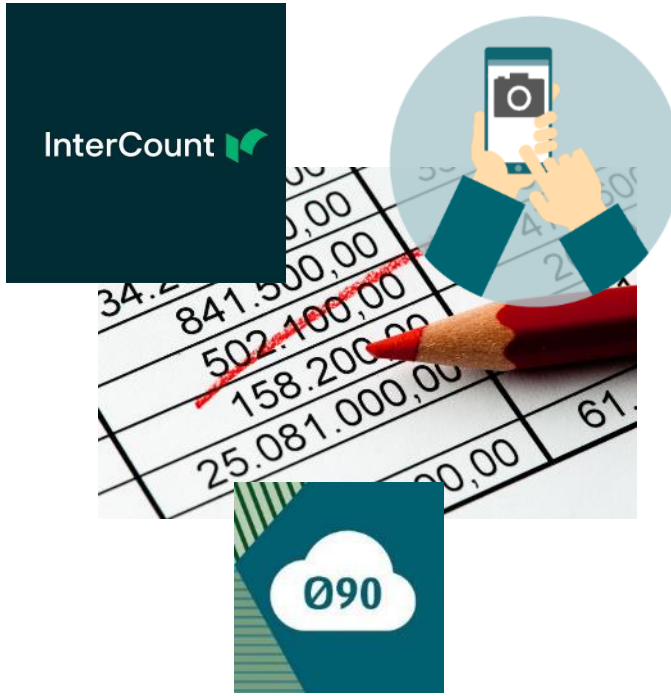
SEGES Innovation P/S is part of Agro Food Park in Aarhus
SEGES Innovation P/S has 530 employees

Introduction to SEGES Software – converting data and agricultural knowledge to digital solutions

Crops



Livestock



Accounting & Finance

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The Crop Portfolio

FarmTracking
- The fieldworker

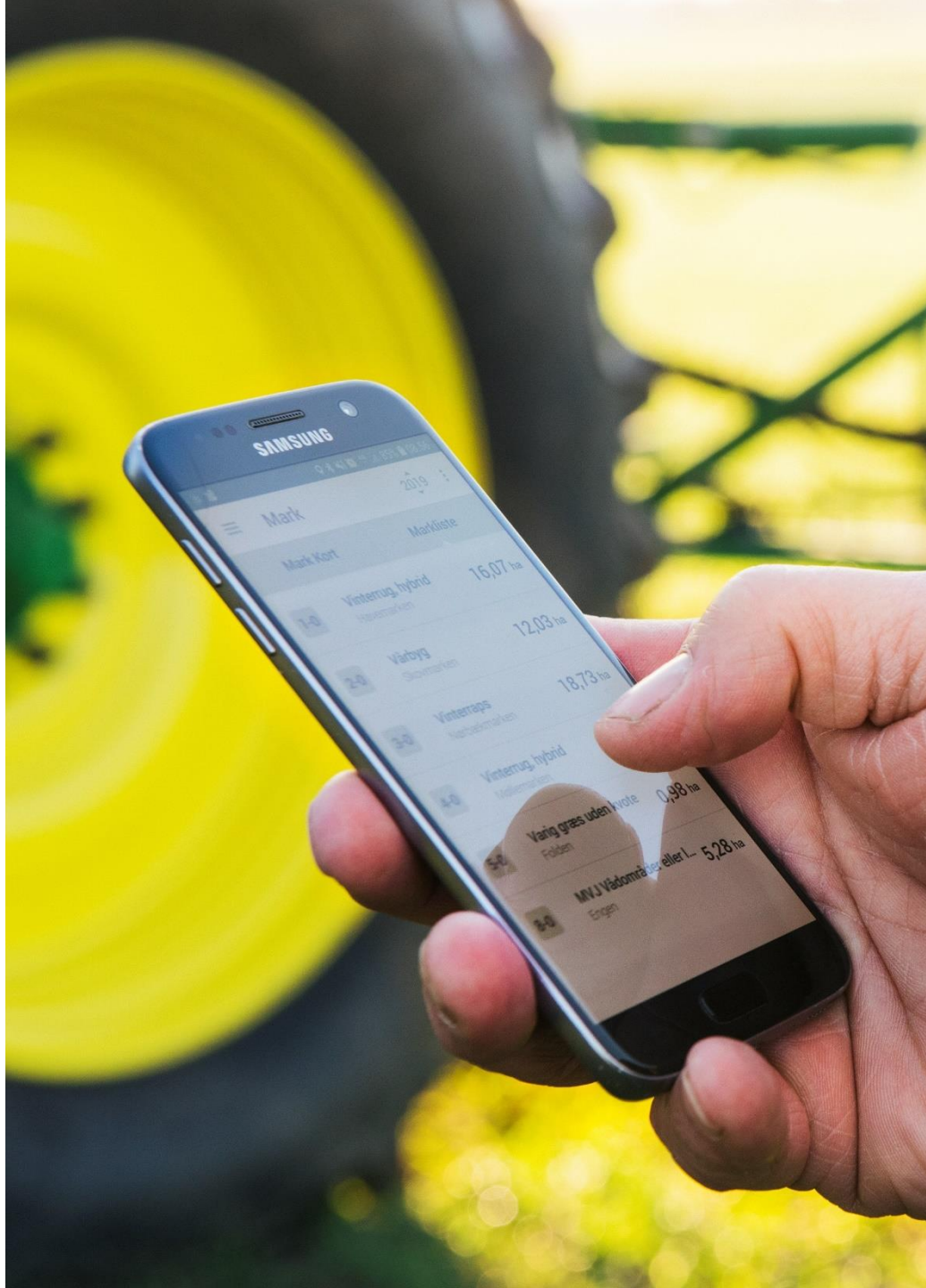
KemiTjek

CropManager
- The farm manager and the owner

FarmTime

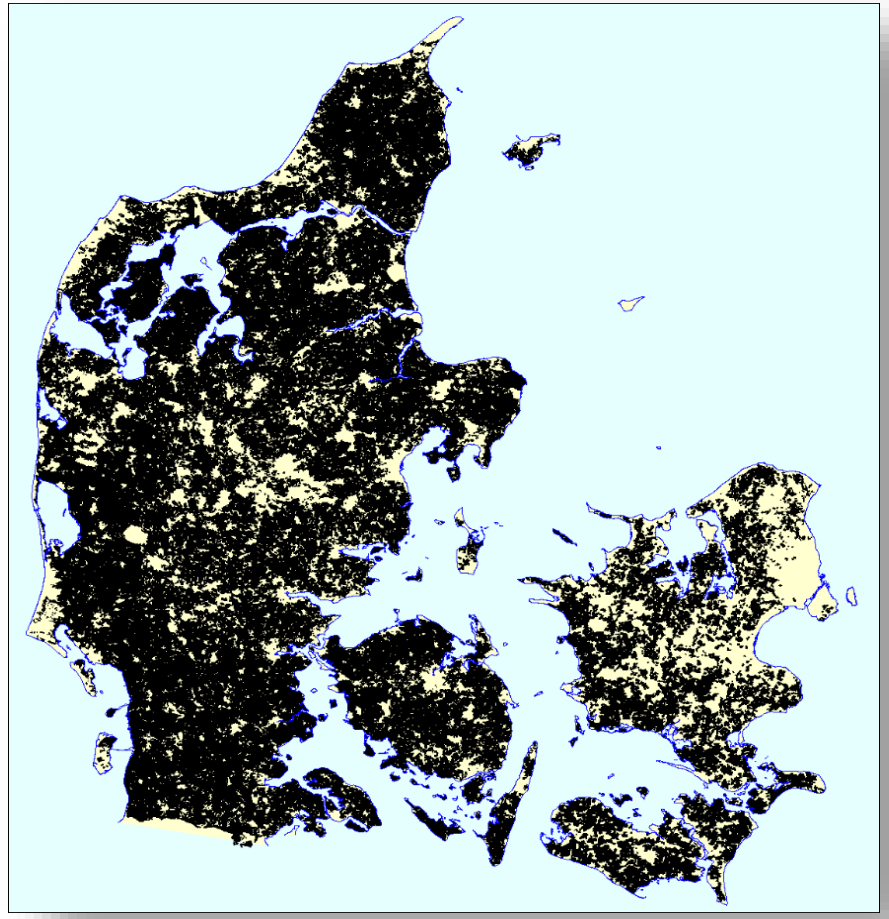
Mark Online
- The plant advisers
- The advanced farmer

Biogas Online



Adoption in Denmark

- FarmTracking application coverage 1,65 mill Hectares
  - 5000 daily and 10000 monthly users
  - Documentation
- KemiTjek
  - 4000 subscribers
- Precision farming is moving forward with 300.000 hectares
  - Accelerated by the precision farming legislation
- Crop advisers uses Mark Online covering 2,1 mill. Hectares
  - 500 Advisors uses the platform daily to help the farmer apply for EU subsidies and report to public authorities
  - Field, crop and fertilizer planning



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FarmTracking

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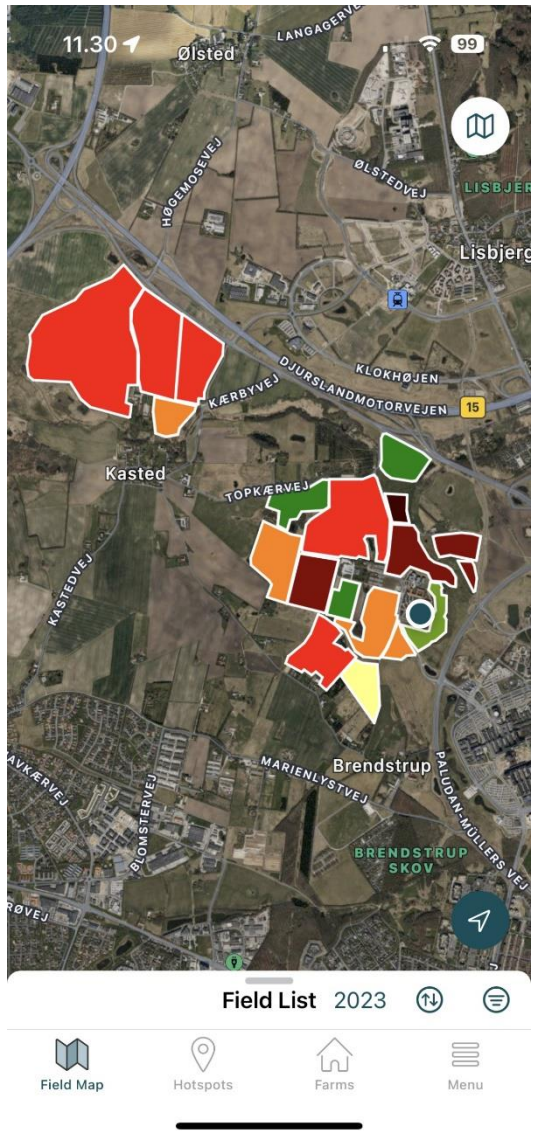
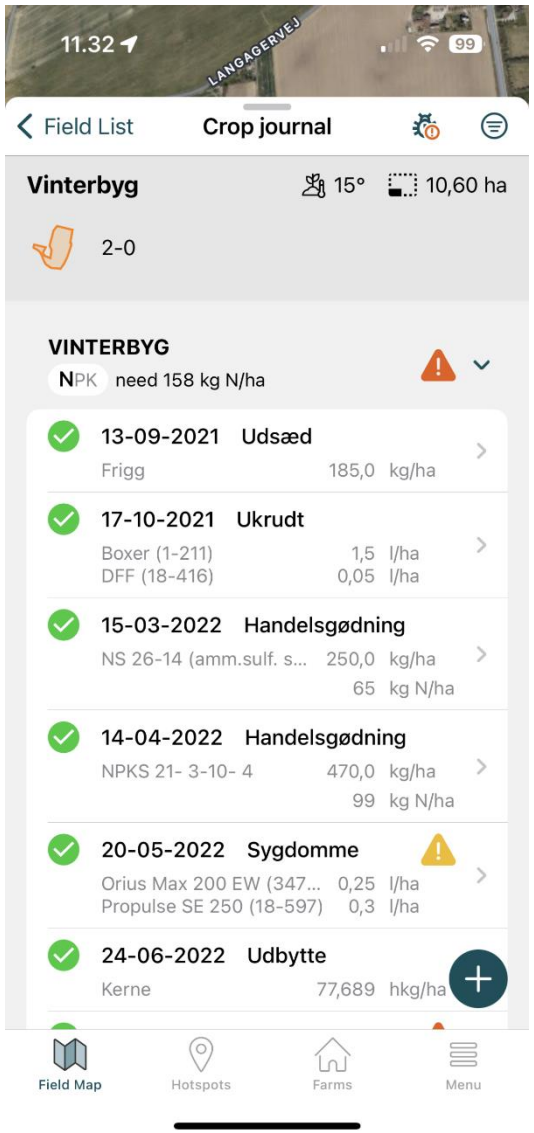
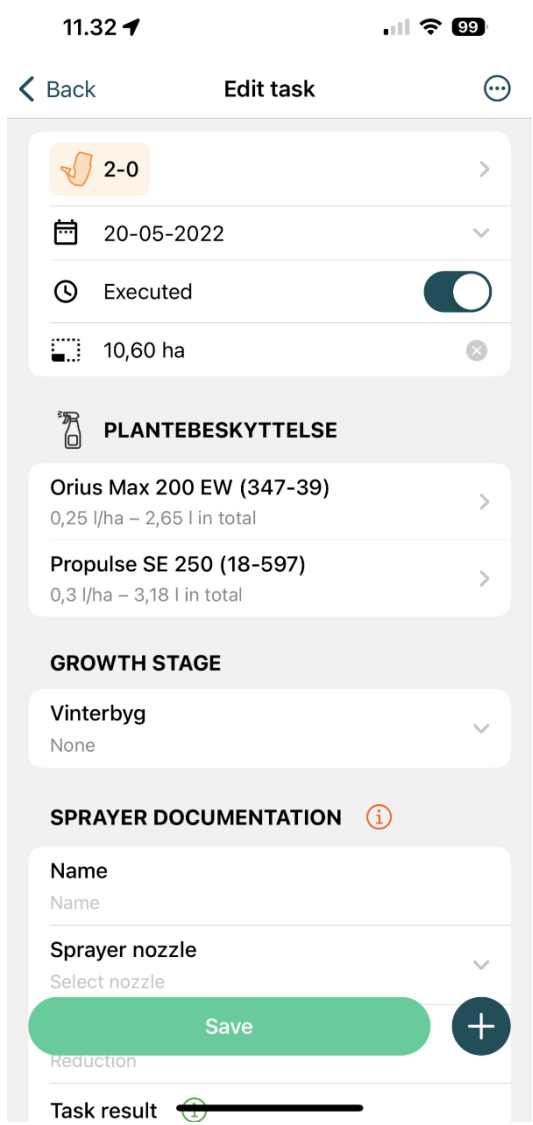
Registrations directly from the field







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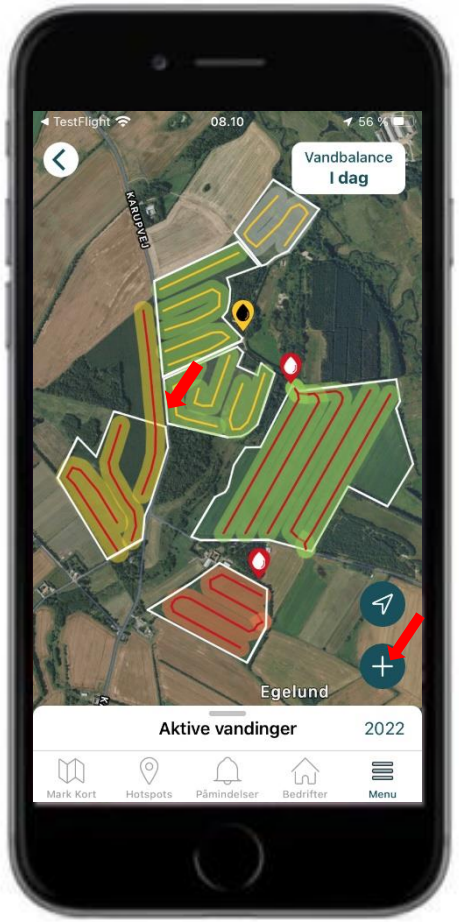
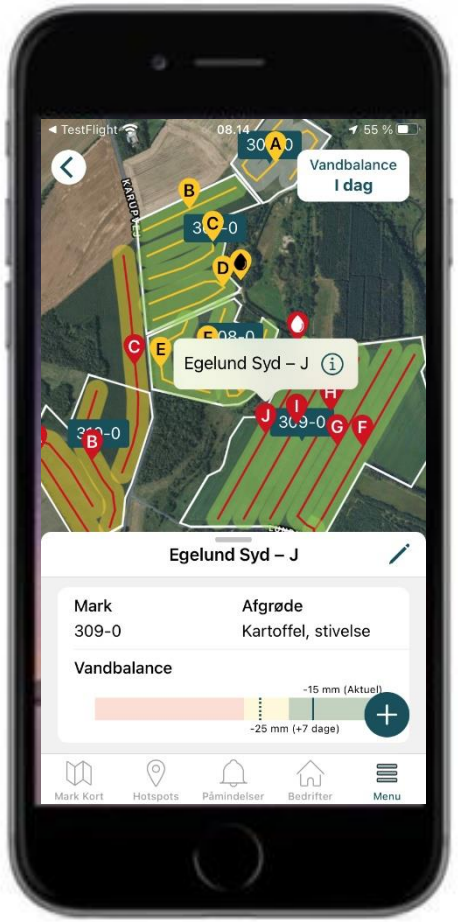
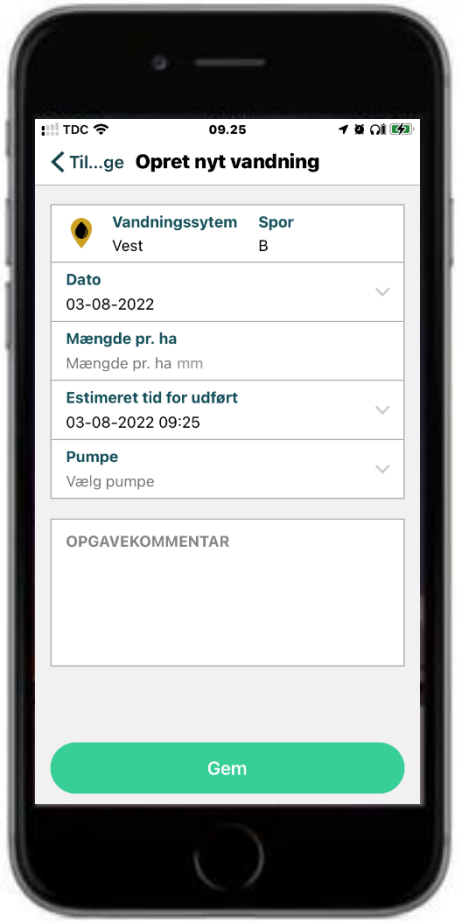
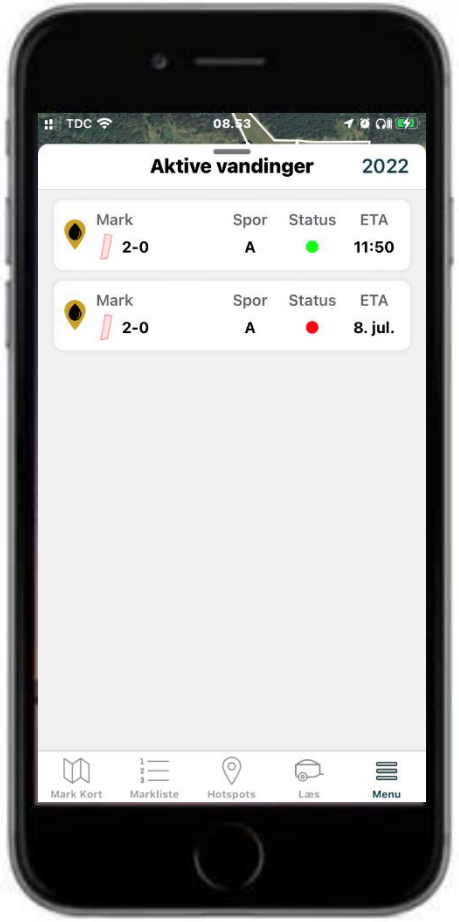
FarmTracking Premium









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CropManager

The tool for the mananger

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Position-based applications

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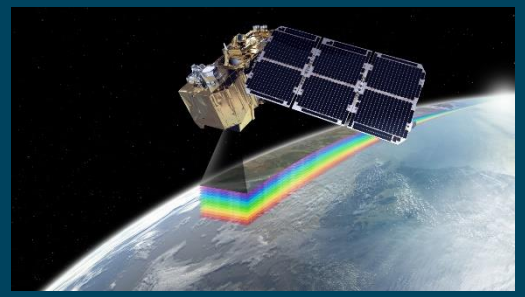

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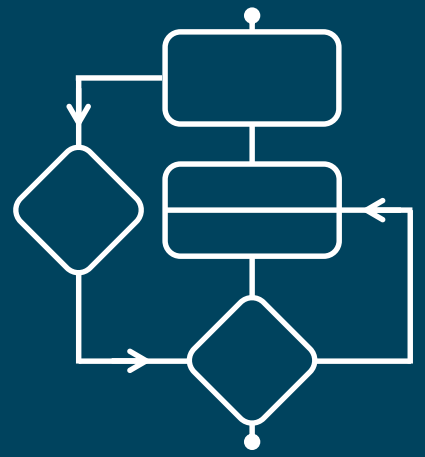
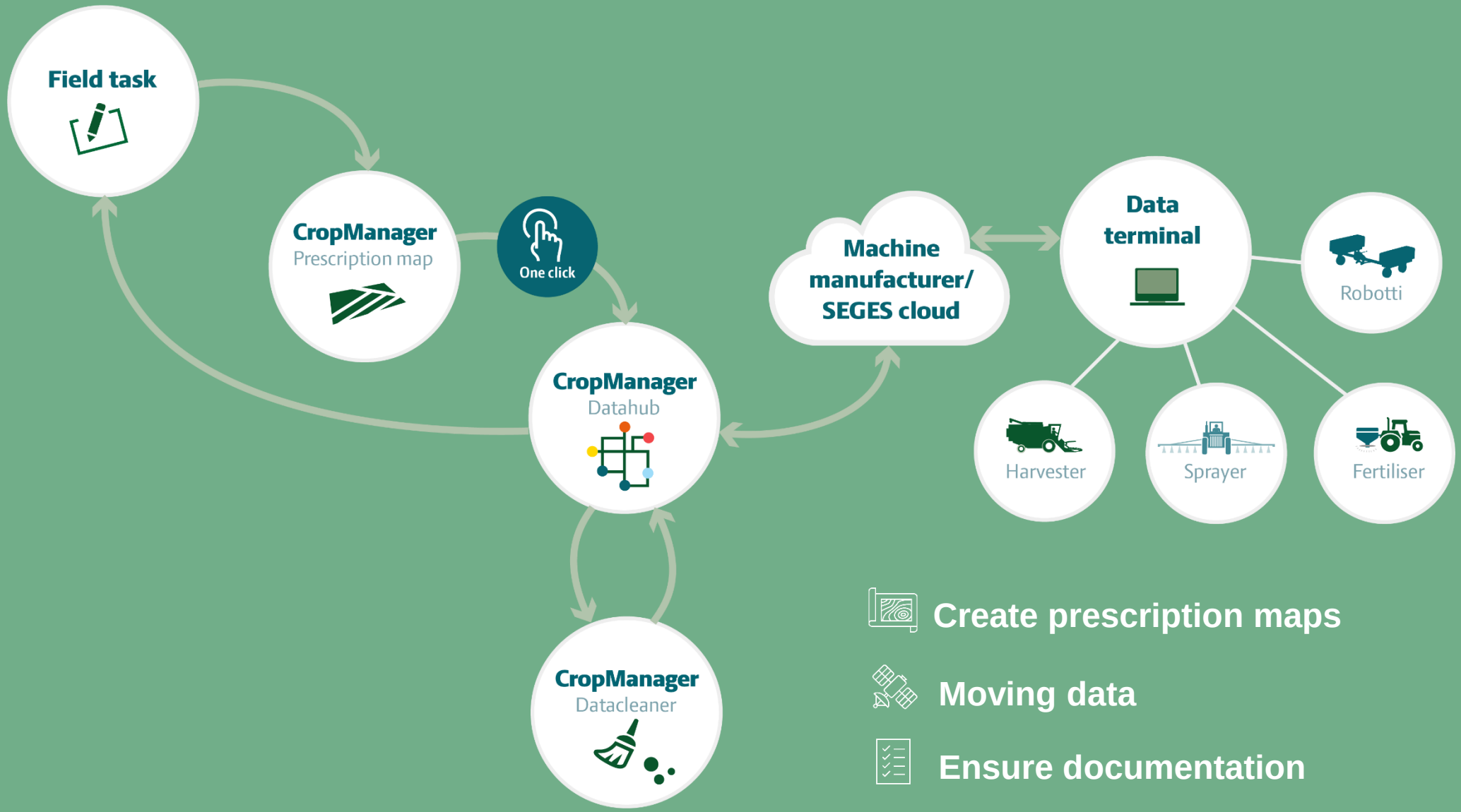


MODEL INPUT

- Soil samples
- Yield data
- ”As applied” data
- Satellite and drone images
- 50 Years of Field trails

Reusable infrastructure to communicate with machinery

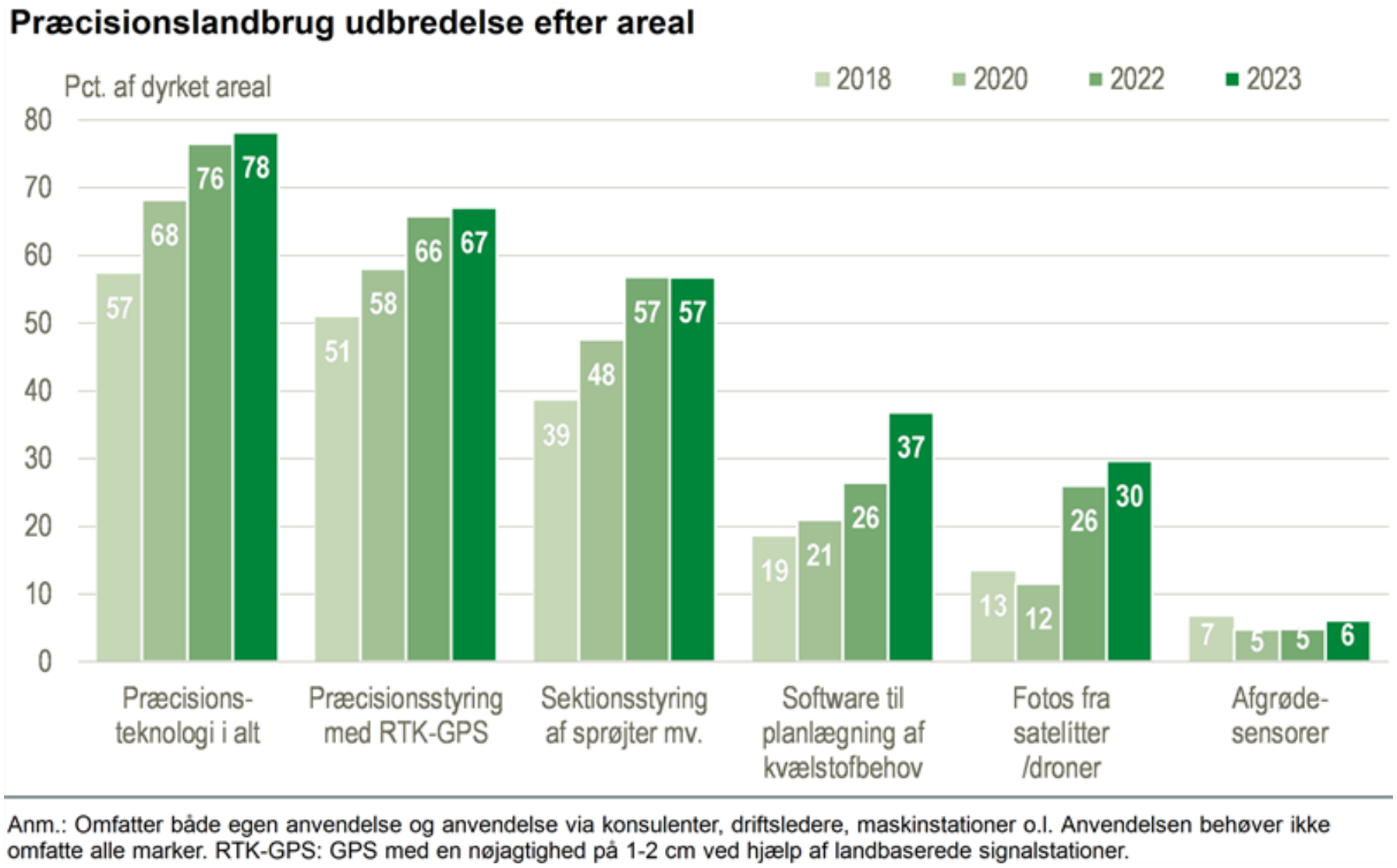


Create prescription maps

Moving data

Ensure documentation

How are precision farming implemented in Denmark?



Anm.: Omfatter både egen anvendelse og anvendelse via konsulenter, driftsledere, maskinstationer o.l. Anvendelsen behøver ikke omfatte alle marker. RTK-GPS: GPS med en nøjagtighed på 1-2 cm ved hjælp af landbaserede signalstationer.

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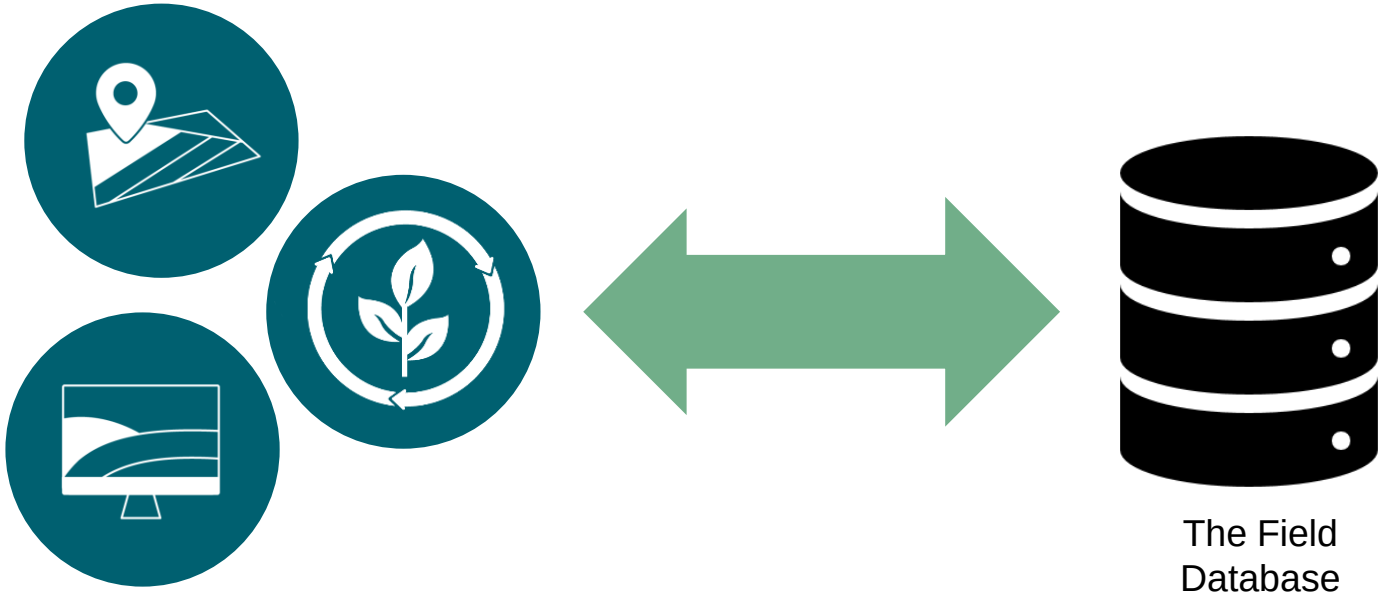
The field database

- One database for all application
- Protocols to communication with third parties



JOHN DEERE
bogballe
Trimble
dlg
agrirouter
CLAAS
CASE IH
FENDT
FÖDERTEKNIK
COW CONNECT
KRONE
NEW HOLLAND AGRICULTURE
VALTRA
MF
grainit
Farm Storage Management
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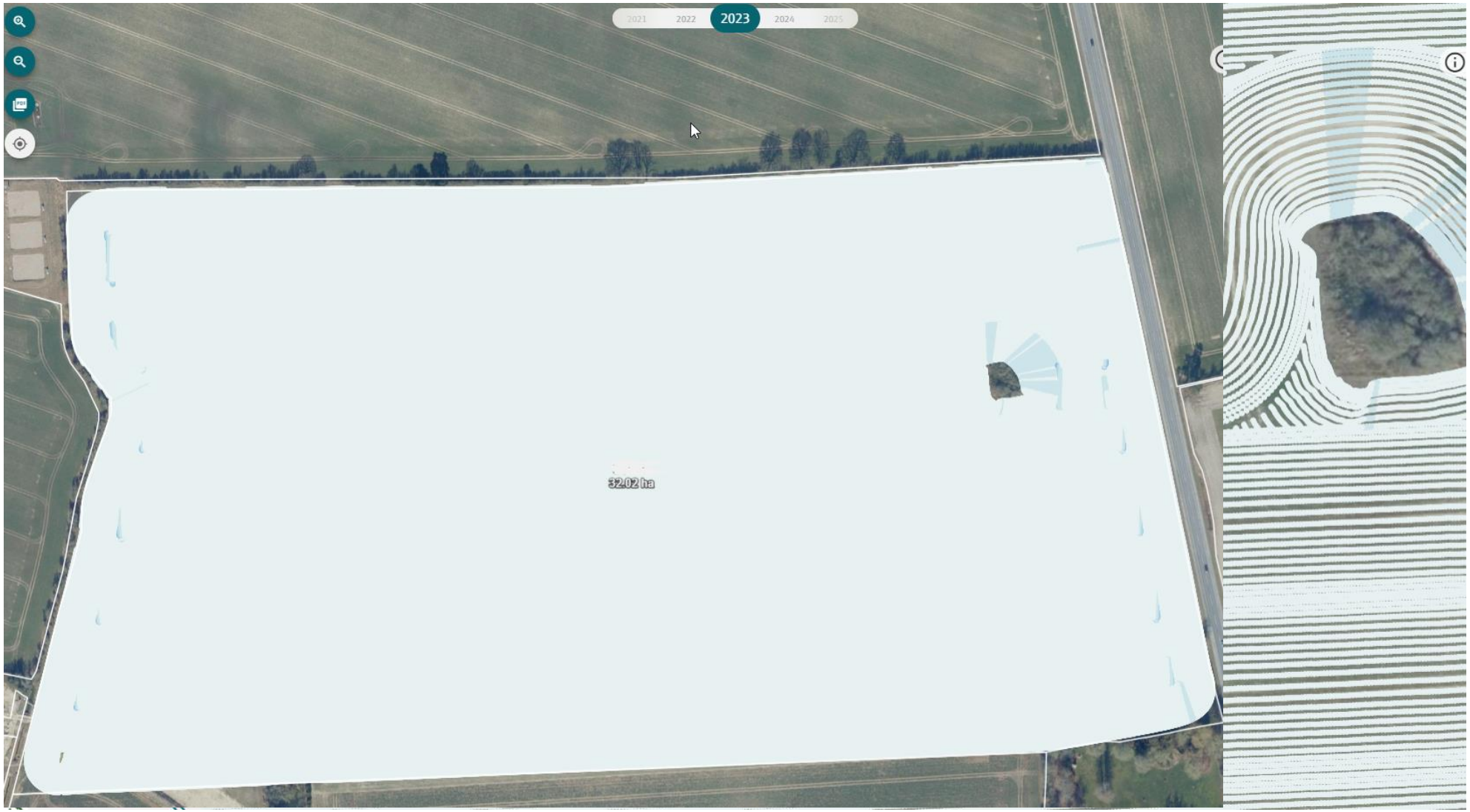
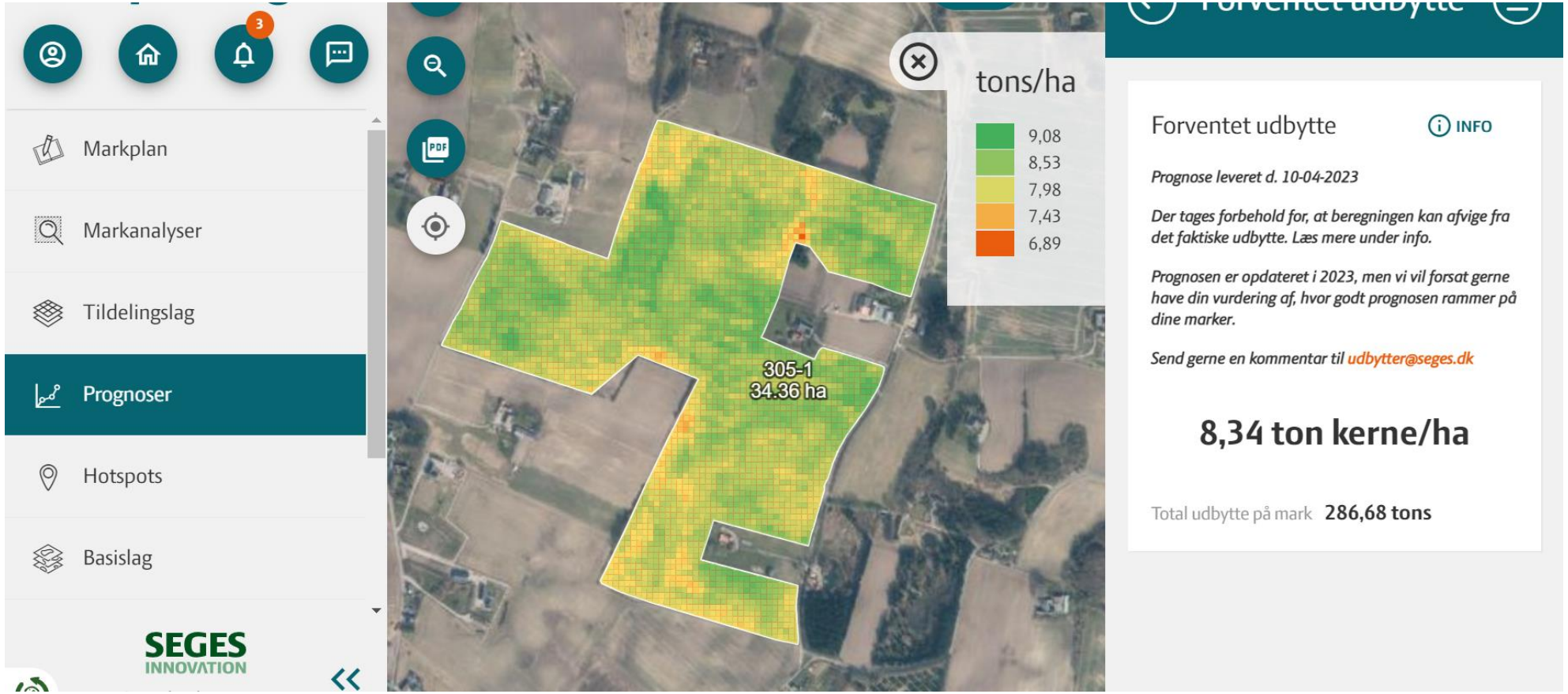
Data, Data and more data



How we use data today – Example 1: Yield prediction



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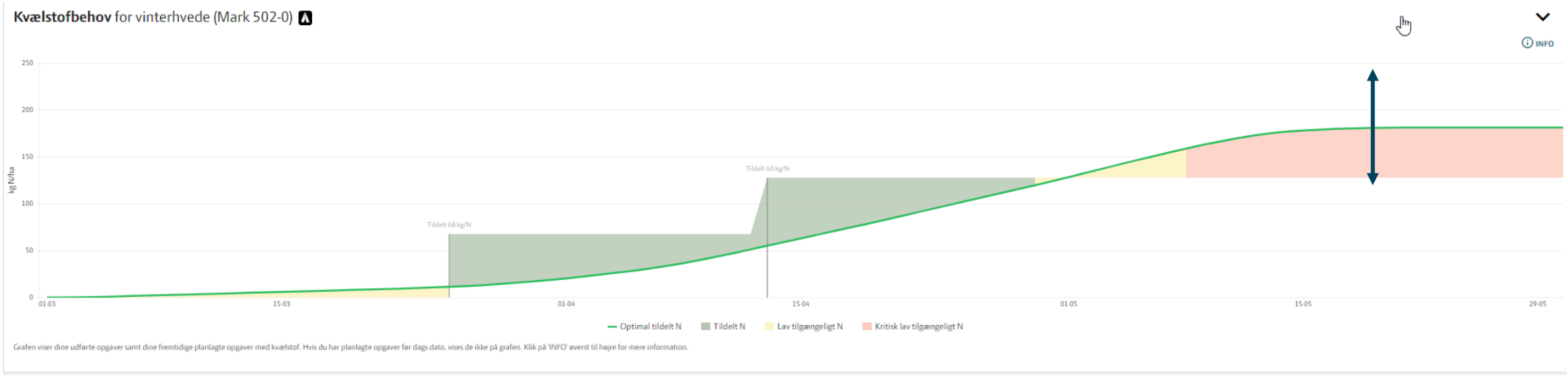
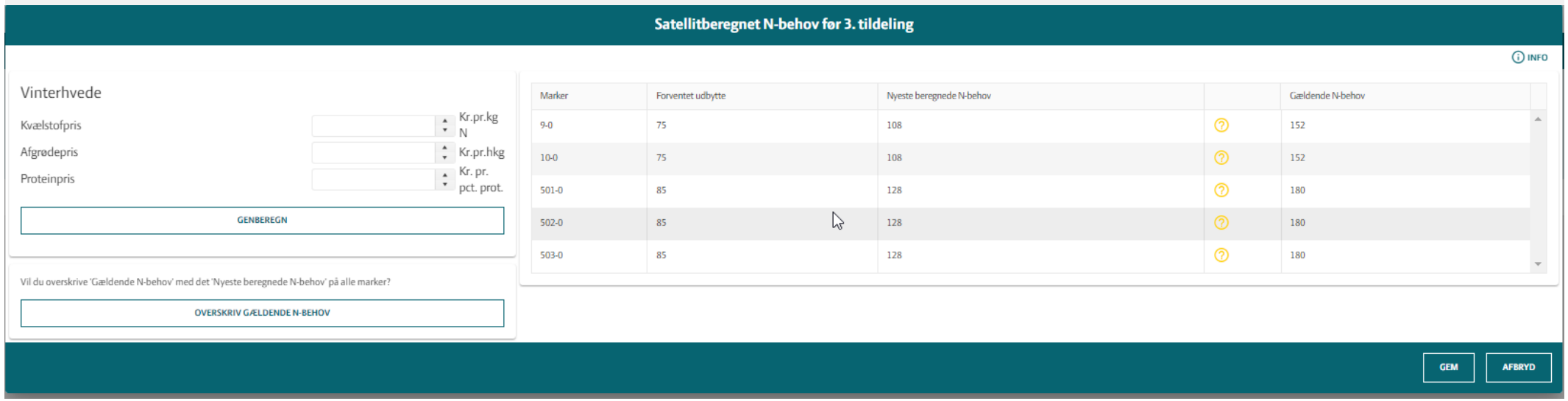
How we use data today – Example 2: Dynamic fertilizer tool





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TraceIT

Traceability and documentation

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What is next – TraceIT

- New platform targeted the commodity traders and food producers
- TraceIT handles the Transfer activity data and processed data from “farm-to-fork”
- Generating a data pull to farmers, resulting in even more data to be transferred
- Data can be transferred from multiple farm management tools

Traceability and transparency

The climate agenda

The food producers need for optimizing their raw materials

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Thanks

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