



# Connected precision technology for PPP application

Jelte Wiersma  
Secretary General CEMA

# The agricultural machinery industry



Many brands – many colours

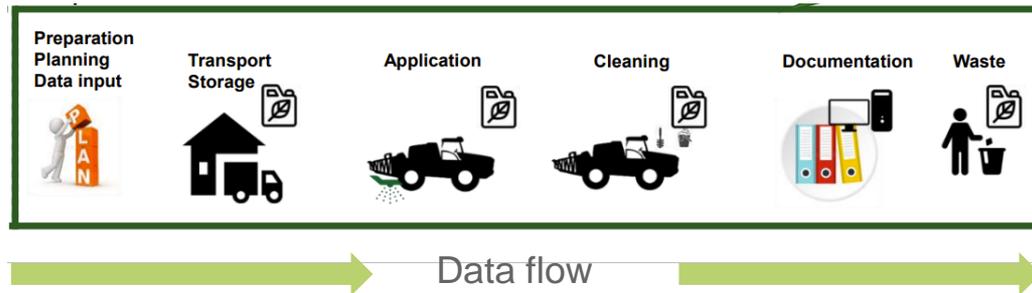
# Mission of the agricultural machinery industry

---

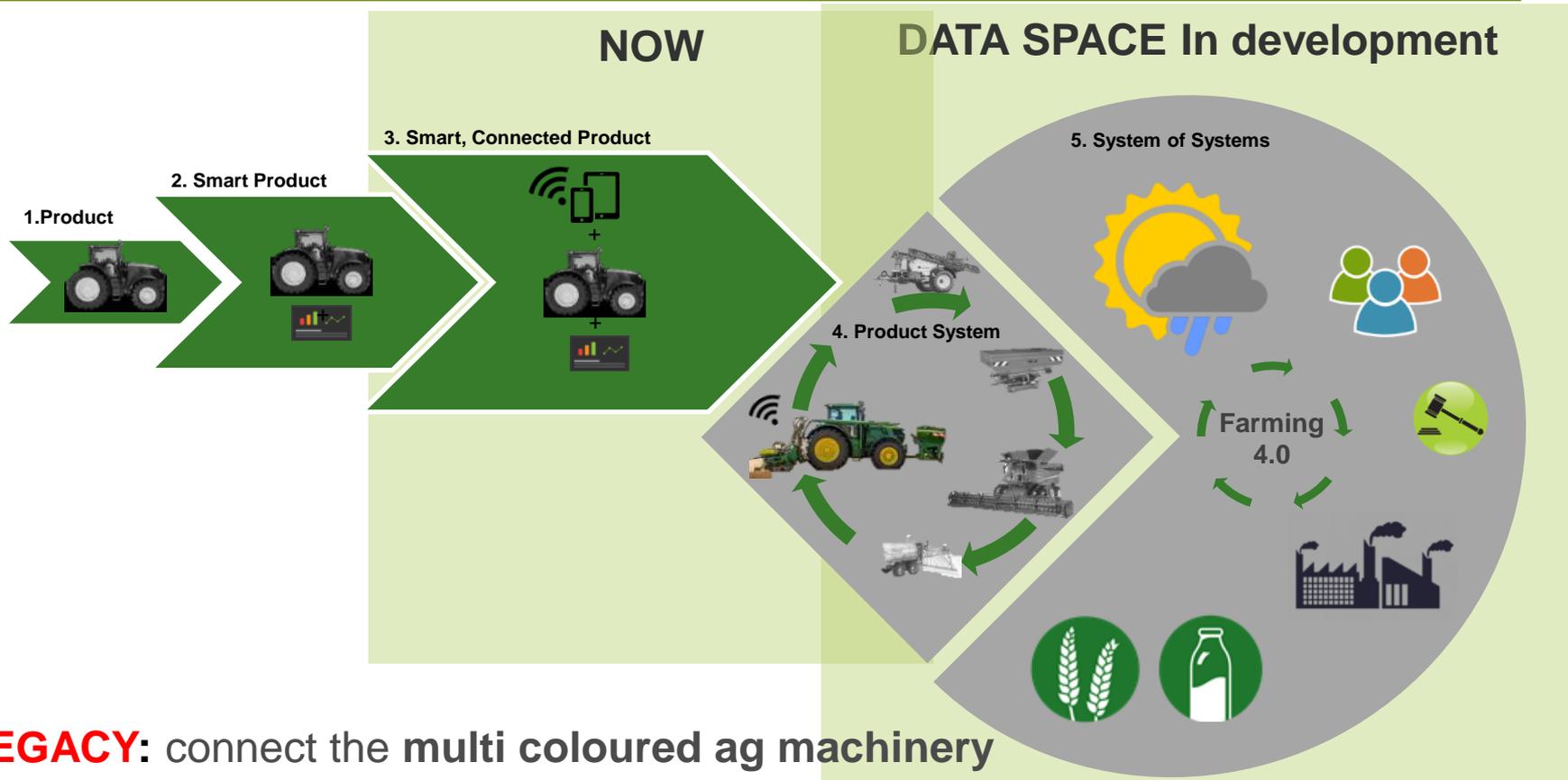
- ▶ Provide the tools to farmers necessary
  - ▶ To be competitive / economic relevant
  - ▶ To be environmentally sustainable:
    - ▶ Use less inputs unless where relevant/necessary/allowed.
    - ▶ Enhance soil care / achieve better soil health:
      - ▶ Less erosion.
      - ▶ Better infiltration.
      - ▶ Better water retention
      - ▶ More biodiversity.
  - ▶ To deliver on food/feed/biomass demands (food security – renewable energy)
- ▶ Smart, connected, precision technology is only one of the tools but certainly an enabler for changing practices.

# Need in PPP application - BASICS

- ▶ **Two major links are important for the future:**
  - ▶ Between **PPP authorisation/** registration and the use of **precision technology** as risk mitigation technology / part of good agricultural practice.
  - ▶ Between farmers' **PPP application** in the field and **authorities** that are monitoring compliance.
- ▶ **To achieve these links are necessary:**
  - ▶ Common understanding of terms.
  - ▶ Categorisation of precision application technology on the potential for input reduction and overall risk reduction.
  - ▶ Data flow.



# Need in PPP application – Technology development



**FUTURE:** connect the multi coloured online platforms for fleet control – data control – new services – new insights – better decisions – faster action

# Main aim of industry in the development of a Digital European Agriculture

---

▶ **Defend the legacy:**

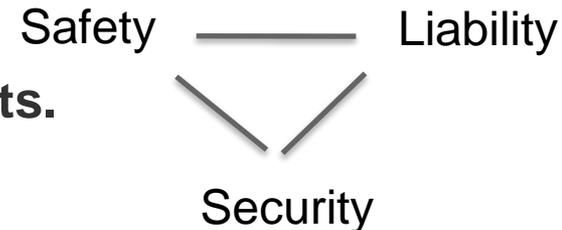
- ▶ Inherited from 15 years of standard definitions.
- ▶ Developed to be compliant to the existing product legislation.
- ▶ Ensuring that the current products on the market are not locked-out.

▶ **Extend the knowledge and expertise from proven concepts to the level of digital platforms.**

▶ **Maintain legal compliance with connected products.**

▶ **Contribute to structuring the many ongoing developments/ initiatives/ architectures – probably leading to many specialised data spaces with standardised use cases making the overall ag data space grow organically.**

▶ **Keep the farmer at the center of data exchange.**



# Thank you!

**CEMA aisbl**  
Diamant Building  
Boulevard A. Reyers, 80  
B - 1030 Brussels  
Tel.: +32 (0)2 706 81 73  
secretariat@cema-agri.org  
[www.cema-agri.org](http://www.cema-agri.org)