



Connected precision technology for PPP application

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The agricultural machinery industry



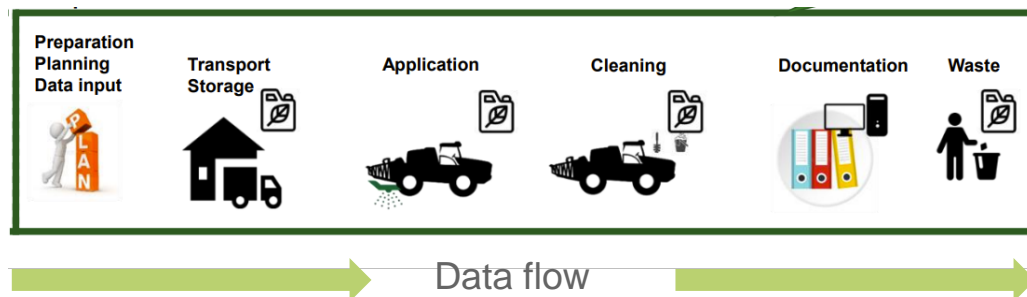
Many brands – many colours

Mission of the agricultural machinery industry

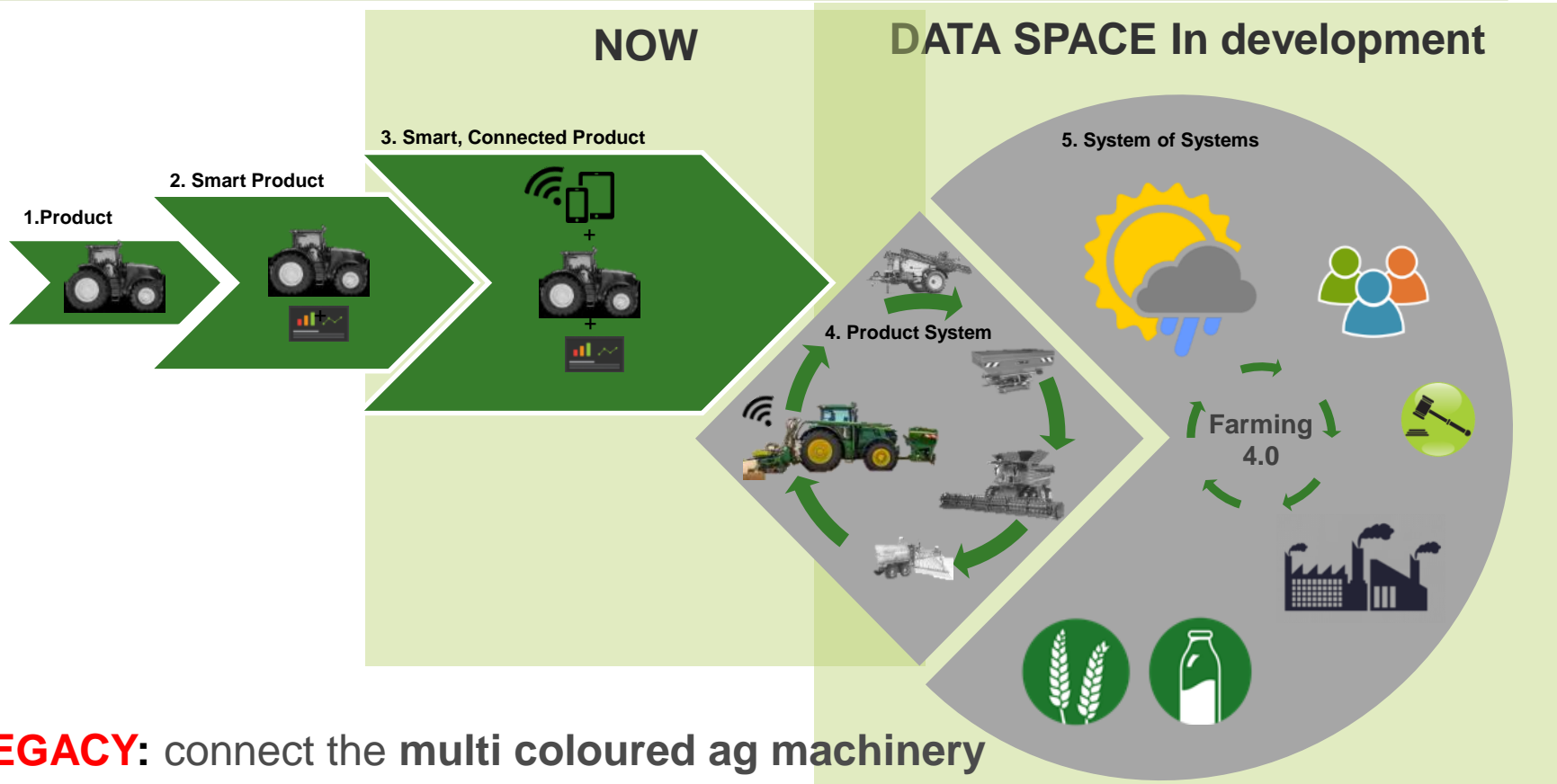
- ▶ Provide the tools to farmers necessary
 - ▶ To be competitive / economic relevant
 - ▶ To be environmentally sustainable:
 - ▶ Use less inputs unless where relevant/necessary/allowed.
 - ▶ Enhance soil care / achieve better soil health:
 - ▶ Less erosion.
 - ▶ Better infiltration.
 - ▶ Better water 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:**

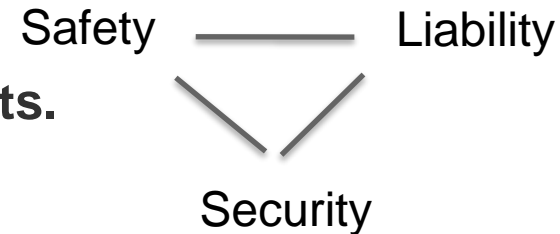
- ▶ Inherited from 15 years of standard definitions.
- ▶ Developed to be compliant to the existing product legislation.
- ▶ Ensuring that the current products on the market are not locked-out.

- ▶ **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

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