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The Agricultural Example or the Drive to Connected Farming

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1. What is precision breeding?

Precision or “smart” breeding uses sensors placed on the livestock to monitor them in real-time and facilitate automated tasks (for example, milking cows) or decisions by the farmer. Farmers need technological tools to monitor the feeding and health of their livestock on a daily basis. Breeders are operating in increasingly uncertain economic conditions, forcing them to ensure ever-greater flexibility. The monitoring tools also help them understand and handle environmental challenges.

2. Streamlining of tasks, and production efficiency

Precision breeding is an undeniable aid for farmers. It is not so much a revolution, as an evolution of existing tools. The mechanization of livestock farming has a long history. Adding sensors simplifies tasks and boosts productivity. In an open and competitive market, farmers must seize every opportunity to develop their performance.

3. Production quality

The purpose of real-time data is not solely to boost production. Farmers are already good at producing. Through animal health monitoring and genetic advances, the primary goal is to improve production quality.

4. Public understanding of this position

Improving the quality of livestock production is one of the factors that should be highlighted, to facilitate public acceptance of precision breeding. The public must not feel that this somehow distances farming from natural practices and the land, but should understand that this development leads to better public health.

It is also important to present farmers as entrepreneurs who have to continuously adapt to and anticipate market developments.

5. Combining modernity and tradition to boost the attractiveness of livestock and arable farming

In a context where it is becoming increasingly difficult to attract young people into farming, the ability to combine new technologies and tradition simplifies practices, facilitates tasks, and encourages the generational renewal of arable and livestock farming as an industry.