

# The Future of Information Exchange and ICT in Agri-Food Business

*The role of standardization organizations and business  
platforms*

Münich, 5 October 2011



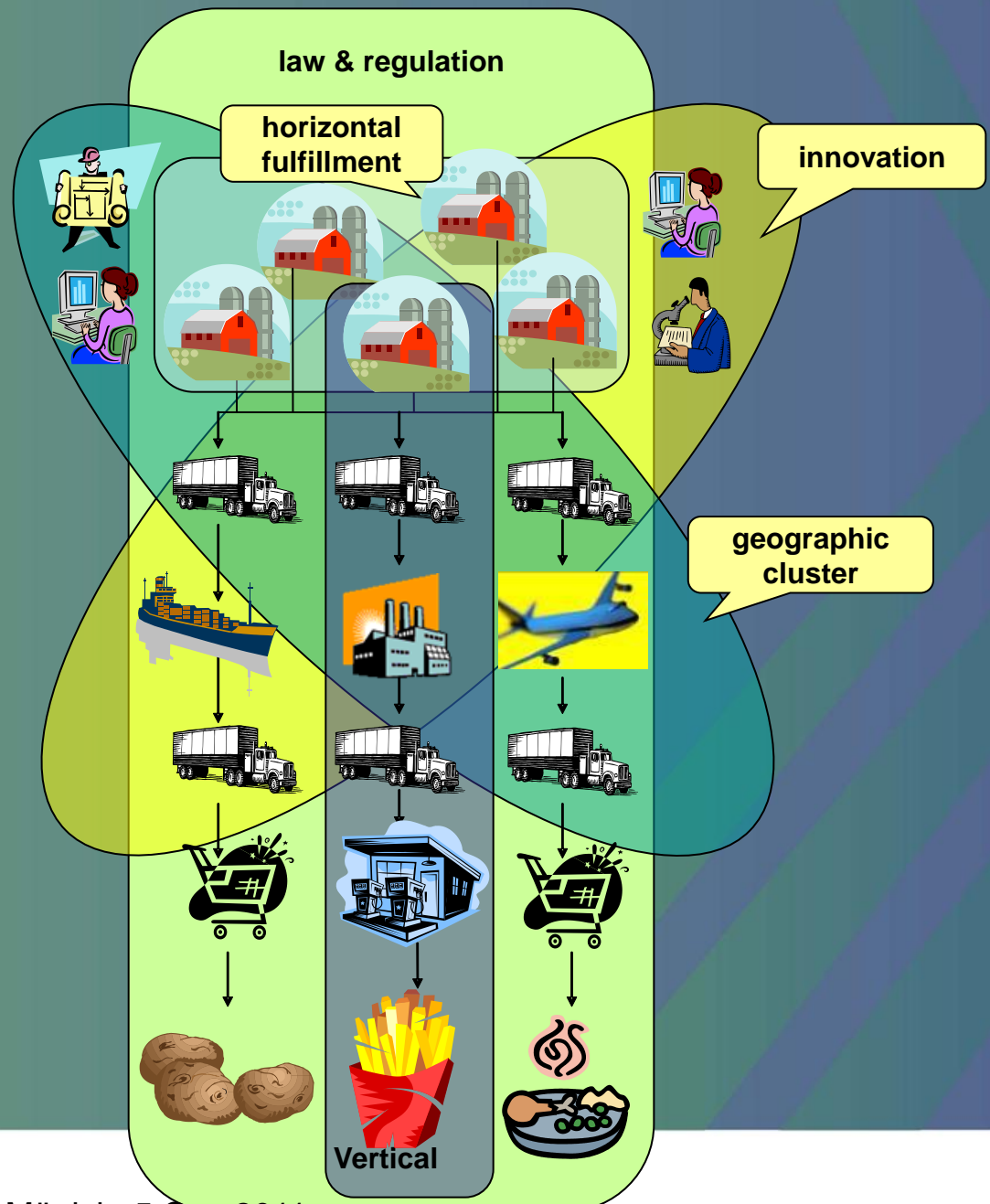
# Background and objectives of the workshop

Sjaak Wolfert



# multi-dimensional Agri-Food Supply Chain Networks (AFSCN)

- information for communication and control
- ICT plays a crucial role
- farm is a focal company

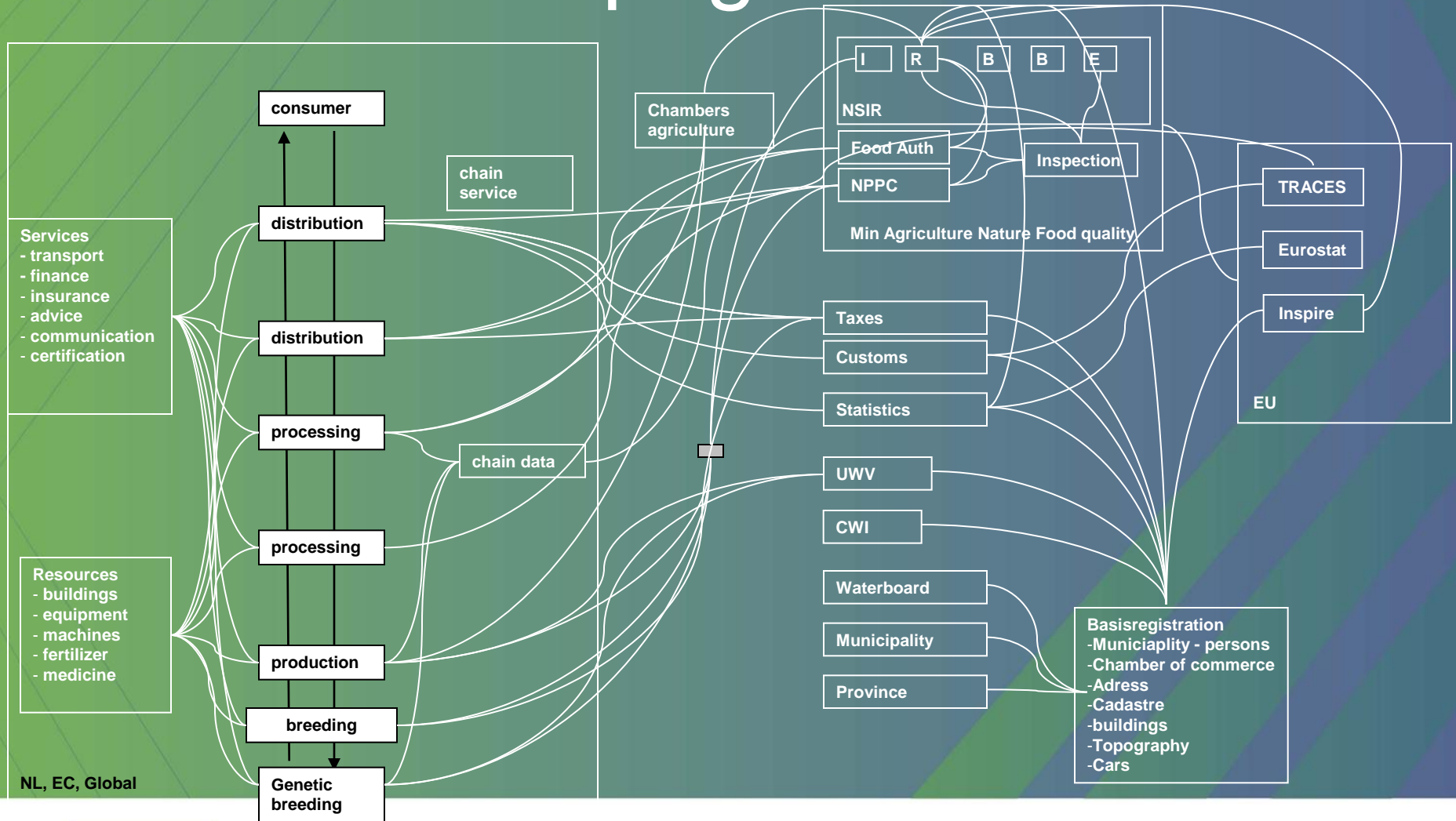


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**agriXchange**  
network for data exchange in agriculture

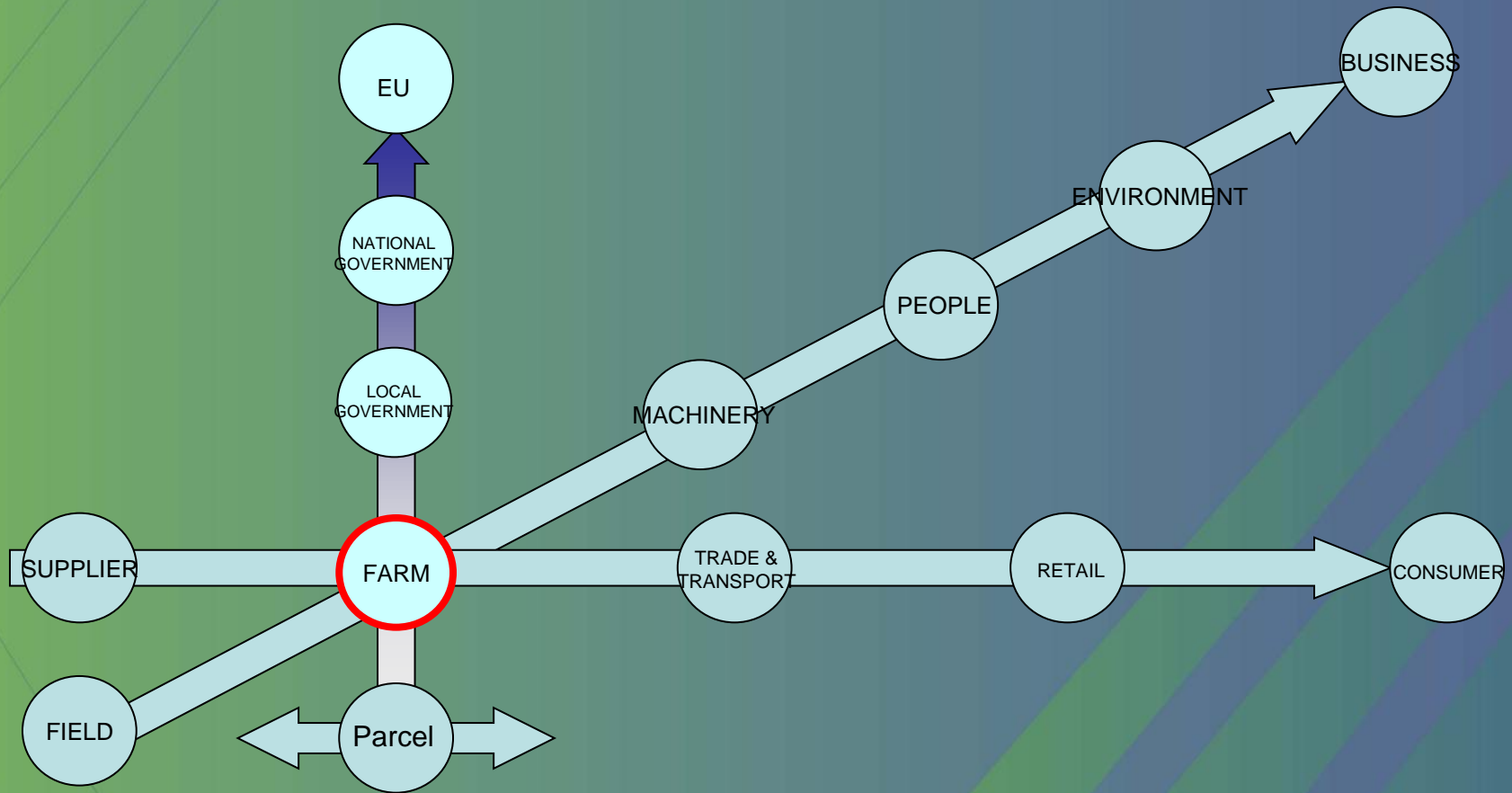
# Spaghetti



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# Three dimensions of agriculture



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# Problem statement

- increasing, complex requirements for handling of data that are part of various processes
- how to deal with existing installed base of information systems?
- how to integrate these systems smoothly?
  - need for integrative framework
  - need for coordination network



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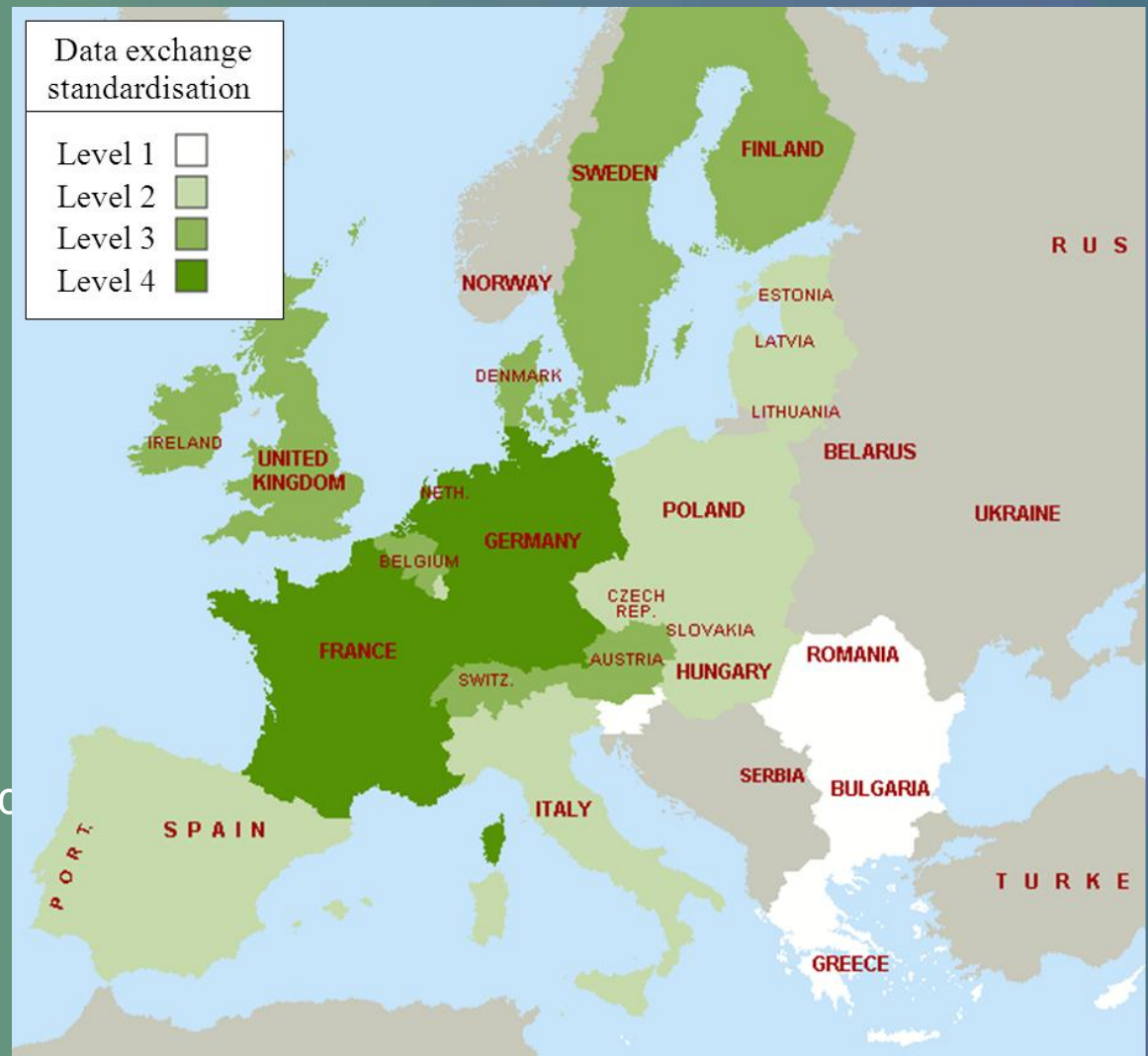
# Levels of maturity in data integration in the EU member states

Level 1 None or hardly data integration

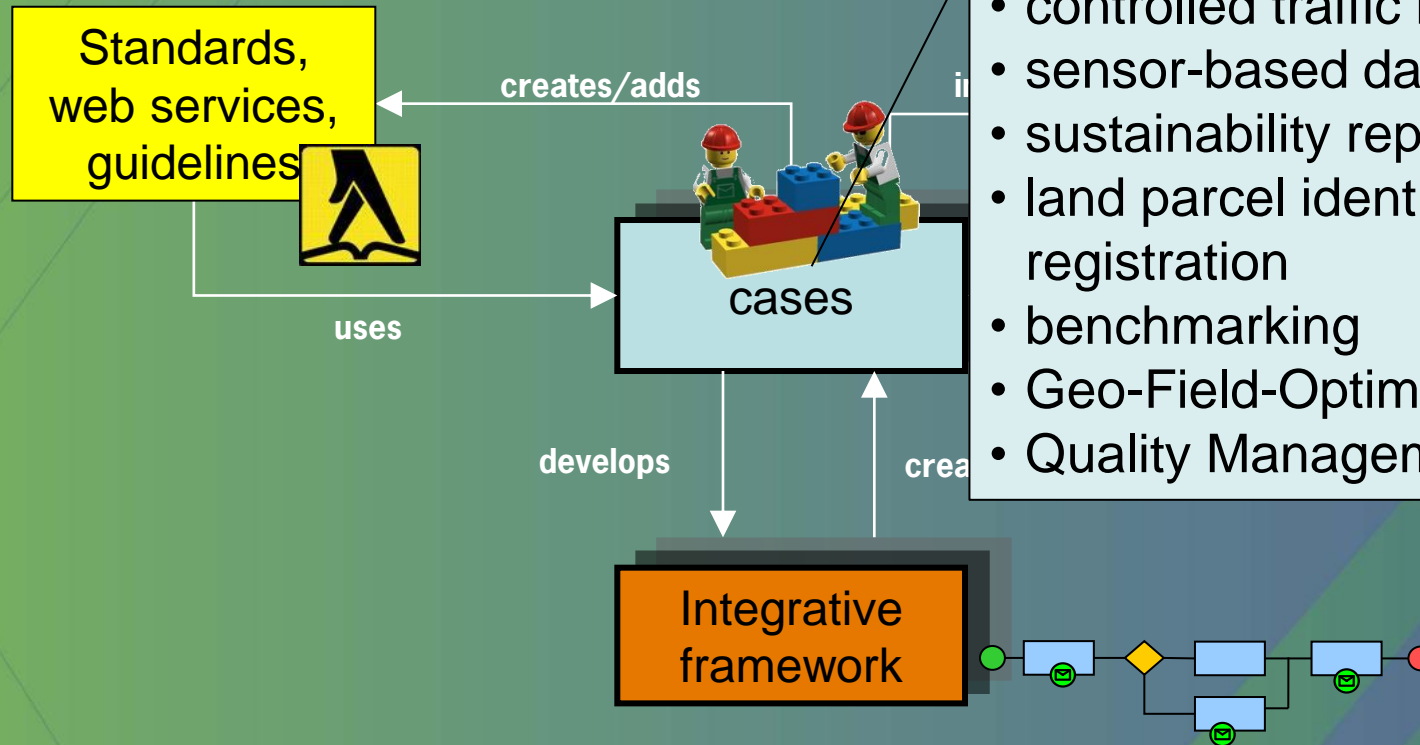
Level 2 Poor developed

Level 3 Rather well developed

Level 4 Quite well developed



# agriXchange Living Lab platform



- precision fertilization
- spraying advice
- controlled traffic farming
- sensor-based data processing
- sustainability reporting
- land parcel identification and registration
- benchmarking
- Geo-Field-Optimisation-Service
- Quality Management System



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# 3 Use Case Scenario's: from farm to fork

**Smart Agri-Logistics**



**Smart Food Awareness**



**Smart Farming**



FUTURE  
INTERNET  
PPP



# Workshop objectives & agenda

- update each other with relevant information on information exchange in agri-food
- update each other about the role of different organisations and to provide an inspiring vision for the future
- to identify and discuss scenarios in which different organisations (as represented in this workshop, but also possibly others) cooperate



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# Business model scheme

