

Call for **YOUR** ideas and incentives
for European meeting on data exchange

agriXchange

is working on sustainable network for developing a system for common data exchange in agriculture.

This is done by:

- Building a network of people
- Pointing out the current situation in EU
- Building a reference framework for common data exchange
- Strategic Research Agenda

But now looking for your incentives to meet.

For the 2012 European workshops our workouts are not in the lead. We are looking for your interests, especially when you are from (software) business or industry. Please be invited to invite yourself.

Dear Madam, dear Sir,

You work in the area of farm management information system or agricultural ICT? Data exchange is one of your everyday issues? You are a hardware or software developer or work in close connection with them?

The agriXchange project team is pleased to invite you to a joint workshop on data exchange in agriculture to be held end of May or beginning of June 2012 (precise dates still to be defined). The workshop will be organised together with the [SmartAgriFood](#) project and [ICTagri ERAnet](#).

Business opportunities from the current status on data exchange in the EU

We think that information sharing is of major strategic interest both for governments, at national and European level, and for agro-food business actors, from farmers to consumers. The topic is of major importance in various areas such as food security, food quality, sustainability, innovation, statistics, traceability of food products, etc. However information sharing is a complex issue, but hampering data exchange is leading to inefficient business processes. The agriXchange project has recently analysed the situation on agricultural data exchange in Europe and concluded that in several countries quite some developments are going on, but harmonization of standards or software services could improve agri-food business considerably. At the same time, there are

still quite some white spots at the European map, in which hardly any development has taken place, so there are still lots of business opportunities.

How does it become your workshop?

It is our experience that it is difficult to attract participants to these kind of workshops from real practice. Reasons can be that it is too much focused on politics, or scientists - that are used to work in international settings - are dominating the scene. Or maybe you don't have so much experience in international events like this. Or you simply don't want to share information with possible competitors. For these reasons we would like to ask the question by this letter:

What would be an incentive for you to participate in an European workshop on data exchange in agri-food business?

Would you like to:

- meet your colleagues/competitors to see if you can define common challenges?
- meet scientists that have knowledge about particular cases (e.g. animal identification, traceability, standards, etc.)?
- have international overviews and discussions on data exchange?
- look for opportunities to get funding or participation in European projects?
- ...or other things?

In this way we hope to organize your workshop, which is about things you are really interested in and will give an added value to your future business. Of course we hope to receive positive reactions on this question, but we would also like to hear from you if you are not interested in such an event and why.

You can send your reactions directly to us (see e-mails below), but we also invite you to react to this question through a discussion on our [LinkedIn group](#). We hope that such a discussion provides additional ideas.

Do not hesitate to send this invitation to your contacts, who could also be interested in this workshop. You could also provide us with contact information of stakeholders, so we can approach them.

We thank you for your feedback on topics of interest for the workshop. With the information we receive from you as stakeholder we can organise a workshop which meets your needs. We hope to meet you at our 3rd workshop.

With kind regards,

On behalf of the agriXchange project team,

Sjaak WOLFERT (sjaak.wolfert@wur.nl)

Guy WAKSMAN (guy.waksman@acta-informatique.fr)

Sylvie MASSELIN-SILVIN (sylvie.masselin-silvin@acta-informatique.fr)

Annelise de SMET (annelise.desmet@wur.nl)

About agriXchange

agriXchange is an EU funded coordination and support action, which aims at setting up a sustainable network for developing a system for common data exchange in agriculture. Our three main areas of work are the establishment of a platform on data exchange in agriculture in the European Union, the development of a reference framework for interoperability of data exchange and the identification of the main challenges for harmonizing data exchange. This will be the third agriXchange project workshop. Previous workshops are: GeoFARMatics, a joint conference held in Cologne, November 24th-26th, 2010; the second workshop was a side event of the EFITA conference held in Prague, July 11th-14th, 2011. For more information on the project and the previous workshops, please visit www.agrixchange.eu. You can also join the agriXchange community at LinkedIn.