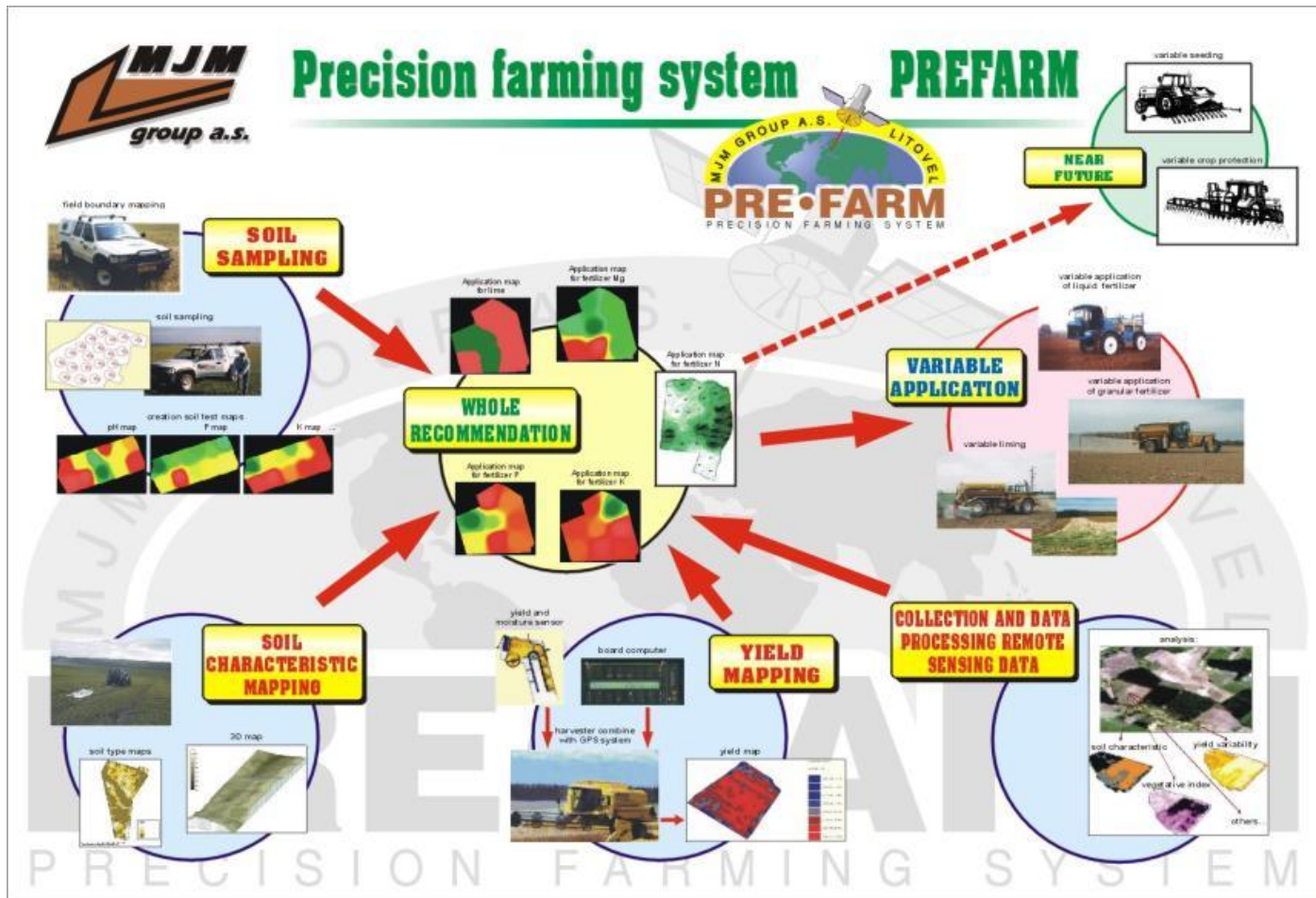




SaaS services platform Prefarm for Agri-food: a COIN Collaborative case – Czech Republic

Karel Charvat

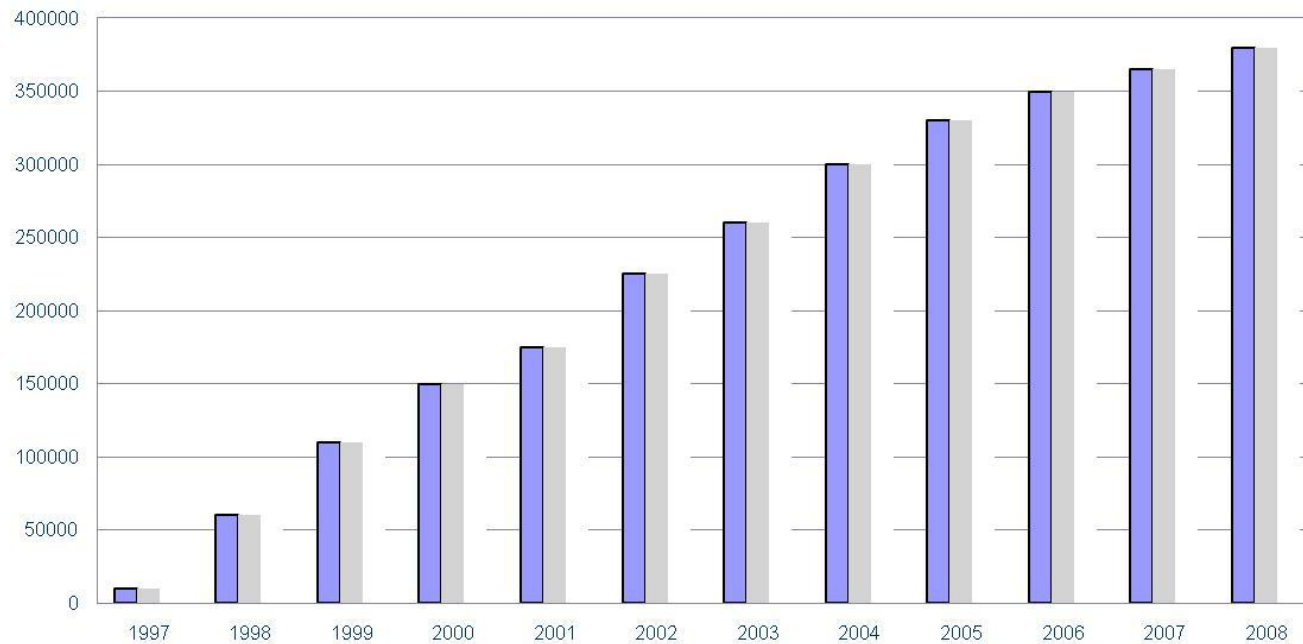
Business case description





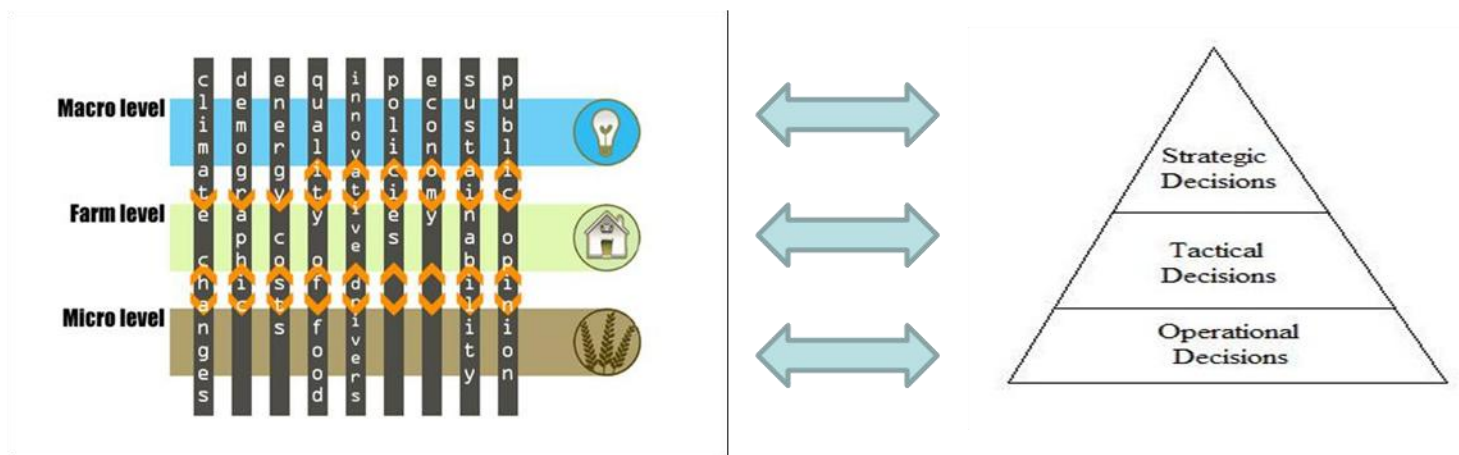
Business case description

Hectares in the system



Business case description

- Integration of information flow and decision processes
- E collaboration in Agrifood sector
- Social space for Agrifood sector



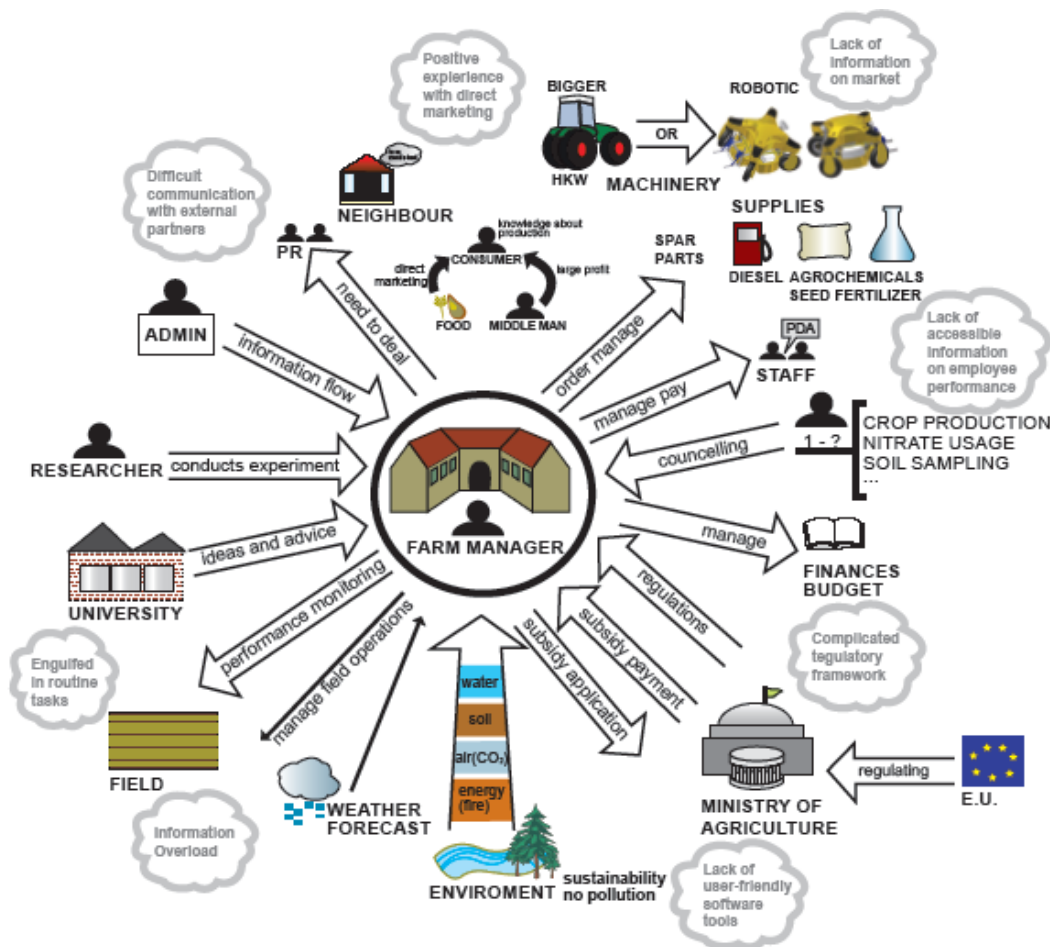


Business case description

- Tactical planning for next seasons
- Search for machinery



Gaps and Barriers - Interoperability





Gaps and Barriers - Interoperability

- The big problem are non compatible solutions. They have forced customers into purchasing only products of one provider. Compatibility problems have delayed the adoption of site specific crop management and still can be considered as a most important barrier towards investment.



Gaps and Barriers - Community and Networking

- Joint investment in PF equipment was reported by few experts and only regarding smaller farms. Contractors usually operate with modern technology and due to scale effects have the possibility to employ specialized staff. There is a tendency towards offering field services and consultancy at the same time.



Gaps and Barriers - Intelligence and Lobbying

- Cologne declaration
 - Continuation of Valencia declaration
 - Prepared in Cologne, Germany, from 24th-26th November 2010
 - Now will be discussed on Prague EFITA/WCCA congress



Gaps and Barriers - Intelligence and Lobbying

- Defined key objectives for the agri-food and rural Digital Agenda for 2020;
- Support for the development of future internet technologies and the internet of things;
- Support for social networking to reach consensus about future environmental, economical and social priorities of agri-food and rural strategies;



Gaps and Barriers - Intelligence and Lobbying

- The initiation of a continuous e-conference of all stakeholders to define a clear future strategy and priorities;
- Support for new ICT and knowledge-based solutions supporting the development of future generations of rural businesses;



Gaps and Barriers - Intelligence and Lobbying

- Support the development of knowledge technologies to guarantee, in the future, high quality food production;
- Open public discussion on how to solve future problems and to secure food production versus the production of energy and environmental benefits.



Gaps and Barriers - Idea validation

- Current concept of Prefarm was validated 12 years
- New services are tested now with Prefarm users
- Necessary prepare economical analysis



Gaps and Barriers - Project proposals

- The development of knowledge-based systems for the farming sector has to be supported by ICT focused on:
 - Future Internet and Internet of things including sensor technology and machine to machine communication;
 - Service Oriented Architecture as a key element of architectures for future knowledge management systems;



Gaps and Barriers - Project proposals

- The power of Social Networks and Social Media or so called knowledge internet;
- Management and accessibility of geospatial information as a key information source for any decision;



Gaps and Barriers - Project proposals

- On the application side the focus has to be on:
 - ICT applications for the complete traceability of production, products and services throughout a networked value chain including logistics;



Gaps and Barriers - Project proposals

- Collaborative environments and trusted sharing of knowledge and supporting innovations in agri-food and rural areas, especially supporting food quality and security;
- ICT applications supporting the management of natural resources and rural development.
- ICT applications reducing administrative burdens in rural areas



Gaps and Barriers - standardization

- Major priorities for future knowledge systems will be the integration and orchestration among services based on semantic integration of collaborative activities, including semantic compatibility for information and services, as well as ontologies for collaboration



Improvement needed in the Policies and leadership

- Including representatives of ICT for Agriculture and rural development specialists into the legislative processes of the European Communities leading to the definition of priorities of the Digital Agenda;



Improvement needed in the Policies and leadership

- Raising awareness and establishing a social platform for exchange of information among key participants, especially rural communities;
- Supporting a platform for standardisation of information inside rural communities and the agri-food sector but also between the agri-food sector and other sectors;



Improvement needed in the Policies and leadership

- Including rural knowledge management as an essential part of the future European Strategic Development plan;
- Building a coherent strategy for rural public sector information management.



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- Thank you for attentione
 - charvat@wirelessinfo.cz
 - www.wirelessinfo.cz