

The logo for NoviFarm features a yellow square with rounded corners on the left, which overlaps a green square with rounded corners on the right. The word "Novi" is written in black, bold, sans-serif font across the yellow square, and "farm" is written in green, bold, sans-serif font across the green square.

# NoviFarm

Occasion:

Smart AKIS conference

Date:

27 june 2018

Speaker:

Leon Noordam

Fields and buildings

individual  
participants

**Emotion**



Novifarm v.o.f

**Ratio**

One exploitation

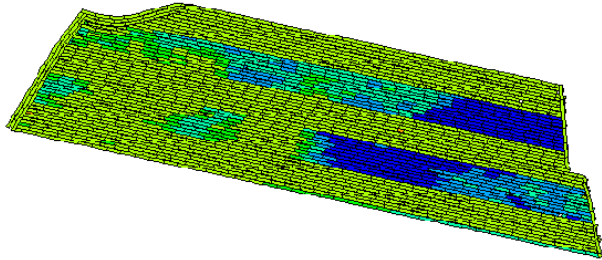
Purchasing, selling, labour and mechanisation

# Precision farming

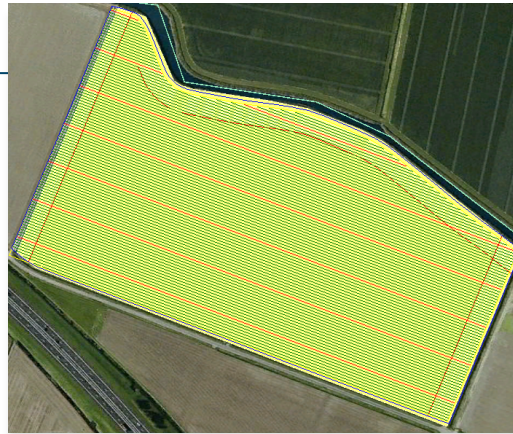
27-06-2018

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Task map



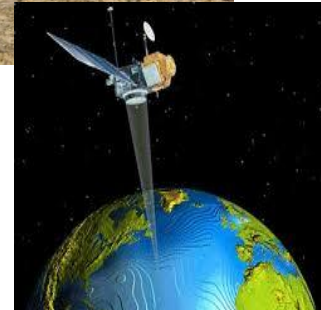
Driving map



Plan



execute



implement

**GPS integrated  
in farm business**

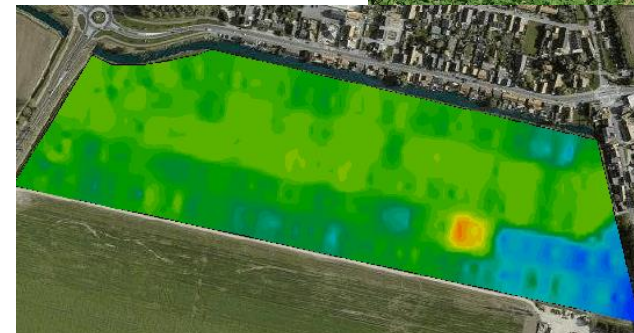
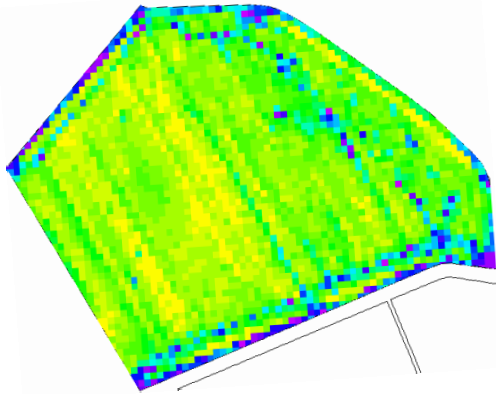
Analyse

To know

measure



Yield map



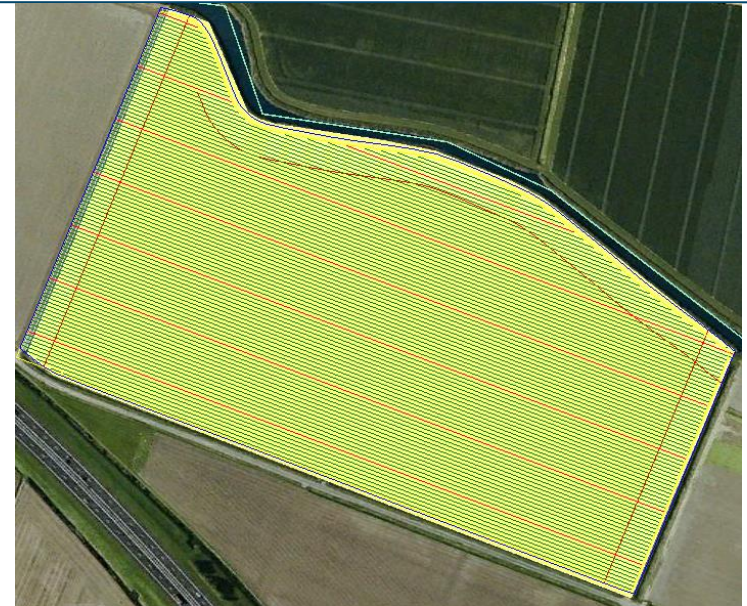
Sensordata

AGRARISCH 2017  
UNDERNEMER



# Plan at the office → execute in the field

→ 4



- Ploughing, cultivating, planting, seeding, fertilising and spraying on pre planned tracks

- Planning and execution by **different** people with **the same** result

- Preparing for lighter autonomous vehicle

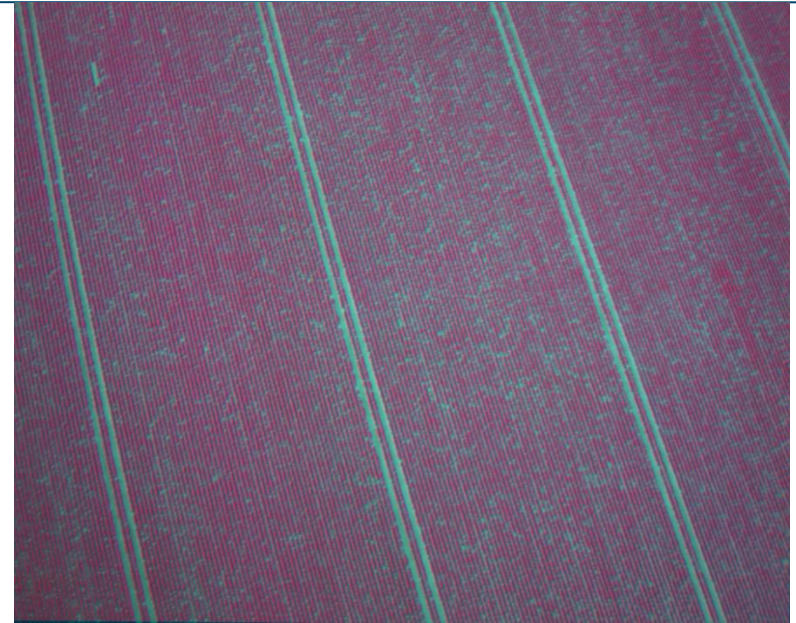




# Measuring of growth

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N



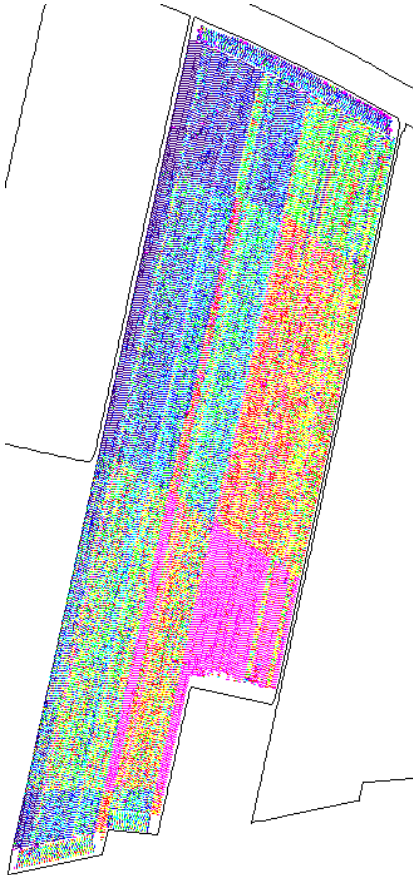


germs per hectare is most important  
for fertilisation



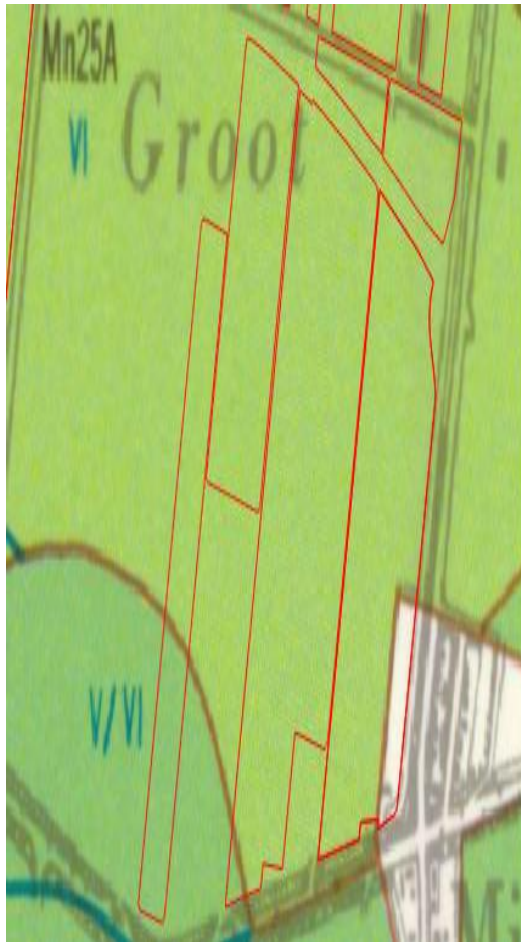
# Farm Management

The challenge is to combine  
General farmers knowledge with datamanagement





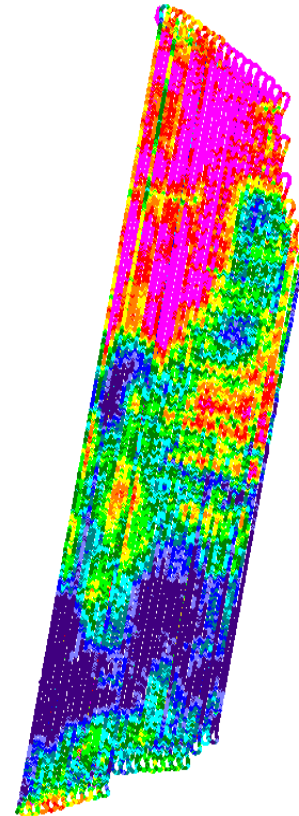
# Field atlas



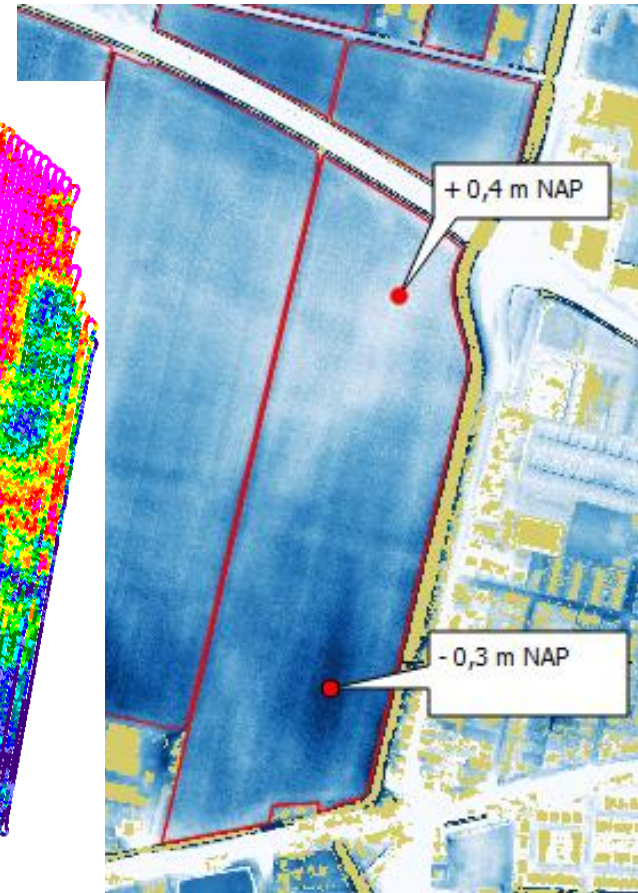
Soil map  
1:50000



Soil use  
1900



MOL MK2  
2015



Height map



# Theorie in practice

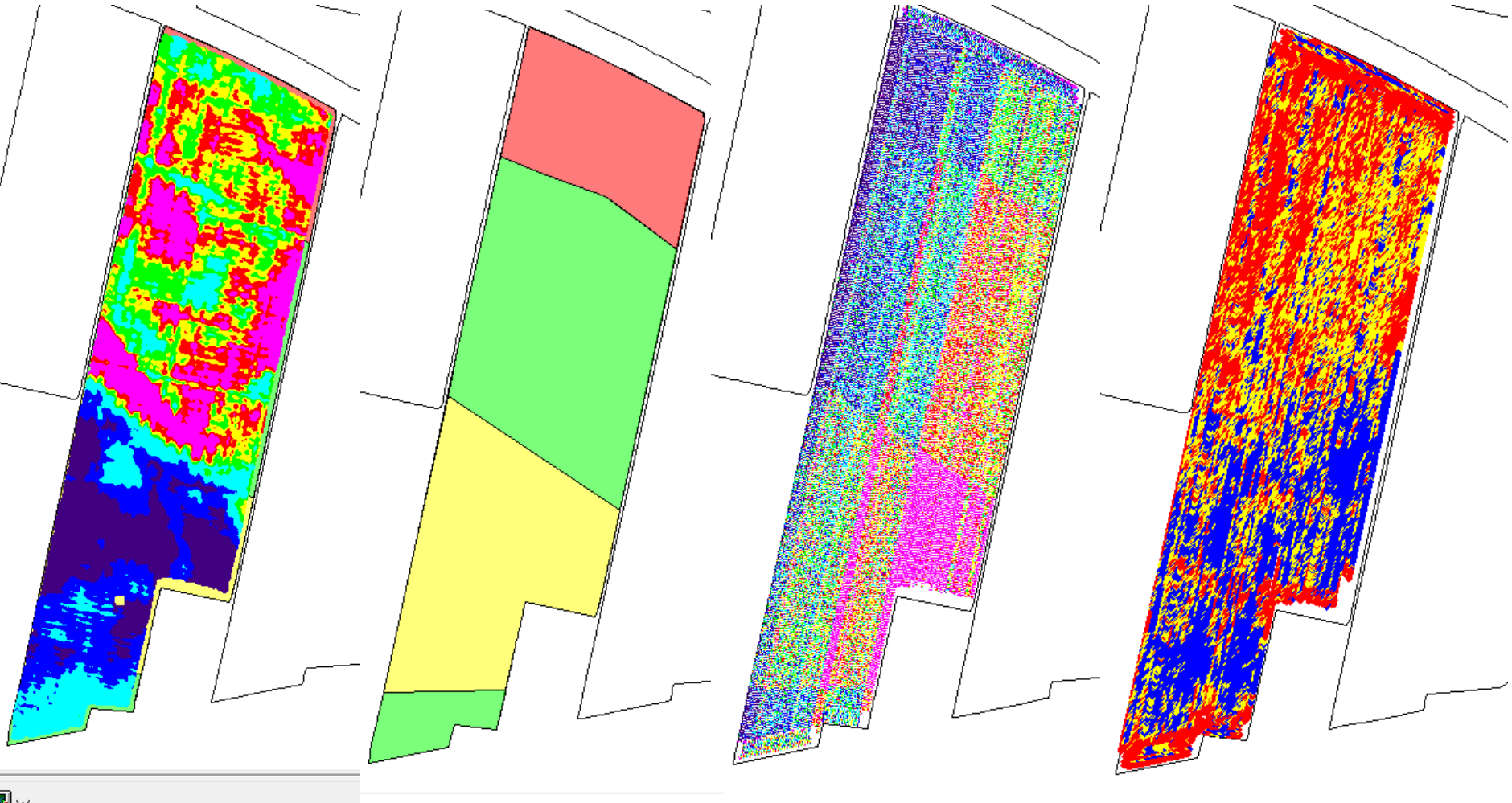
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soilscan

Task map

As applied map

yieldmap



Weersma

# Precision farming

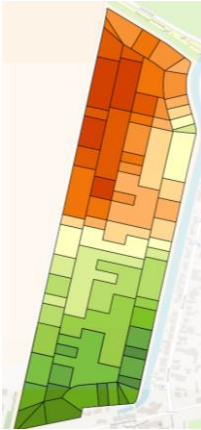
Driving map



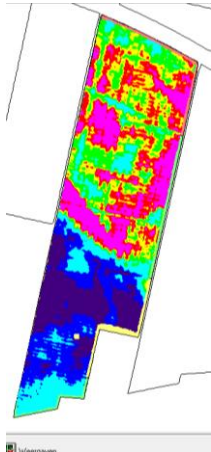
Plan



Task map



Soil scan



implement

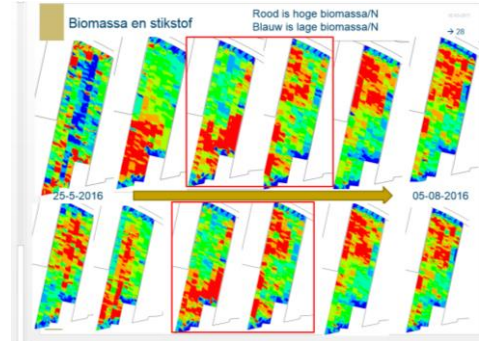
execute

GPS integrated  
in farm business

Analyse

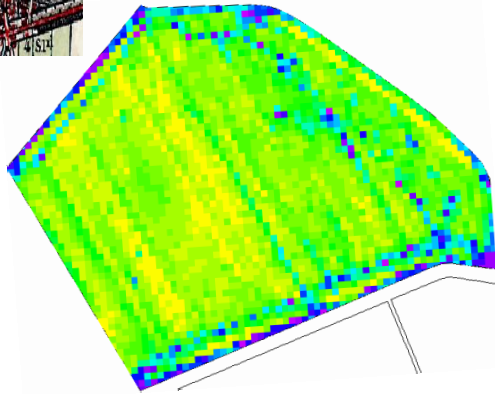
To know

measure



Sensordata

Yield map



apply

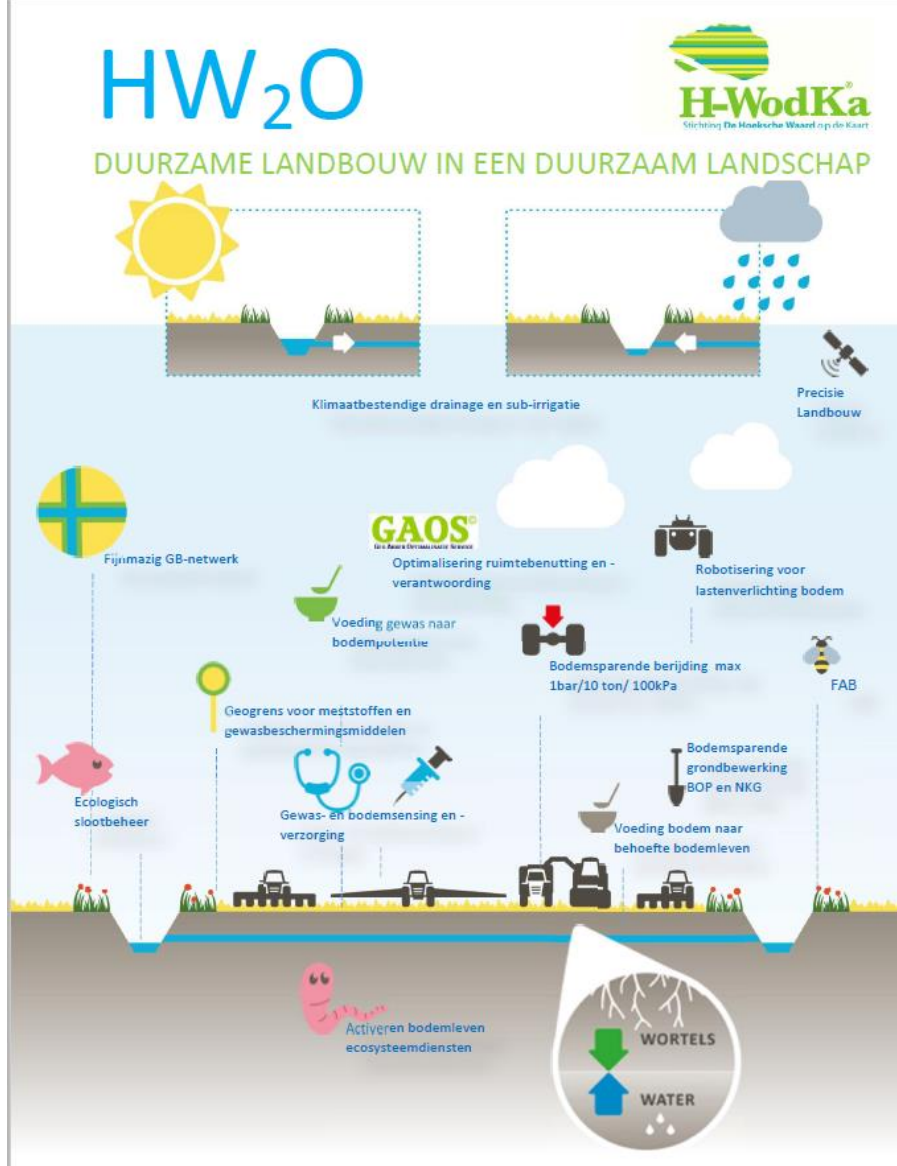


# What's the use of precision farming

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- A lot of ICT and agricultural knowledge is needed to make ict data into crop value
- Smart farming is a **tool** not a **solution**
- General farmers knowledge is key to succesfull smart farming practice
- Data shows us the need voor lighter mechanisation on heavy clay soils
- Soil needs and political needs do not agree

Thanks for your attention!

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# You reach success together

[www.novifarm.nl](http://www.novifarm.nl)

[www.hwodka.nl](http://www.hwodka.nl)

2017