



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,
Reusable and Shareable

FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°10

Improving dairy producers' performance with a management tool



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Improving dairy producers' performance with a management tool

n°10

Context

The automatic acquisition of various data is an important innovation for dairy farmers. In order to develop an effective strategy based on the analysis of these data, several operators propose to collect and process a large amount of information coming from different farms. A good digital solution providing advice to dairy producers to improve their farm's performances should allow the automatic acquisition of data on several criteria (for example, financial aspects, animal care, carbon footprint and biodiversity indicators).

The value of such an innovation for a dairy farmer and an advisor lies in:

- knowing if feed or manure expenses are too high
- being able to think about solutions based on the farm data
- visualizing the evolution of these data when variables are modified.

Recommendations

- The tool should provide
 - a well-organized view of all the data accessible to farmers through a dashboard and visual representations
 - an analysis of the short and long term evolution
 - a possibility to adapt the farmer's strategy to increase the performance and profitability of dairies
- Benchmarks and insights should be provided at farm, group and regional level
- The conditions under which farmers' data will be used must be strictly defined and farmers' consent must be sought before their data is used.



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Consortium

