



# 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°16

## Digitalisation of poultry farm sensor data



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# Optimization of poultry production with data digitalisation

n°16

## Context

Most processes on poultry farms, such as feed, water and climate control, are fully automated thanks to the accurate monitoring based on sensor readings. However, sometimes the abundance of data makes the interpretation and decision making in poultry production challenging.

Therefore, Digital Advisory Tools and Services (DATS) are needed to transform these data into valuable information for the farmer and the advisor. In addition to the optimisation of the poultry production process, the potential impacts of such DATS on farmers and advisors are:

Time saving:  
no more manual record keeping

Easier preparation for farm visits

Decision making based on continuous record keeping

Data translation into key production indices

24/7 automated monitoring of the poultry flock

Early warning on health and welfare issues

## Recommendations

- Such system should have a quick overview possibility to check the status of the flock thanks to the stored data
- Data should be represented in an simple way to be easy to read.



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## Consortium

