



# 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°44

## Pest Monitoring System in horticulture



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EUROPEAN UNION HORIZON-BED RESEARCH  
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# Pest Monitoring System in horticulture

n°44

## Context

In horticulture (fruit, grape and olive production) the quality of products and their market value are influenced by the population of pests and plant pathogens. For advisors to successfully transfer knowledge and technology to growers, new skills and tools are needed to better monitor pest and plant pathogen populations.

## Innovative solution

The Classic Early Warning system (EWS) consists of collecting data in the growing regions on all agricultural crops for all important agricultural pests (diseases, insects, bacteria, viruses, etc.) and is based on the presence of pathogens. Digital technologies (mobile phone with cameras, mobile apps, GIS systems) enable the improvement of the EWS system. “Phytoview – Pest Monitoring System in horticulture” mobile app is planned to be the entry point for all the information on plant pest distribution observed by the advisory service in Croatia.

➤ Learn more about the Phytoview mobile app on the FAIRshare DATs inventory:



## Recommendations

- A solid database with correct and up-to-date information is mandatory in order to provide proper recommendations.



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## Consortium

