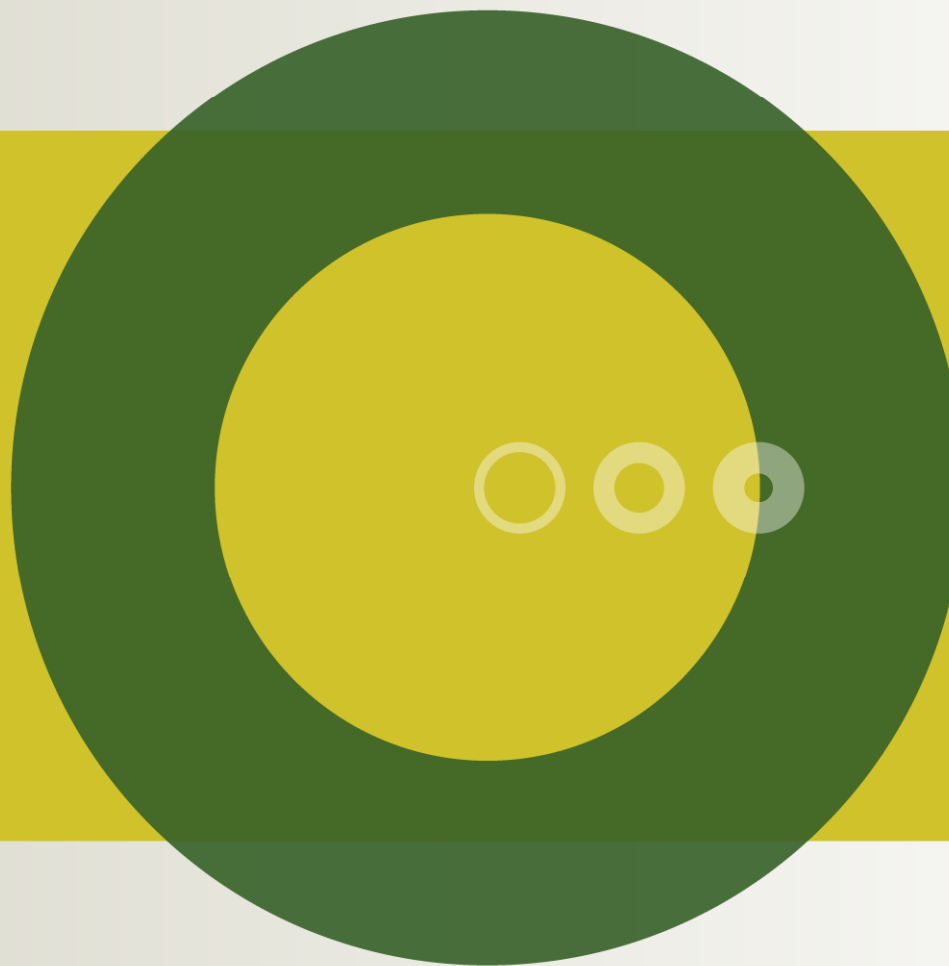




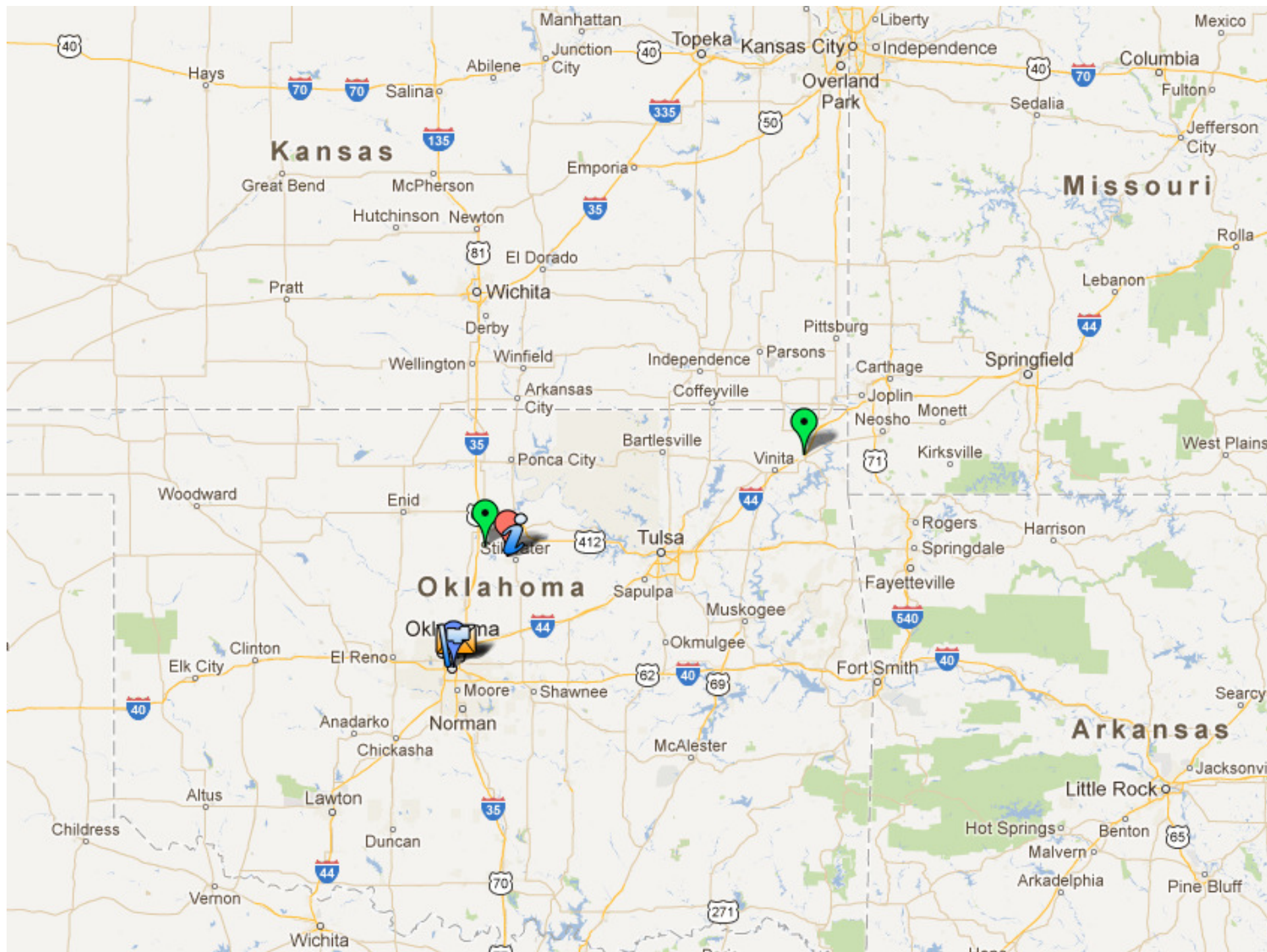
VIDENCENTRET FOR LANDBRUG

Indtryk fra USA og Taiwan



PARTNER I
DLBR[®]
DANSK
LANDBRUGSRÅDGIVNING

Udarbejdet af Jens Peter Hansen, VFL







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SPUR ON *the Evolution of Extension*

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extension
2012 National
CONFERENCE *October*
1-4

CONFERENCE

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Reimbursements](#)

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[Presenter Instructions](#)

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LIVE WEB CAST

[General Sessions](#)

[Breakout Room](#)



Conference Session This event is part of the [eXtension 2012 National Conference](#)



Use of ICT in Danish Extension Activities

Meeting Room 5

Session #709

To overcome high costs and strong environmental regulations, Danish farmers must produce using best methods and knowledge available. A unique two-layer advisory system including 31 local advisory centres and a common Knowledge Centre for Agriculture helps them fulfilling this. ICT has since 1997 played an ever-increasing crucial role in this system in dissemination of information and offering of online services. Primarily targeting advisors, the information database www.LandbrugsInfo.dk with +50.000 articles covering all aspects of farming functions as a library and as an accelerator of new knowledge. All 3.500 employees in the advisory system use LandbrugsInfo and many of them visit LandbrugsInfo several times each day. For farmers, the portal www.landmand.dk offers personalized information and services including access to farm specific data and e-documents from to example dairies and feed stuff companies. Approx. 25.000 out of 35.000 Danish farmers are active users of Landmand.dk. All local advisory centres have their own web sites. Most of these sites and a number of other farming related sites including Farmers Weekly, is running on a common CMS developed by the Knowledge Centre. This ensures a cost-effective solution; re-use of information and single sign on for users.

Presenters

[Jens Peter Hansen](#)

October 3, 2012

OCT
03

**10:45 am
CDT**

45 minute session

[Add to calendar](#)

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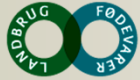
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"Five years from now on the web for free you'll be able to find the best lectures in the world ... It will be better than any single university"

—Bill Gates, Techonomy conference, 2010



VIDENCENTRET FOR LANDBRUG

Oct. 10 - DEC. 16, 2011

STANFORD
ENGINEERING



INTRODUCTION TO

Artificial Intelligence

In partnership with the Stanford University School of Engineering.
You can join this online worldwide class this fall.

Number Enrolled: 160,000

Age/Awareness of Extension

Younger people are much less likely to have heard of or used Extension.

Awareness / Knowledge

Have Heard of
Cooperative Extension

16%

27%

■ Younger People, 18-35 yo's

■ Total Population

Have Heard of their
State (University)
Extension Program

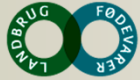
28%

38%

Have Used Extension

5%

11%



North Carolina Cooperative Extension

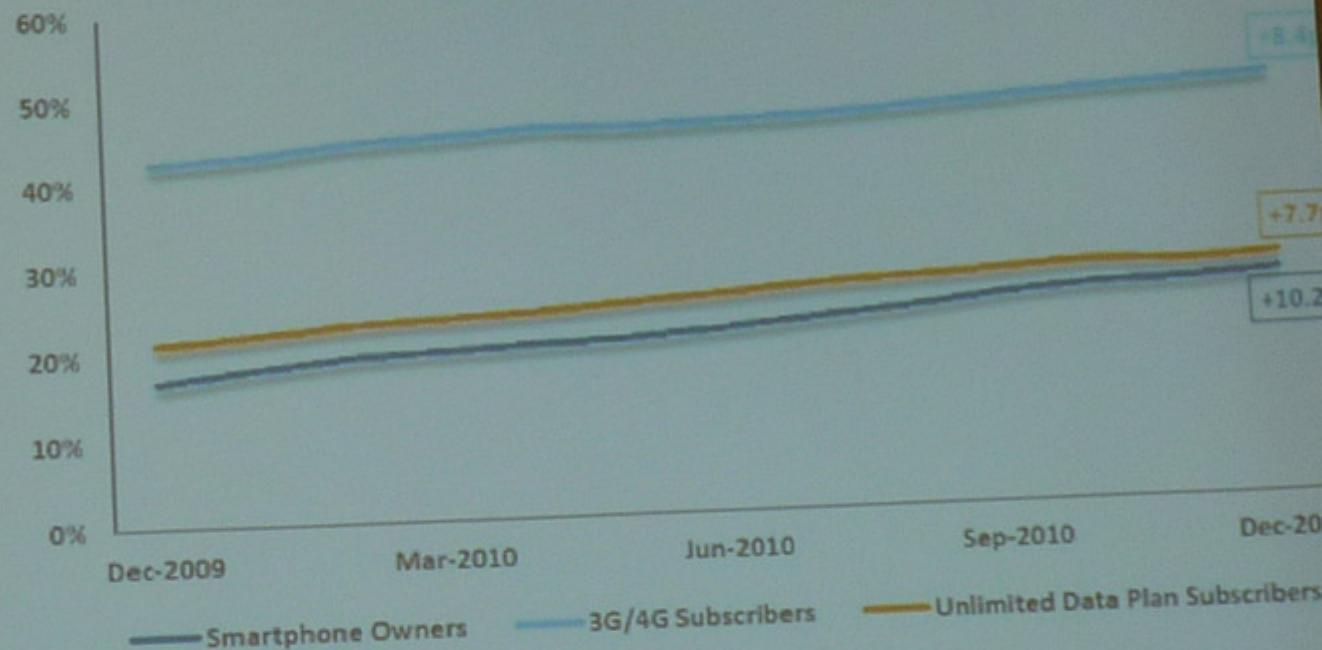
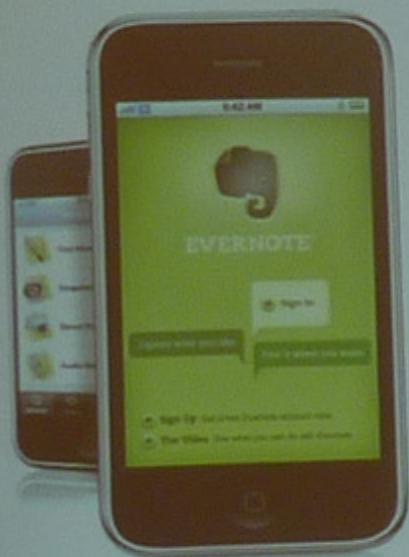
Ohio State University

- Implemented AaE on all web pages on 4/17/12
- All OSUE professionals expected to participate
- 1,974 questions between 4/17 - 9/17

Trends

Growth of Mobile Market Enablers in the U.S.

Source: comScore MobilLens, 3 mon. avg. ending Dec-2009 to Dec-2010



comScore

Feb, 2012, 850,000 Android activations **per day!**



US Farmer
population,
4.4 mil

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

ation sizes of



Extension Through Applications, a New Business Model

Brandon Schulte and Mark Hendricks



Admitting Failure

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Browse Failures

Most Recent

Most Comments

READER REACTIONS

Insightful

Courageous

Widely applicable

Funny

Informative

Persuasive

Fascinating

Surprising

Bold

Complex

Reflective

Intelligent

Dignified

SECTOR

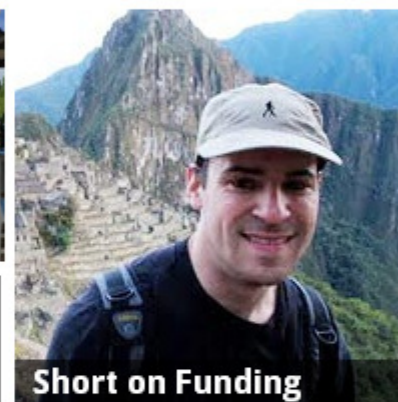
Agriculture



Finding Room for Error



Why a small business that started so well, ended so quickly



Short on Funding



Change Management: Failing to Assess Organisational Readiness



Leadership Transitions in the Malawi Water Sector



Detecting and learning from failure



How are land-grant Universities positioned to work globally?

- *Leaders in research*
- *Engaged universities*
- *Outstanding scholars*
- *263,000 alums around the globe*
- *The student population in U.S. higher education is becoming increasingly diverse both linguistically and culturally*
- *We have intellectual knowledge and capacity in faculty*
- *We have centers to work effectively in global environments*





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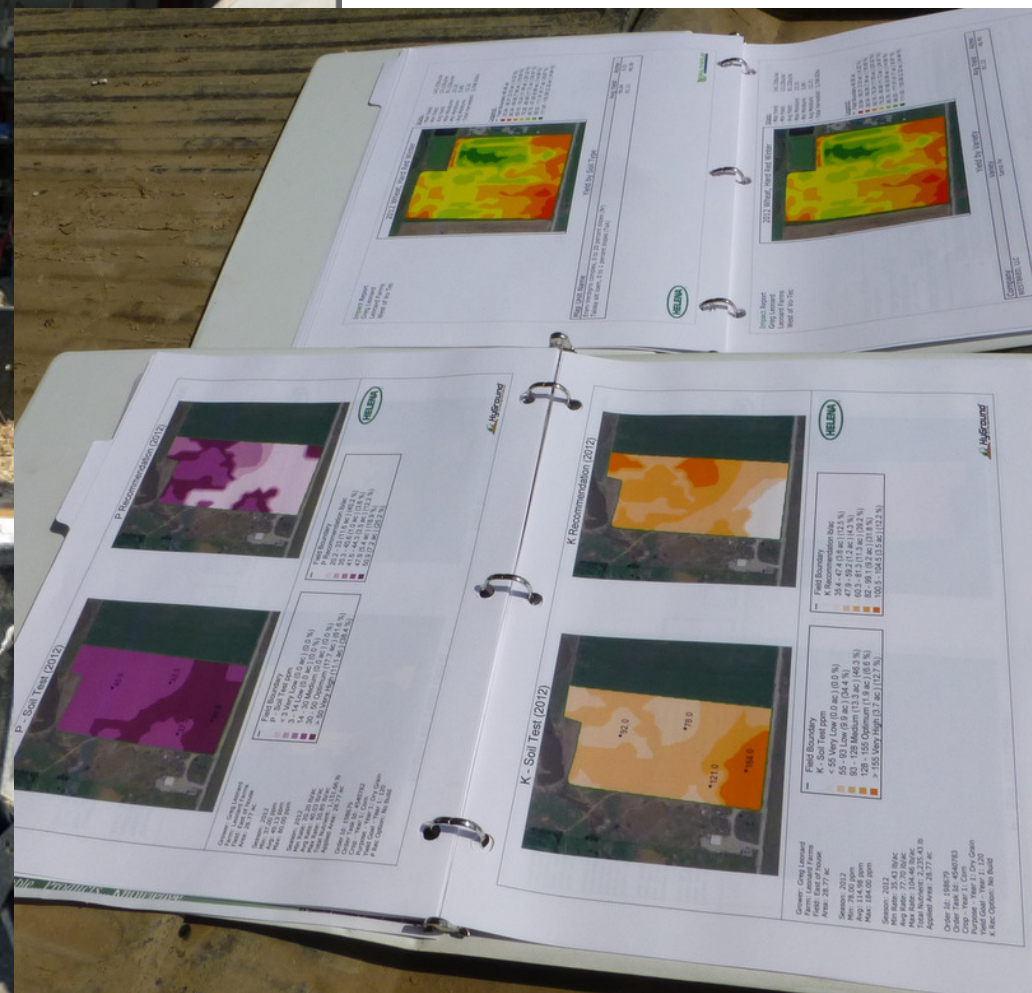




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Welcome
Jens Peter Hansen

SST Software

MANAGED ACRES

6 0 3 3 5 7 1 3

= 27 mio. ha.



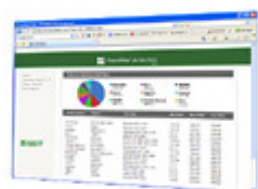
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Matt Waits, CEO, SST Software

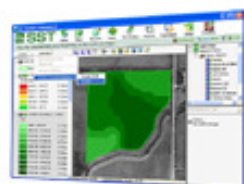


Information Management Services - Ideal for Service Providers



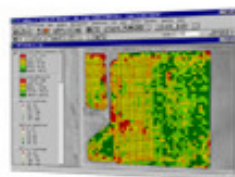
FarmRite is a sophisticated data management and processing service that quickly and efficiently provides high-quality, standardized information products that you and your customers can use to make more profitable management decisions. [Learn More](#)

Farm Management Software - Ideal for Growers



SST Summit & SST Stratus is a complete package for desktop and mobile mapping, record-keeping, and reporting. Record farm activities, use logistics to organize field operations and create reports to assist in decision making. [Learn More](#) | [Download 30-Day Trial](#)

Desktop GIS Software



SSTToolbox is the premier GIS for crop consultants, fertilizer/chemical dealers, educators, researchers, and farm managers. The power of SSTToolbox lies within its innovative analysis functions, which allow you to gain real management information from your field-level data. [Learn More](#)



SSTToolkit is an economical GIS designed for farmers who have access to the more comprehensive analytical services provided by their local input supplier or crop consultant. [Learn More](#)



AFITA / WCCA 2012

Asian Federation for Information Technology in Agriculture /
World Conference on Computers in Agriculture

September 3 – 6, 2012

Taipei, Taiwan

Wednes

11:10-12:10 Semina

Chair: Bruno Basso, U

Seminar (15)-01 Appl

Than

Seminar (15)-02 Simu

Stud

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Seminar (15)-03 Geog

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Seminar (15)-04 Land

Horn

13:40-15:00 Semina

Chair: Takaharu Kame

Seminar (18)-01 Usin

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Seminar (18)-02 Deve

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Seminar (18)-03 A Re

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Seminar (18)-04 A Re

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Mobile Data Cons

00:05:42

Application Scenario for QR Code with Mobile Devices



- Data to be collected for traceability including the farming activities messages such as seeding, weeding, fertilizing, disease prevention, harvest and shipping, are designed to be stored in QR codes.
- By scamming the QR code with mobile device, the data stored in the QR code can be decoded and uploaded to the traceability database system.

Cloud

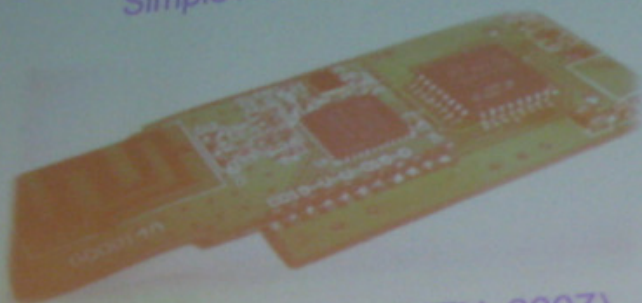


SENSING ITEMS IN THE FARM

Motivation

❖ Wireless Sensor Nodes Developed in Taiwan:

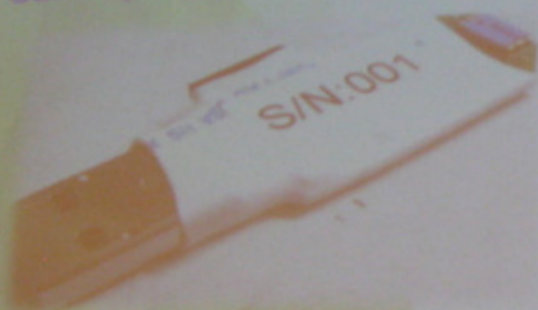
Simple Node (NTU, 2007)



Super Node (NTU, 2007)



Gateway USB dongle (NTU, 2007)



Octopus II (NTHU, 2007)





Spatial Information Technology



- **Spatial information system**
 - GIS (Geographic Information System)
 - RS (Remote Sensing)
 - GPS (Global Positioning System)
- **Technology integration**
 - Internet
 - PDA / Smart Phone
 - Wireless Communication
 - Mobile Technology
 - Data Share
 - 3D
- **International standards**
 - OGC SWT (Sensor Web Enablement)

Main Functions

1. ONE DOCUMENT/MULTIPLE CATEGORIES
2. FULL TEXT SEARCH
3. PERSONAL COLLECTION
4. DOCUMENT TAGS
5. SUBSCRIPTION NOTIFICATION
6. INTEGRATED LIBRARY RESEARCH
7. SYSTEM USAGE STATISTICS RECORD



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