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DISSEMINATION EVENTS



FarmTracking® - alerts and Tracking in a Farming Context

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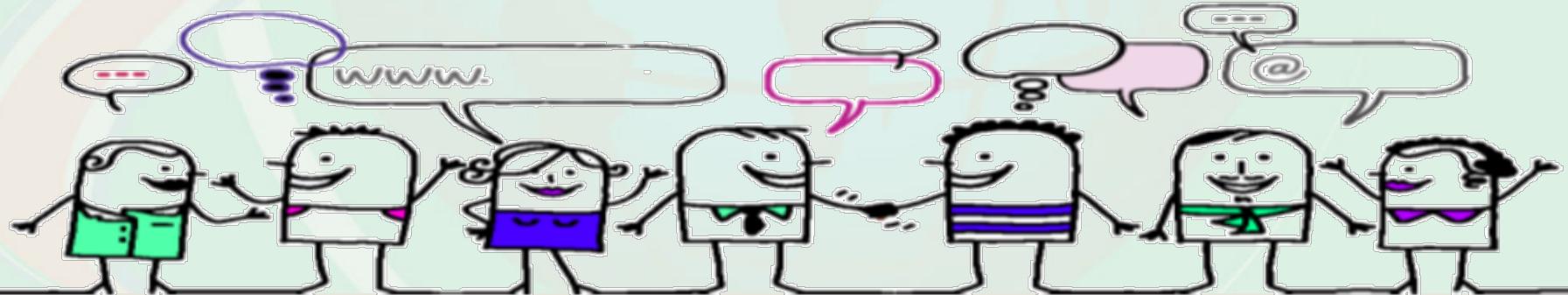
ICT and social media as drivers of multi-actor innovation in agriculture

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FARM TRACKING

The screenshot shows the Farm Tracking mobile application. The main menu on the left includes options like 'Påmindelser' (9), 'Marker', 'Nyt hotspot', 'Vis kort', 'Søg hotspot', 'Vælg bedrift', 'Opsætning', and 'Log ud'. The central part displays a reminder card for 'Vedlig hold af perm. græsarealer' (Maintenance of permanent grasslands). The card contains a description of the task and two buttons at the bottom: 'Påmind mig senere' (Remind me later) and 'Markér som læst' (Mark as read).

A Samsung smartphone screen showing a reminder settings dialog box. The title is 'Påmindelse' (Reminder). It asks 'Vedlig hold af perm. græsarealer' (Maintenance of permanent grasslands) and provides four options: 'Påmind mig senere' (Remind me later) with a dropdown menu showing '1 dag' (1 day), '2 dage' (2 days), '5 dage' (5 days), and 'Aldrig' (Never); 'Aldrig' is selected. At the bottom are 'Annuler' (Cancel) and 'OK' buttons.

Plantekongres



KvægKongres 2015



Landmænds brug af Facebook og Twitter som kilde til faglig information og sparing med kolleger er i hastig vækst. Alternativen til traditionel rådgivning udfordrer konsulenterne.

Sociale medier som Facebook og Twitter er effektive redskaber for landmænden; både som kilde til faglig information og kontakt til kolleger samt rådgivere. Det siger Jens Peter Hansen, specialkonsulent i SÆGES, og forfatter til rapporten 'Landmændens brug af sociale medier'.

Rationelle landmand

Ifølge undersøgelsen 'Landmændens brug af sociale medier', som bygger på besvarelser fra knap 6.000 landmænd, er 41 pct. af landmændene aktive i sociale medier i sammenligning med 67 pct. af danskere generelt. Specialkonsulent Jens Peter Hansen ser to overordnede grunde til landmændenes tilbageholdenhed.

"Nogle er bange for, at deres oplysninger og data kan blive offentlige på fx Facebook, og data kan blive overtaget af andre i Danmark. Desuden handler sociale medier, efter noget mening, om afsprængning og sniksnak. Det harmo-

Her mere om emnet på kvægkongressen i indlægget 'Bedriften på Facebook'

Følg kongressen på Facebook:
www.facebook.com/kvaegekongres og Twitter: #kvaegekongres



25.-28. november 2014



Nordeuropas største landbrugsmesse



Farmers test Google Glass in collaboration with students from Business Academy Aarhus

Business Academy Aarhus and the Knowledge Centre for Agriculture are amongst the first in Denmark to test the functions of Google's new, innovative device, Google Glass. Google Glass is expected to improve work routines and thereby increase productivity for farmers.

Google's well-known wearable technology, Glass, plays an important part in a new project with Business Academy Aarhus and the Knowledge Centre for Agriculture. In Denmark, only a few copies of the glasses exist, and one of these will soon be tested by a Danish farmer. The project will involve Computer Science and Agricultural and Environmental Management students cooperating with companies. We are looking forward to be amongst the first in Denmark working with this new technology. There are many new, innovative ways of working with

