



SEGES – PART OF THE DANISH AGRICULTURAL ADVISORY SERVICE

May 25, 2016



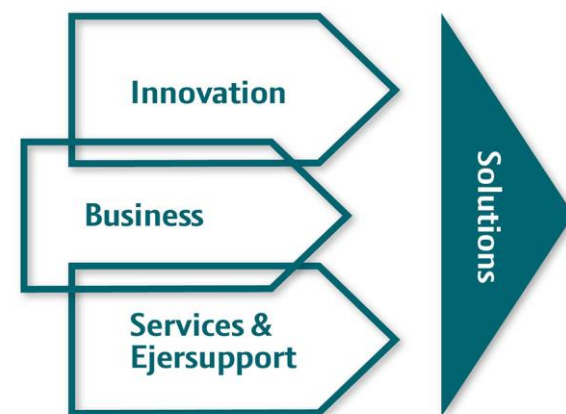
ABOUT SEGES

SEGES

- About 650 employees
- Locations in Agro Food Park near Aarhus and on Axeltorv in Copenhagen. Laboratories, research farms etc. in Kjellerup and Vejen
- Annual turnover is about one billion DKK
- A limited partnership company owned by the Danish Agriculture & Food Council

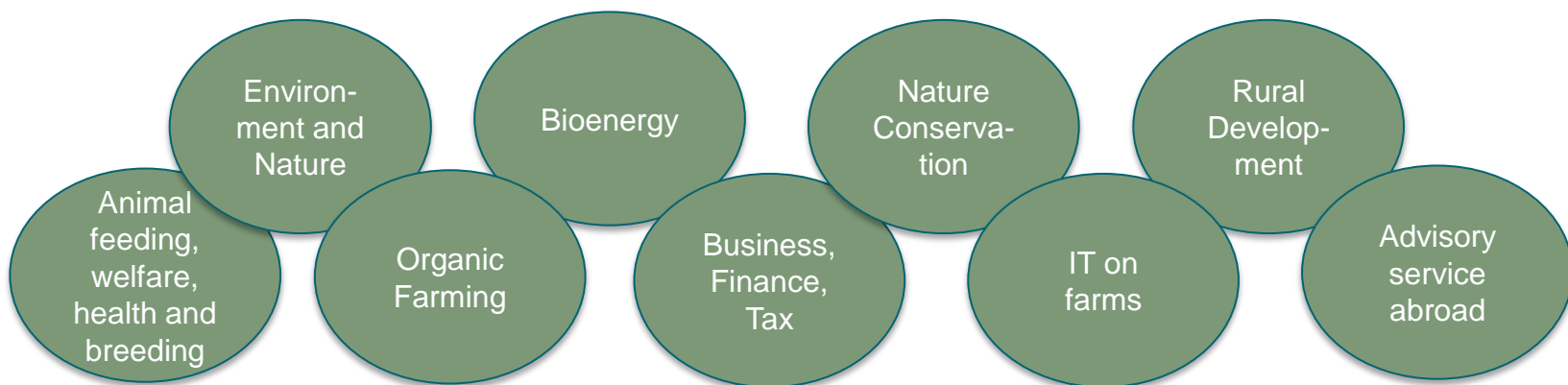
WE CREATE SOLUTIONS

- In SEGES we work on a professional and unbiased basis to create solutions for tomorrow's agriculture and food sector
- We identify business opportunities in agriculture to provide Danish farmers with the best tools to run their companies in an economically profitable way
- We create solutions to a long term sustainable production
- We are part of the solution



BRIDGE BUILDER

- SEGES fills the role as the bridge builder between research and practical farming
- We focus our efforts on developing products and services in cooperation with our users
- We make sure that the new knowledge and technology quickly come into use on the Danish farms



SEGES – PART OF DLBR, THE DANISH AGRICULTURAL ADVISORY SERVICE

- SEGES is part of DLBR – a nationwide cooperation between 32 farmer owned advisory companies
- SEGES disseminate the new knowledge to the DLBR advisory companies
- DLBR has more than 2,000 consultants (Denmark has 10.000 full-time farms)
- This two-layer advisory system is unique worldwide



SEGES – PART OF AGRO FOOD PARK

- SEGES is part of the knowledge and cluster park Agro Food Park
- There are currently 50 companies and 925 jobs in Agro Food Park
- Arla Foods is building its new global innovation centre in the Agro Food Park
- In 2018 Aarhus University will move into Agro Food Park with its activities within food research
- The ambition is by 2020 that Agro Food Park is one of the world's five strongest clusters within agriculture and food innovation



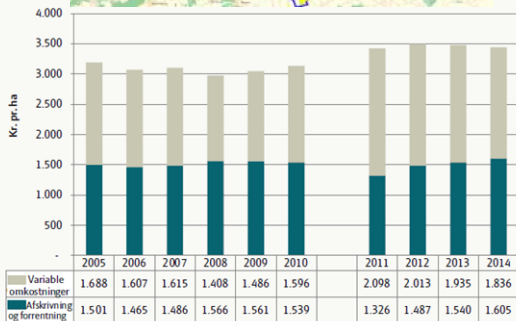
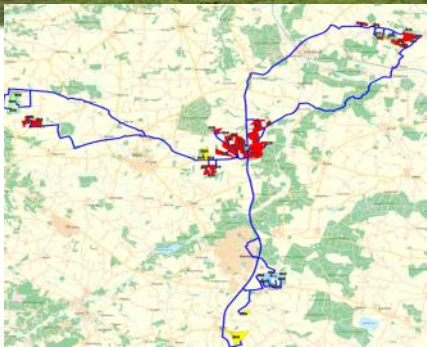
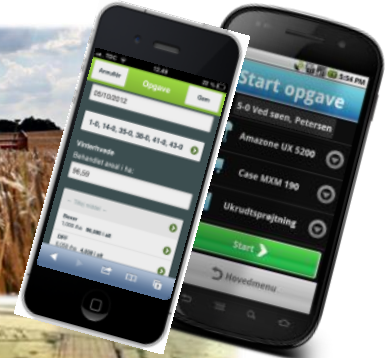
SUSTAINABLE PLANT PRODUCTION

June 1st, 2016

THE CROP SPECIALISTS

- Each year we complete more than 1,000 field trials to find out how to grow the best possible outcome under different conditions in cooperation with DLBR (Danish Agricultural Advisory Service)
- We are working continuously with projects that can optimise the quality of the food and find competitive ways of producing

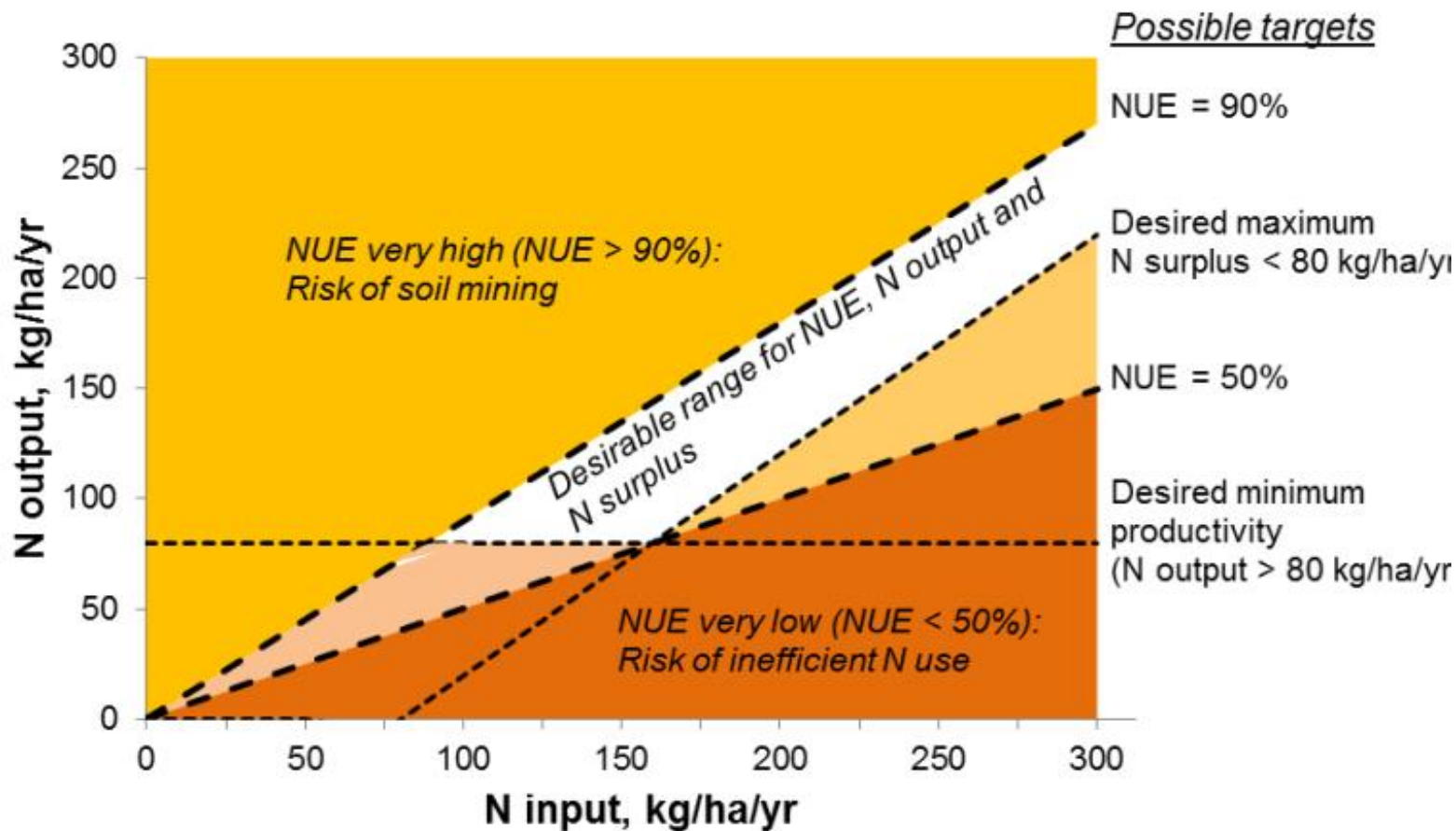
SEGES CROP & ENVIRONMENT



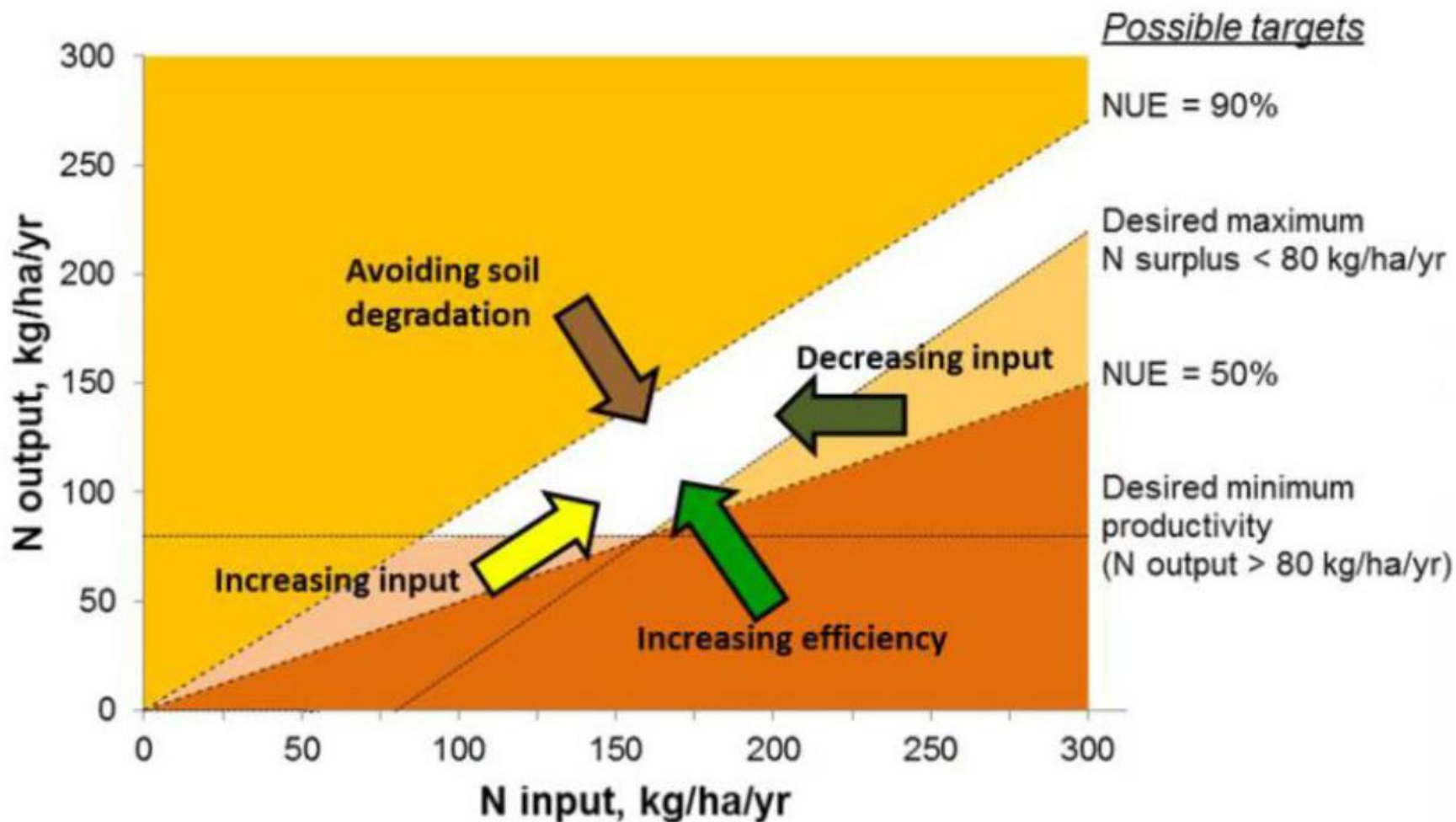
NY INSPIRATION TIL ERFAGRUPPEN LEJ EN EKSPERT FRA SEGES

SEGES

NITROGEN USE EFFICIENCY

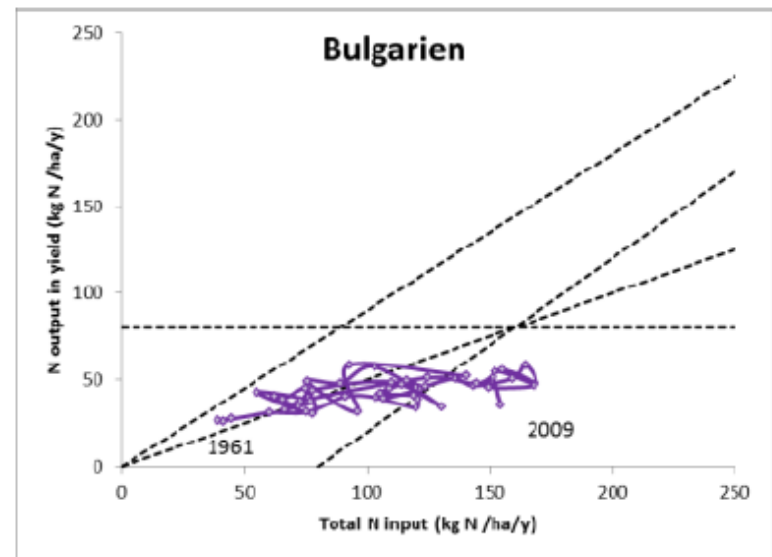
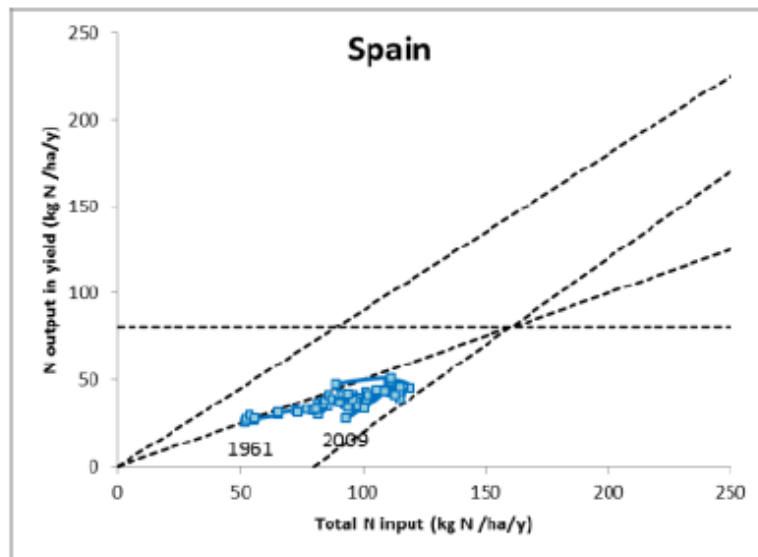
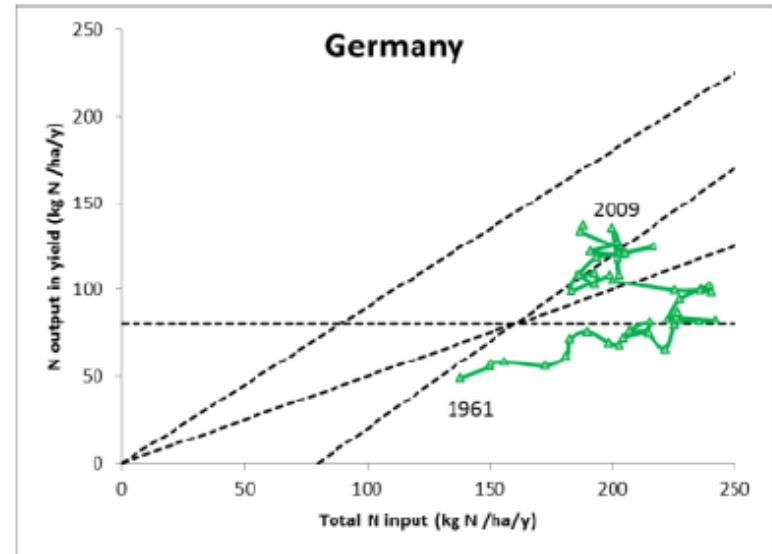
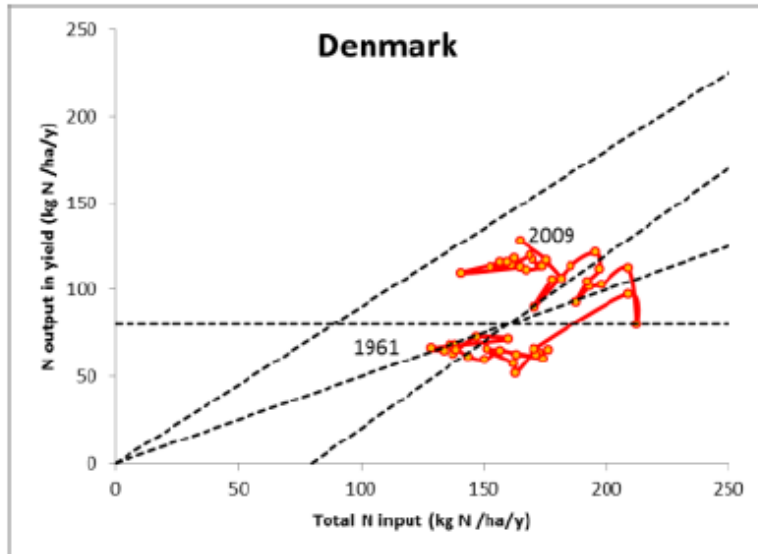


NITROGEN USE EFFICIENCY



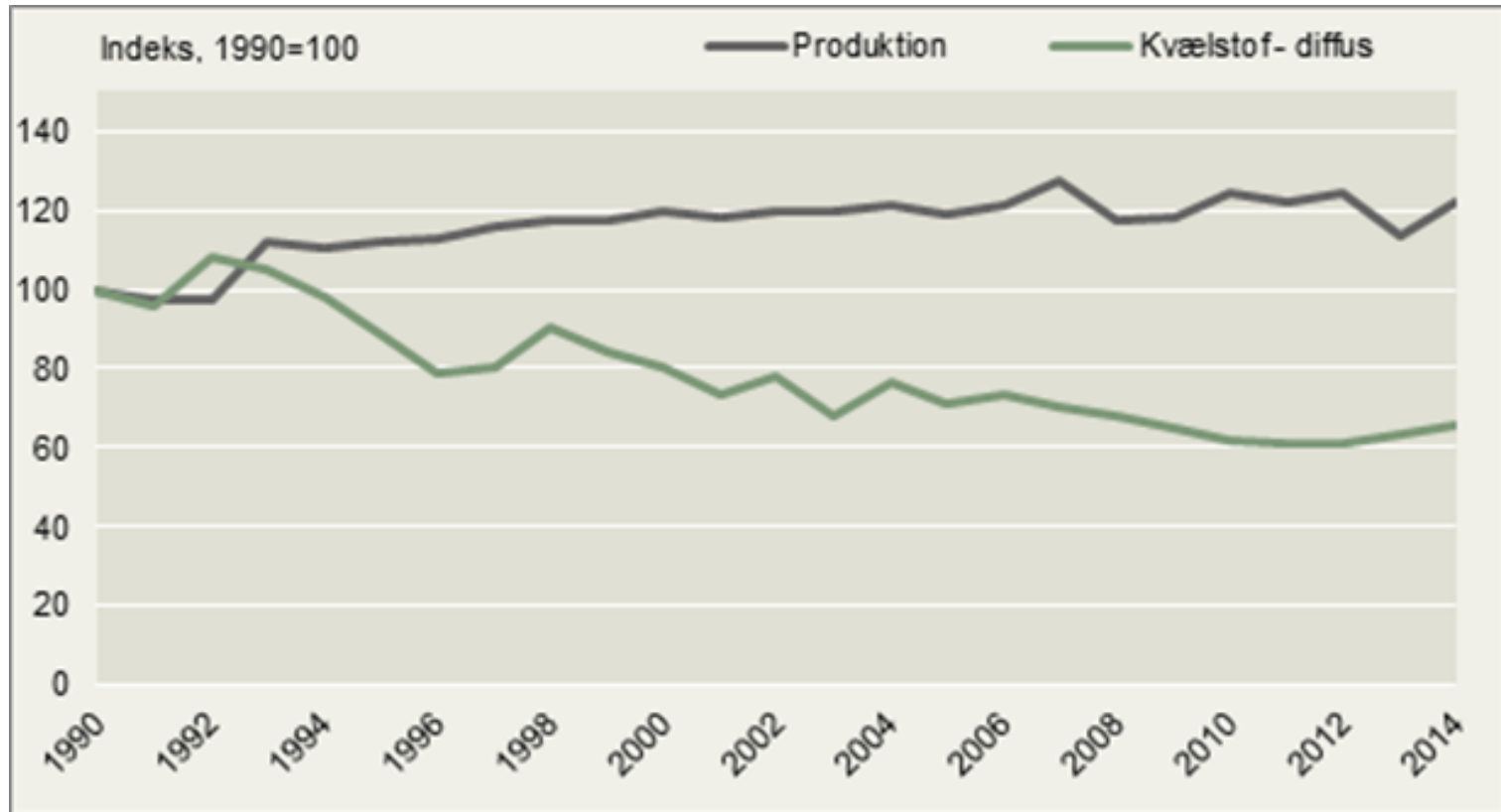
Cropping systems - Country level, 1961-2009

One dot is one year data

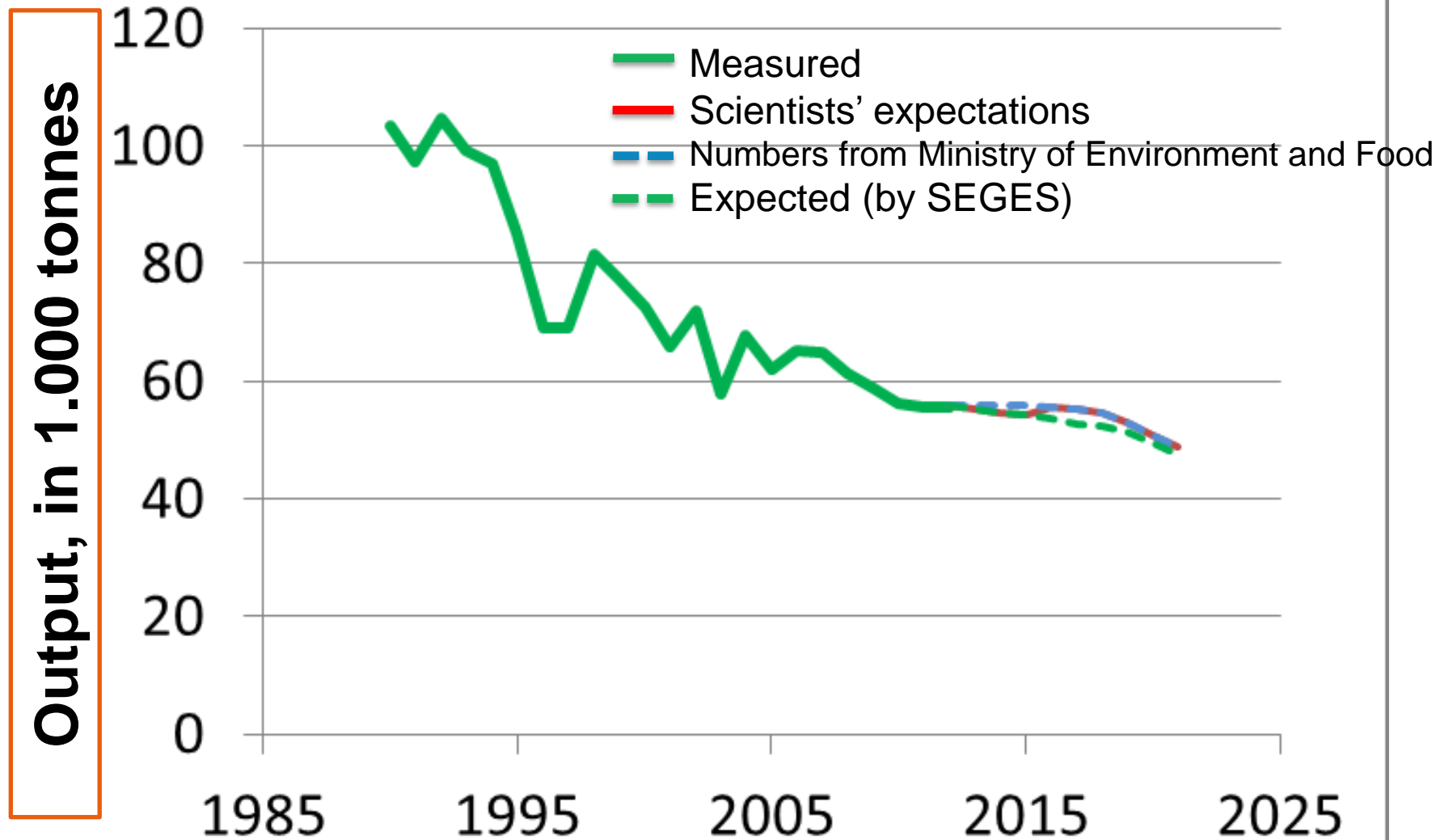


SUSTAINABLE PRODUCTION

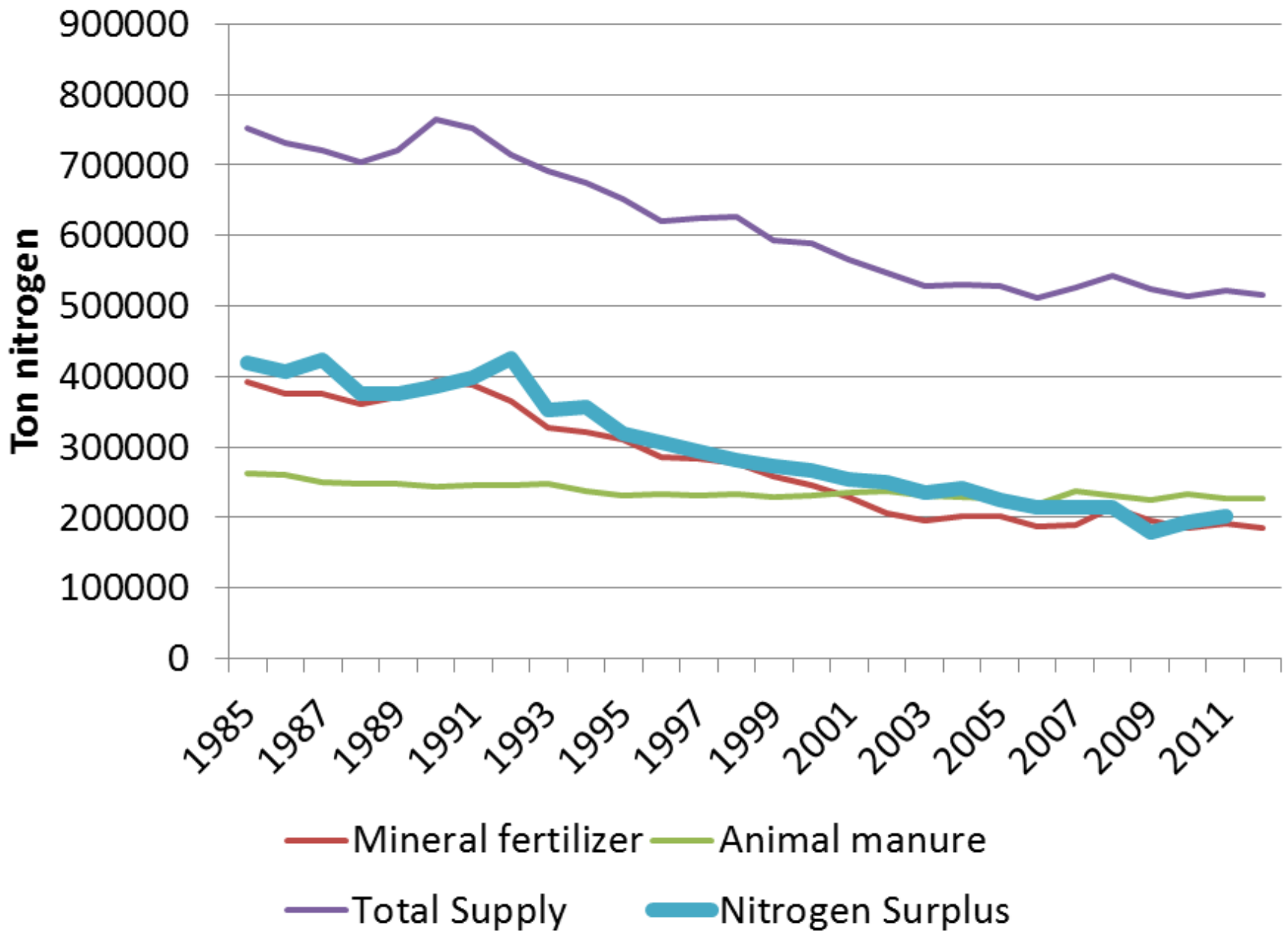
MORE PRODUCTION – LESS OUTPUT



Development i N output



Key data for Nitrogen Input in DK



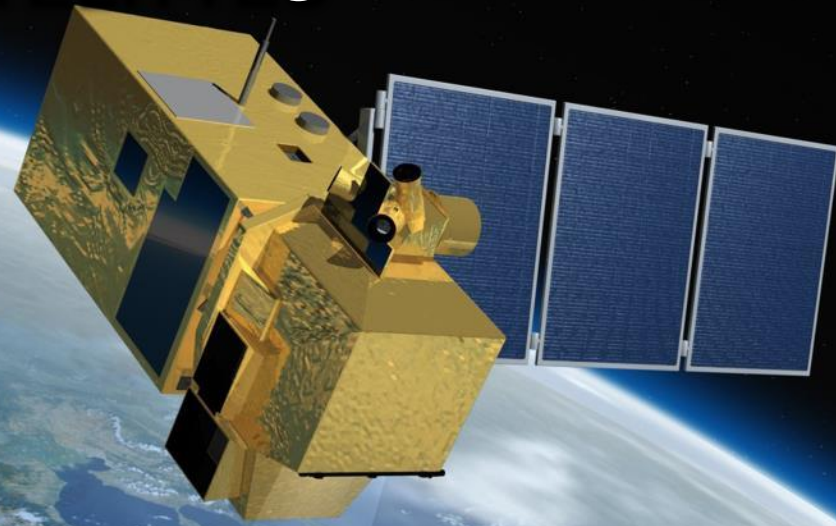


FOR FRIDAY

USING TECHNOLOGY TO GAIN ADVANTAGE

- SEGES develop og implement technological solutions to secure:
 - Best possible utilization of fertilizer
 - Secure the lowest environmental impact
 - Best economical result for each farmer
- Solutions with satelittes and Big Data has great potential

USE OF SATELITTES



- **Sentinel 2 and EU Copernicus programme**
 - ✓ **Orbiting the earth in 90 minutes**
 - ✓ **Pictures of Denmark in 10 seconds**
 - ✓ **Width per picture = 290 km**
 - ✓ **Pictures every fifth day**
 - ✓ **Pixels 10 x 10 meters**

Se dine markafgrøder fra satellit

Her på CropSAT.dk kan du udarbejde et graderet kvælstofdelingsskema og udlæse en N-tildelingsfil, som du kan indlæse i traktorens computer.

På baggrund af et vegetationsindeks, som er beregnet ud fra satellitbilleder, kan du se, hvordan biomassen varierer inden for og mellem dine marker. Vegetationsindekset er et udtryk for, hvor grøn din afgrøde er. Altså hvor godt trives afgrøden. Jo mere gult vegetationsindeks, jo dårligere trivsel. Jo mere grønt vegetationsindeks, jo bedre trivsel.

Næste

Om CropSAT

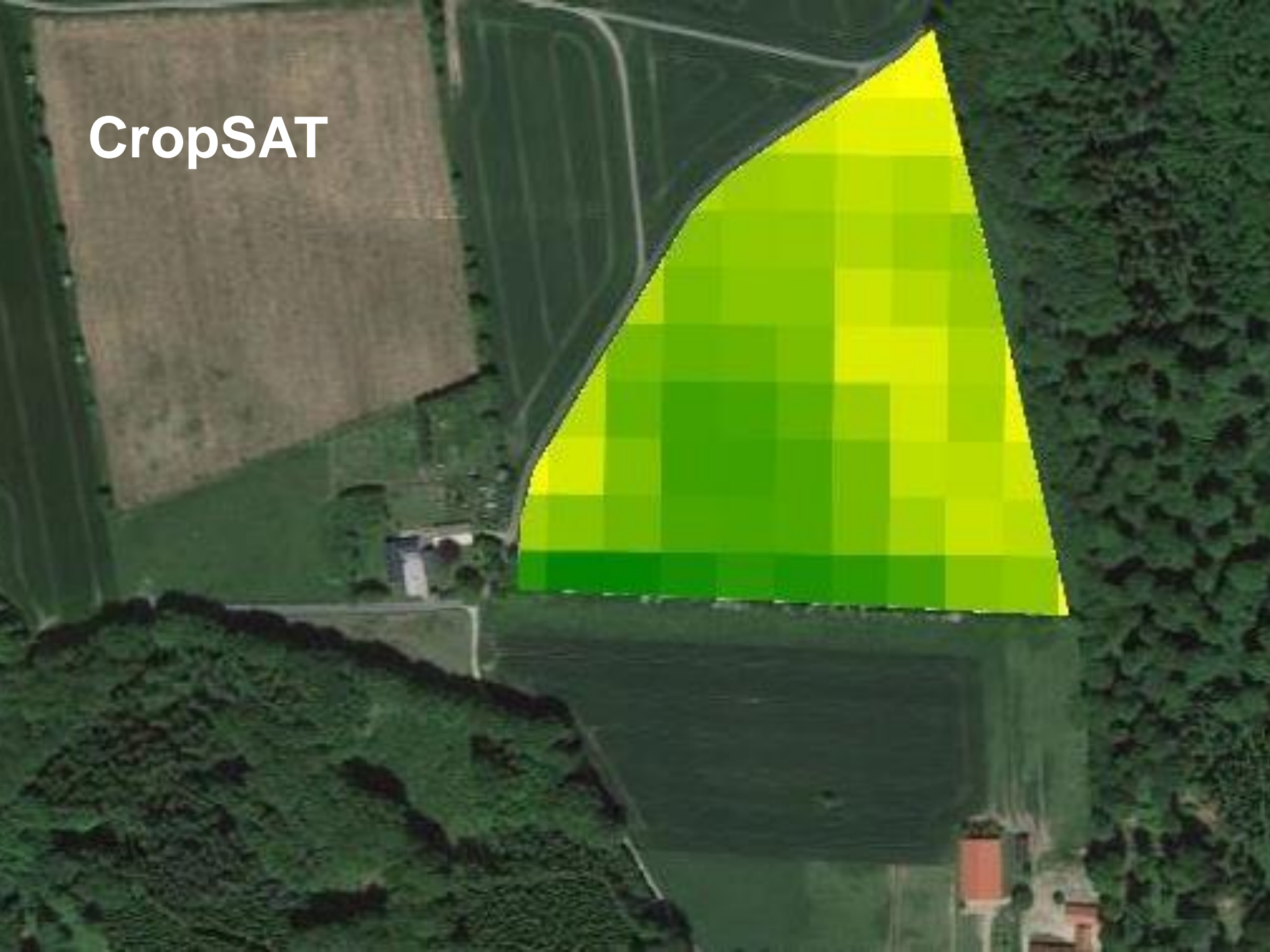
Udviklet i samarbejde med cropsat.se



Miljø- og
Fødevareministeriet
NaturLandskabsstyrelsen



CropSAT



Infra-structure

The Model Landscape

Business cases



WP1

WP3

WP2

WP4-8

WP9

Mark Online

Data -case studies

Off-farm data

On-farm remote data

Data mining

Machine data

Decision support systems

User interface

Cropping cycle

Farm enterprise



Development i N output

