

Press Release

Subject: 365Feeding
Date: 16 November 2016
Page 1



Newly developed by 365FarmNet: 365Feeding More animal welfare, animal health and performance on the dairy farm

- **Optimised feeding process through intelligent networking of all processes**
- **Ration optimization taking due account of animal health, performance, feedingstuffs from their own farm and costs**

High milk production, low feed costs, healthy animals: These are the goals of a dairy farm. However, an equal division is becoming increasingly difficult as the low milk payout puts farms under pressure. The farmer has to reduce further costs and increase efficiency in order to operate profitably. This is precisely the point where the new concept of 365Feeding is coming into play: It offers more possibilities to create more demand-related ration calculations and integrate them in the feeding processes. The advantages: The farmer reduces time and costs and increases the performance—without compromises on animal welfare and animal health.

Whether administration and documentation of the harvest crop, analysis of the feed quality, ration ingredients or feeding are concerned — the whole process is multi-layered and complex. Automated processes, an effective management and a high level of transparency are necessary for this purpose. Ration ingredients of the feed based on analytical results and performance data of the animals have a crucial role to play—and not merely theoretically as a figure on paper but directly on the feed mixer with feedback from the economic efficiency calculation. Because health and milk yield of the animals—apart from the genetic disposition—depend to a considerable extent on the feed and its composition. The farmer has to prepare the mixed ration as needed and consider the cost and time factor. It has a negative impact if the analytical results about the feed quality are available too late and cannot be taken into account. In addition, mistakes and false assumptions regarding the ration calculation can be made and only discovered and corrected later. Or correctly calculated rations reach the distributing worker too late due to the size of farm or a lack of optimised processes. It is also unfavorable if the time intervals between quality samples of the feed are too far apart.

The focus of all activities: the animal welfare

365Feeding is able to map the complex automated feeding process. The farmer identifies existing potentials and increases efficiency. Continually optimising the ration ingredients has a positive effect on the animal welfare and animal health and achieves a higher performance. The solution focuses on the chain of individual processes and thus the whole cycle. Above all, every single step of activities takes the animal welfare and animal health into consideration.

Press Release

Subject: 365Feeding
Date: 16 November 2016
Page 2



This is how 365Feeding works

Crops grown on the farm as well as feeding components bought elsewhere can both be managed and documented on the 365FarmNet platform (see chart). The farmer draws samples from the stock and sends them to the Eurofins Agro laboratory. The results from the analysis and the objectively evaluated feed qualities are transmitted automatically to 365FarmNet. The company Fodjan determines the correct ration composition of green fodder, protein feed, soya and concentrated feed based on the analytical results and the performance data of the cows —available from DairyNet (GEA) in 365FarmNet. Subsequently, the ratio composition is automatically available in real time on the feed mixer via the mobile feed management system „V-DAIRY Feeder“ of BvL. After completion of the order a message is sent to 365FarmNet that takes care of the networked processing of the data and creates meaningful reports. The farmer receives reliable, error-free data as well as precise handling instructions—together with the possibility of optimising the ration composition at any time.

Reduce working hours

365Feeding effectively supports the farmer with regard to feed management. As all processes are completely automated and interlinked, no disruptions or sources of error will occur. Consequently, the farmer is able to work efficiently. As a result, working hours can be reduced by 2 to 3 percent and documentation by 5 to 10 percent. The principle of 365Feeding called „hand in hand“ ensures short reaction times. Thanks to the reports the farmer always knows whether something is favourable or not for the animals. Feed optimisations can be implemented not only on a quarterly basis but also weekly. Also minute quantities or compositions can be implemented without a problem. 365Feeding also helps the farmer to achieve a uniform feed status. Extreme feed alternations and major inconsistencies in the feeding can be avoided. At the same time it helps him keeping an eye on the quantities so that he is able to optimally plan and use the harvested crop throughout the year.

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More information on 365FarmNet available here: www.365farmnet.com

Press download: www.365farmnet.com/press/20161116-Presskit-Eurotier.zip

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Press Release

Subject: 365Feeding
Date: 16 November 2016
Page 3



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365FarmNet is Germany's major, multiple award-winning software solution for all farmers. With the free field mapping service already received you can manage the whole of your agricultural business, from manufacturers to every branch of the industry, from home or when you are on the go. From cultivation planning to harvest, from field to barn, from documentation to operational analysis. 365FarmNet guarantees the highest level of data security due to modern high-performance servers and certified, neutral service providers.