

Press release

Subject: White paper: Agriculture 4.0
ensuring connectivity of agricultural equipment
Date: 27.02.2017
Page 1



Agriculture 4.0 – ensuring connectivity of agricultural equipment 365FarmNet and genius publish white paper on digitising analogue agricultural machinery

- **Topic: Digitising analogue agricultural machinery**
- **Welcome speech by EU Agriculture Commissioner, Phil Hogan**
- **Analysis of studies and interviews with renowned scientific, policy and economic experts**
- **The topic was discussed with Commissioner Hogan and a panel of experts at a low-key meeting held at the 2017 International Green Week (IGW) in Berlin**

“Agriculture 4.0 – ensuring connectivity of agricultural equipment” is the title of the white paper discussed by its publisher, 365FarmNet, and [genius](#), its author, on 19 January 2017 at a low-key meeting held in the EventFarm at the IGW in Berlin. The white paper was also translated into English and French and is published today for SIMA, France’s largest agricultural machinery trade fair, which takes place from 26 February to 2 March 2017.

The white paper can be downloaded from: <http://www.landtechnik-anschlussfähig-machen.com/>

Studies on digitising analogue machinery were analysed and scientific, policy and economic experts were interviewed by genius for the white paper. The following experts took part: Professor Wolfgang Büscher (University of Bonn, Institute of Agricultural Engineering), Professor Eberhard Hartung (Christian Albrecht University in Kiel, Institute of Agricultural Process Engineering), Dr Martin Kunisch (Chief Executive, Association for Technology and Structures in Agriculture, KTBL), Professor Stefan Böttinger (University of Hohenheim), Dr Bernd Scherer (Mechanical Engineering Industry Association, VDMA) and Thomas Böck (CTO, CLAAS KGaA mbH).

The fact that EU Commissioner Phil Hogan agreed to give the welcome speech for the white paper shows that this topic is also relevant at EU level. In the discussion of the paper at the IGW in Berlin, Commissioner Hogan also personally emphasised the relevance of digitising agriculture and spoke of the many and varied initiatives launched by the European Commission in this area. The European Agricultural Machinery association [CEMA](#) collaborated on the white paper and provided an additional European perspective. Dr Ulrich Adam, Secretary General of the CEMA, wrote a foreword and Beatriz Arribas, Communications Officer at CEMA, gave the CEMA’s view of the opportunities and challenges of digitising agricultural machinery at the Berlin meeting.

Also present in Berlin and participating in the discussion were Professor Stefan Böttinger (University of Hohenheim), who emphasised the importance of international standards for

Press release

Subject: White paper: Agriculture 4.0
ensuring connectivity of agricultural equipment
Date: 27.02.2017
Page 2



digital development and Dr Martin Kunisch (KTBL), who spoke of the value of data and the need for improved availability of public data.

The white paper looks in detail at the challenges and technical solutions for digital agriculture in well-established farms with mixed or analogue equipment. This particularly relates to the main challenges for digitising agriculture, the benefits of collecting data and networking on the farm and technical solutions for digitising analogue agricultural equipment.

365FarmNet works in several European countries and takes part in cross-European initiatives and projects. 365FarmNet is a partner in the recently launched project “Internet of Food & Farm 2020 (IoF2020)” which deals with the implementation of the Internet of Things in the European agriculture and food industry. The project is funded by the European Commission under “Horizon 2020”. You can find out more [here](#).

You can find out more about 365FarmNet at: www.365farmnet.com

Character count: 3,600 including spaces

Press contact person:

Yasmin Hammerschmidt
Communication Manager

365FarmNet Group GmbH & Co. KG
Hausvogteiplatz 10
10117 Berlin | Germany

Tel. +49 30 25 93 29-901
Fax +49 30 25 93 29-501
Mobile +49 151 172 818 69
hammerschmidt@365farmnet.com

365FarmNet is Europe’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.