

# Press release

Subject: DLG Field Days 2016  
Date: 14 June 2016  
Page 1



## Even more in view with 365FarmNet

### 365FarmNet presents new developments at DLG Field Days

Field route optimisation, interactive weather forecasting and spray weather assistant - from 14 to 16 June 2016 at DLG Field Days 365FarmNet is presenting many new modules and new partner companies from the agricultural sector. The provider of digital farm administration is offering all farmers more bookable applications for the free basic version.

Complete digital solutions for farm management are increasingly in demand in agriculture. They simplify comprehensive documentation and assist the farmer's day-to-day operations in a stronger and better manner. This is reflected in the demand for such programs. This is why 365FarmNet is also used by an increasing number of farms of all sizes. 365FarmNet CEO Maximilian von Löbbbecke is naturally satisfied with the development in the first half of 2016:

*"We have really picked up steam in recent months and recorded thousands of new registrations. One reason that farmers opt for 365FarmNet is certainly also the high standard of data protection. Because with 365FarmNet the data belongs to the customer. However, we have not only won more votes but also other partners who develop software based on our new solutions for farmers. So our customers can look forward to many exciting innovations at 365FarmNet in the future as well."*

### More prediction accuracy with new weather modules

With the new weather modules "METEOBLUE Wetter Profi" and "NIEVEEN & BOUMA Spritzwetter Assistent", farmers can even keep an eye on the sky. With "Wetter Profi", farmers do not need to compare and evaluate weather information from different providers. The multimodel of the "Wetter Profi" component shows various predictions on one chart, thus creating a forecast that is accurate to within one hour. In addition, the module offers a rainfall radar on the farm map with the individual fields. This feature is also available on mobile devices.

The "Spritzwetter Assistent" module shows the farmer the optimum dispensing date for pesticide measures and hourly forecasts on the impact of pesticide products for the

# Press release



Subject: DLG Field Days 2016

Date: 14 June 2016

Page 2

next two days. This is how the module improves efficiency and harmonises ecology and economy.

## **Even more partners are joining up**

At the DLG Field Days, 365FarmNet is also presenting five new partners: APPSFORAGRI, KTBL, REICHHARDT ELEKTRONIC, SAATBAU LINZ, DLG-MITTEILUNGEN. They complement the existing 25 renowned agricultural partners of 365FarmNet and are making their know-how available. This is because 365FarmNet works across all producers. The partners provide intelligent components, from machine manufacturers, plant protection and manure product producers, breeders, feed suppliers to equipment manufacturers for livestock farming. They are all a part of this modern and future-oriented online platform that links the applications of different manufacturers together.

## **Interim results for the "Farming by Crowd" competition**

In this particular competition, 50,000 farmers can decide on the horticultural measures for a field in the Lower Franconia region, from the 2015 sowing to the 2016 harvest. Together with other participants, the variety, sowing density and the amount and timing of fertilizers and pesticides were decided upon online. On-site workers then implemented the decisions. In this way the participants should obtain the best wheat harvest. Alongside 365FarmNet, the internet portal raiffeisen.com and Deutsche Saatveredelung AG are organising the competition. 100 operating hours on a CLAAS AXION 830 CMATIC are up for grabs.

For more information, please visit [www.365FarmNet.com](http://www.365FarmNet.com)

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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

# Press release



Subject: DLG Field Days 2016

Date: 14 June 2016

Page 3

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.

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