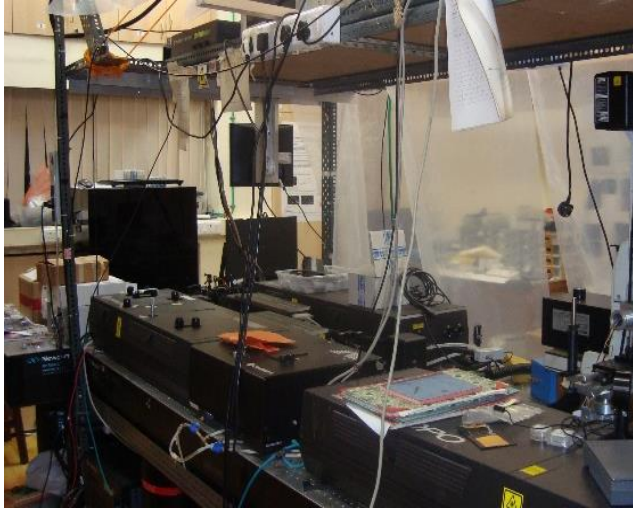
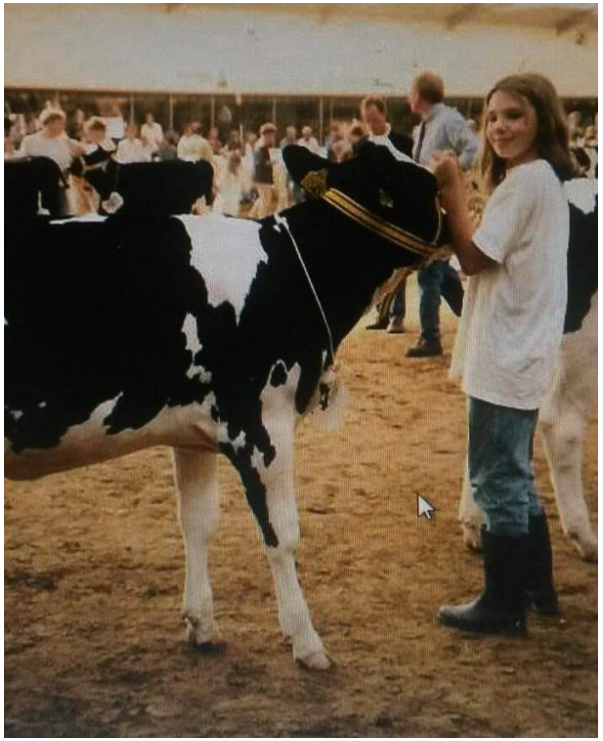
NVTL Studiedag Veehouderijtechniek
08-03-2017
Linda Meijer

PROGRAM
ANALYTICS
EVENTS
PROGRAMMING
SQL
DATA MINING
DATA SCIENCE
FORMATION
MACHINE LEARNING
VISION
ENGINEERING
RESEARCH
PROBABILITY
WEB SERVICES
BIG
DATA
KDD
WEB DEV
STRATEGY
WORLDWIDE
COMPUTING
SERVICE
MATHS
PATTERN
PROJECT
ENGINEERING
VISUALIZATION
BIG
DATA
PLANNING
MEDIA
MOBILE
PRO
PRICING
SEGMENTATION

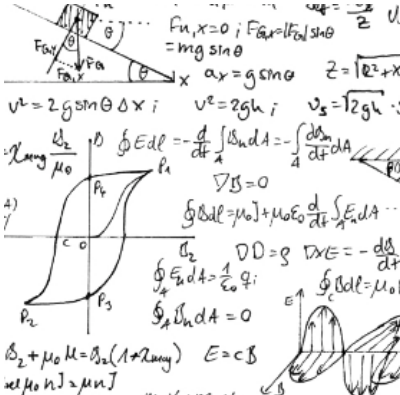


nedap



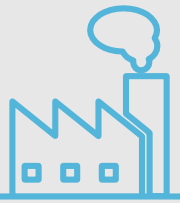
Linda Meijer

UNIVERSITY OF TWENTE.



History

1929

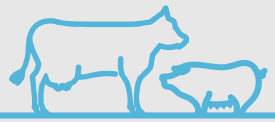


N.V. Nederlandsche Apparatenfabriek "Nedap" was established

since 1947

Moved to Groenlo and listed on the stock exchange

in the 70's



Active in produced automation processes for livestock farming
First cow feeding station with RFID: 1977
First sow feeding station with RFID: 1983

today

750 experts

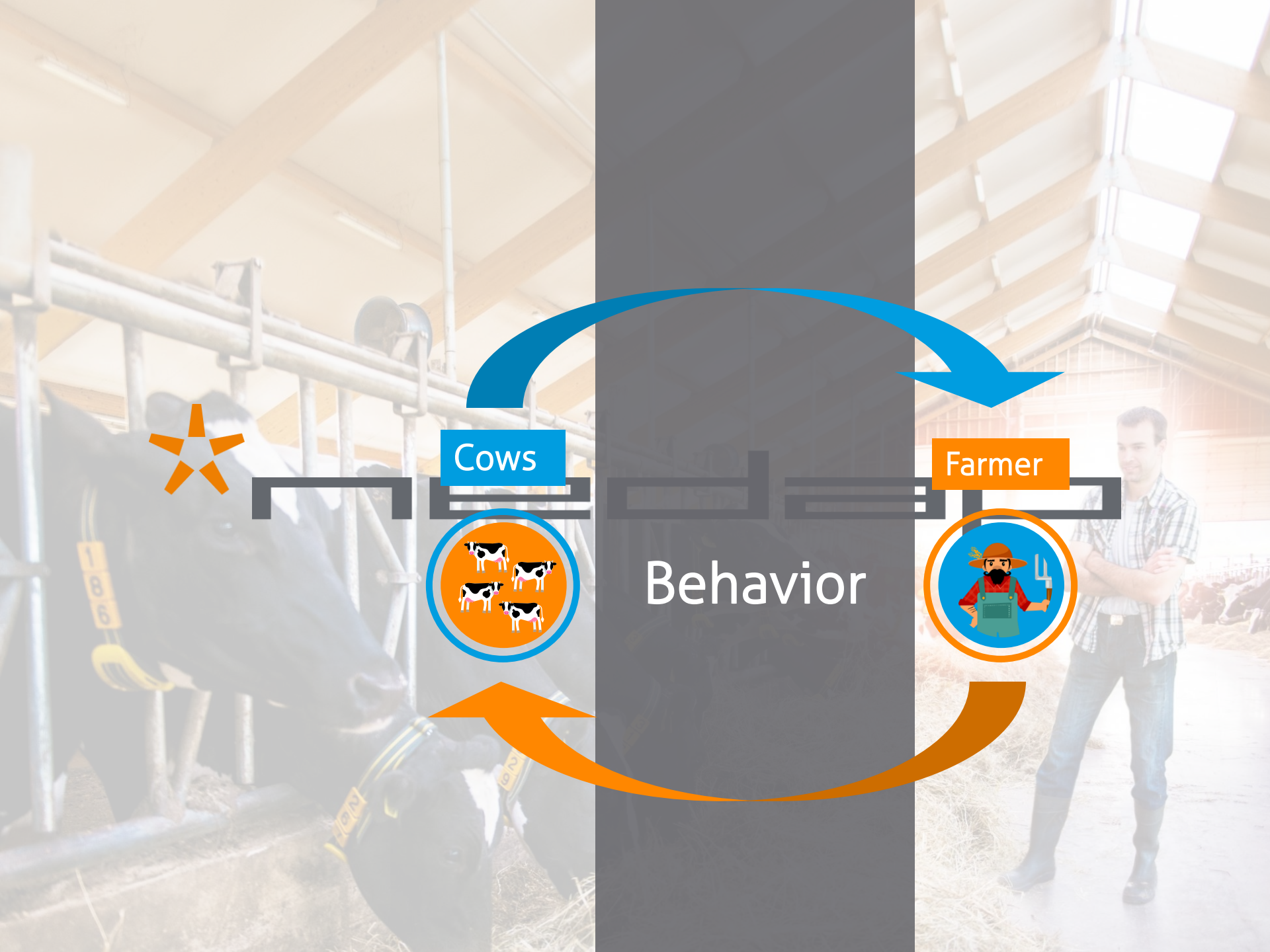
Worldwide

11 offices

Worldwide

8 business units

Worldwide


Cows
Farmer
Behavior

https://youtu.be/ygGKTRKnYIk

COWControl

NEDAP COWCONTROL®

A SINGLE, RELIABLE SYSTEM FOR OPTIMUM PERFORMANCE OF ALL YOUR ANIMALS

LOCALISATION
The best localisation system for your cows in the barn

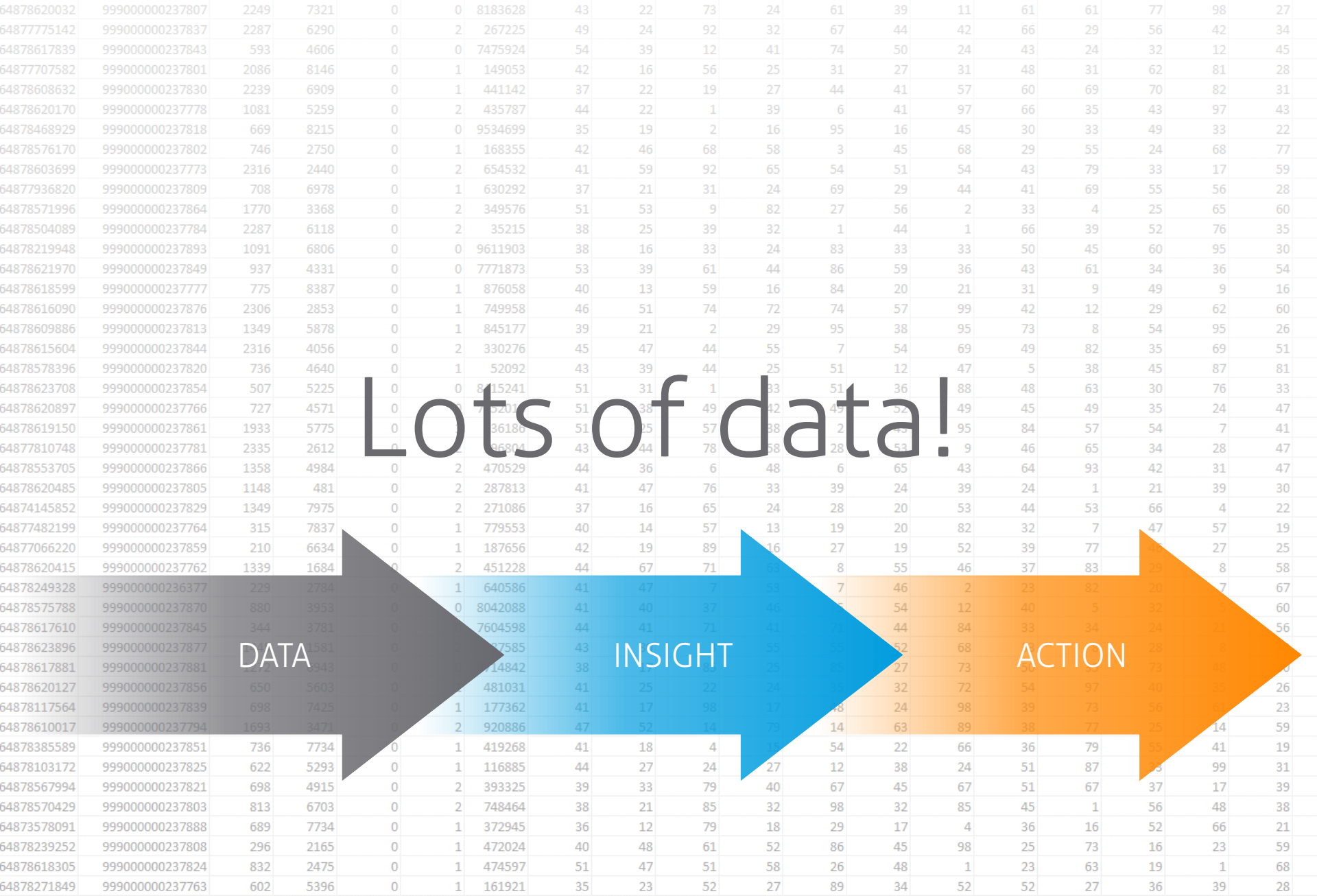
HEAT DETECTION
Most accurate heat detection in the world 24/7, with display of optimum insemination time

EATING & RUMINATION MONITORING
Two unique behavioural measurements, combined for optimum health monitoring

STANDING & LYING MONITORING
Two unique behavioural measurements, combined for optimum health monitoring

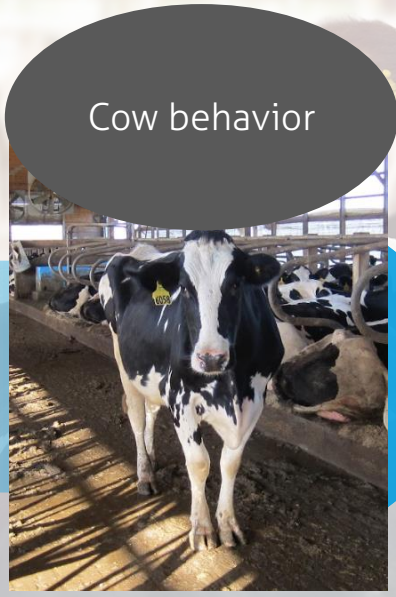
ISO IDENTIFICATION
The only reliable solution for identification in all your management applications, it works all the time

nedap


Lots of data!
DATA
INSIGHT
ACTION

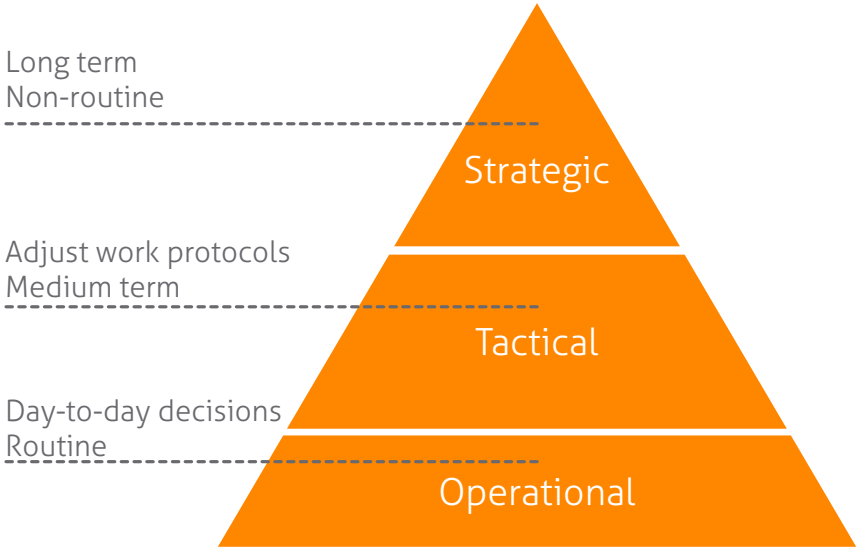
Cow Behavior

DATA → INSIGHT → ACTION



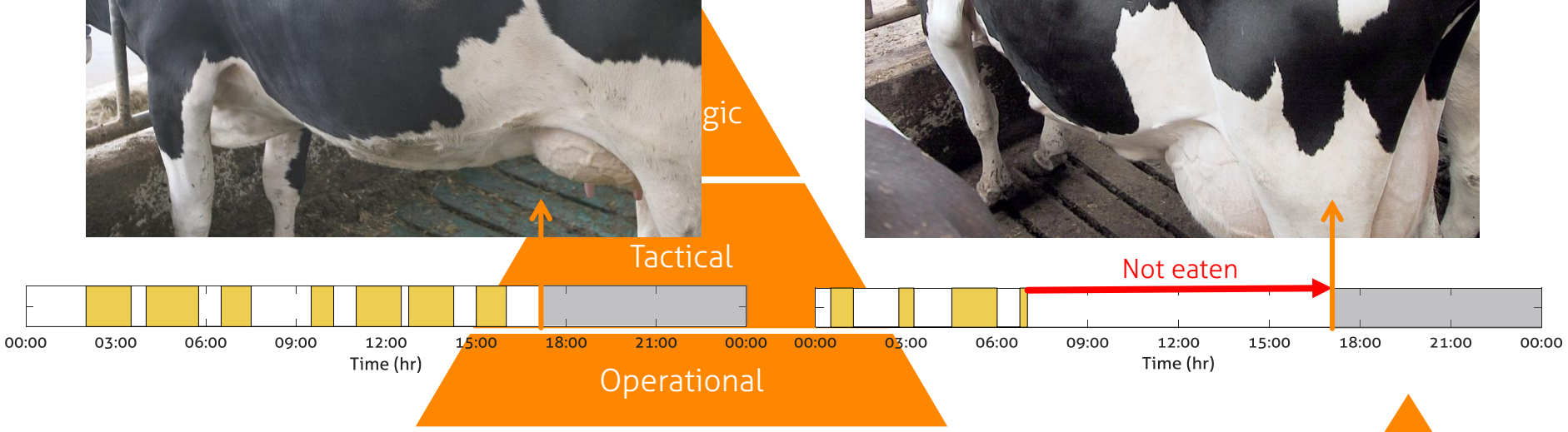
Management

DATA
INSIGHT
ACTION


Long term
Non-routine
Strategic
Adjust work protocols
Medium term
Tactical
Day-to-day decisions
Routine
Operational

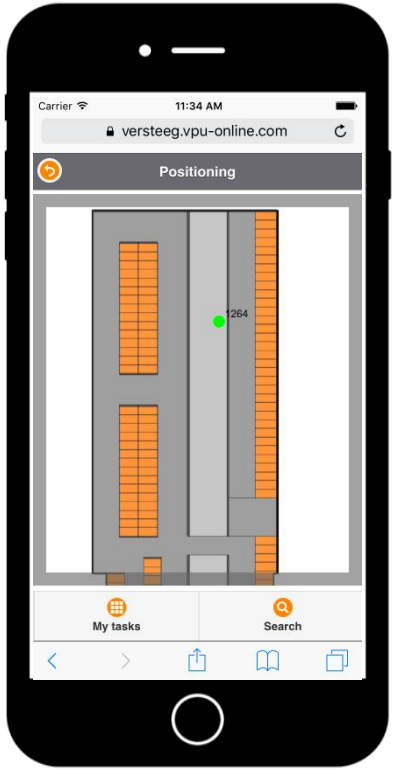
Rumen Fill

Not Eaten Attention



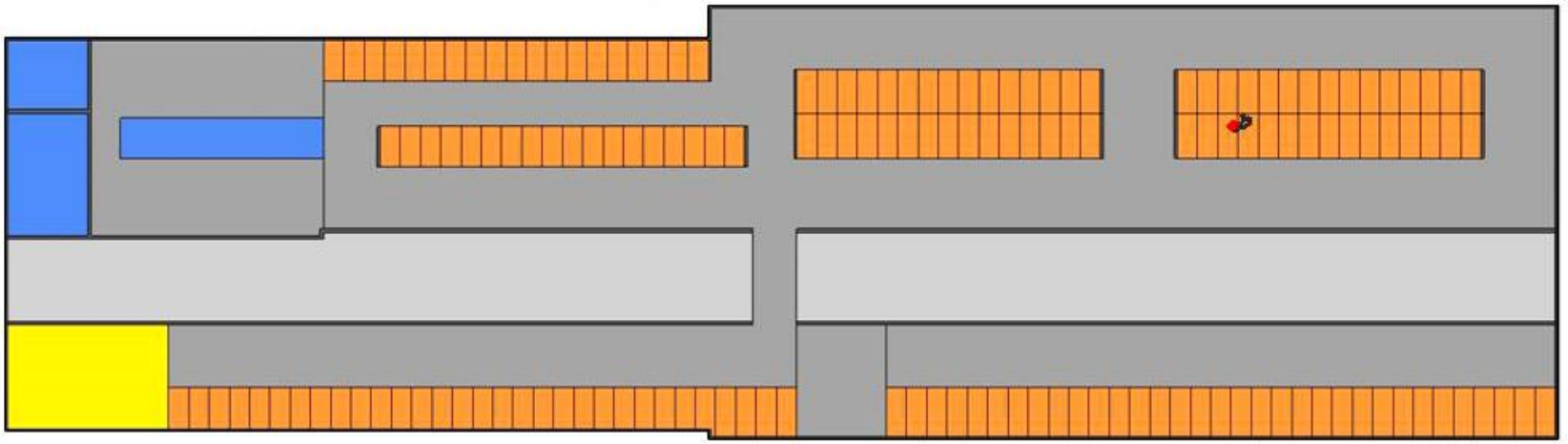
Cow Positioning System

Find Cow

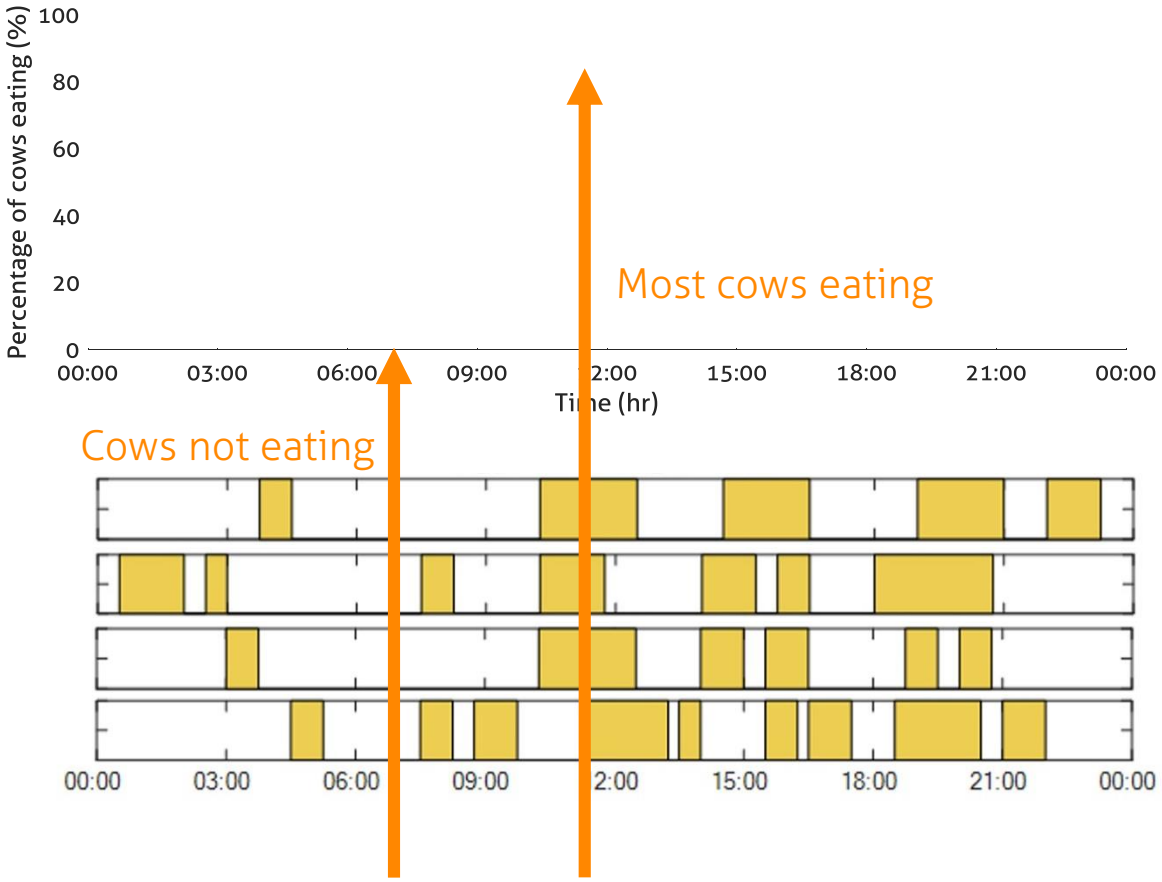


Cow Positioning System

Path Tracking Individual Cow



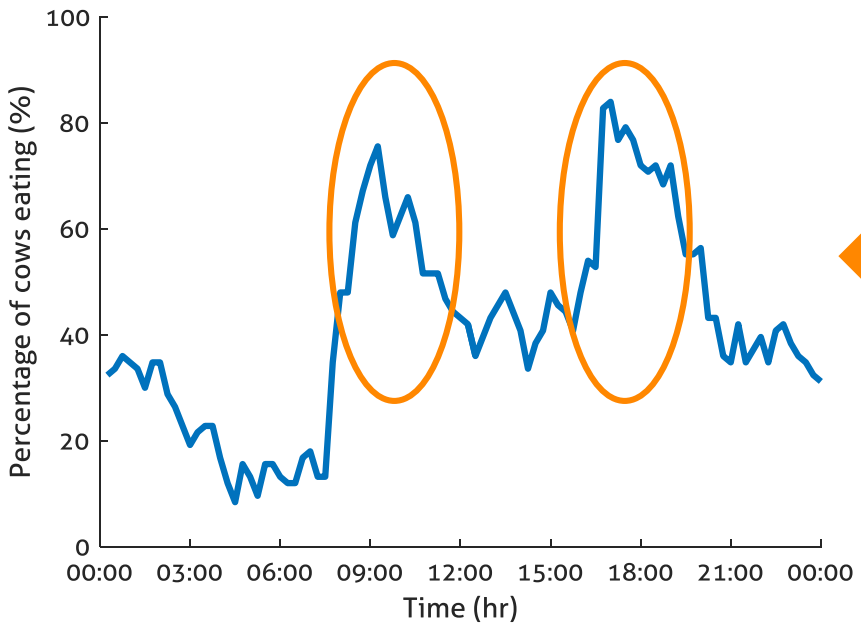
Day Pattern Eating Behavior

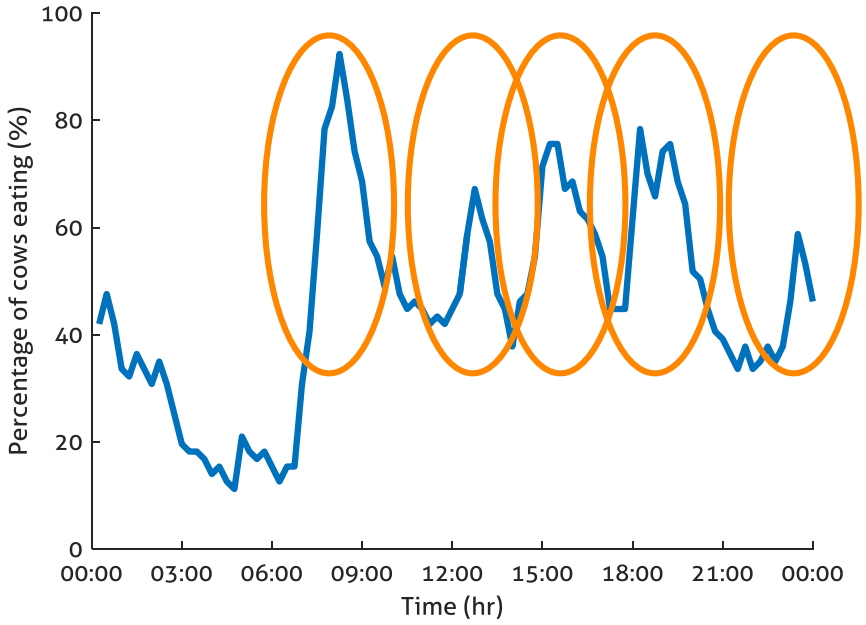


https://youtu.be/W-veyQ4eW1M

Day Pattern Eating Behavior

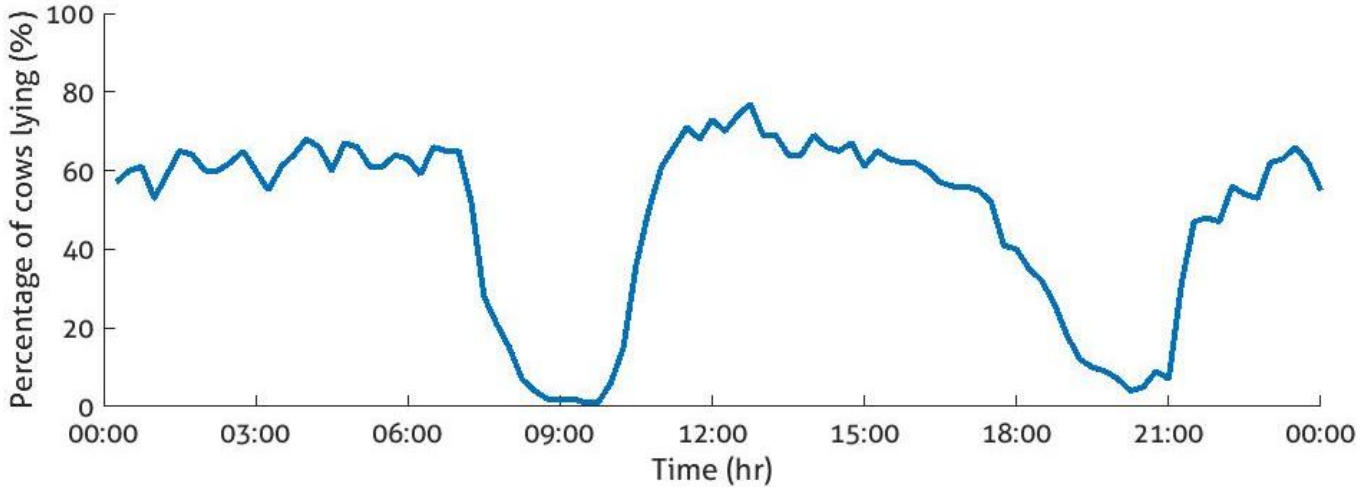
Feeding Protocol





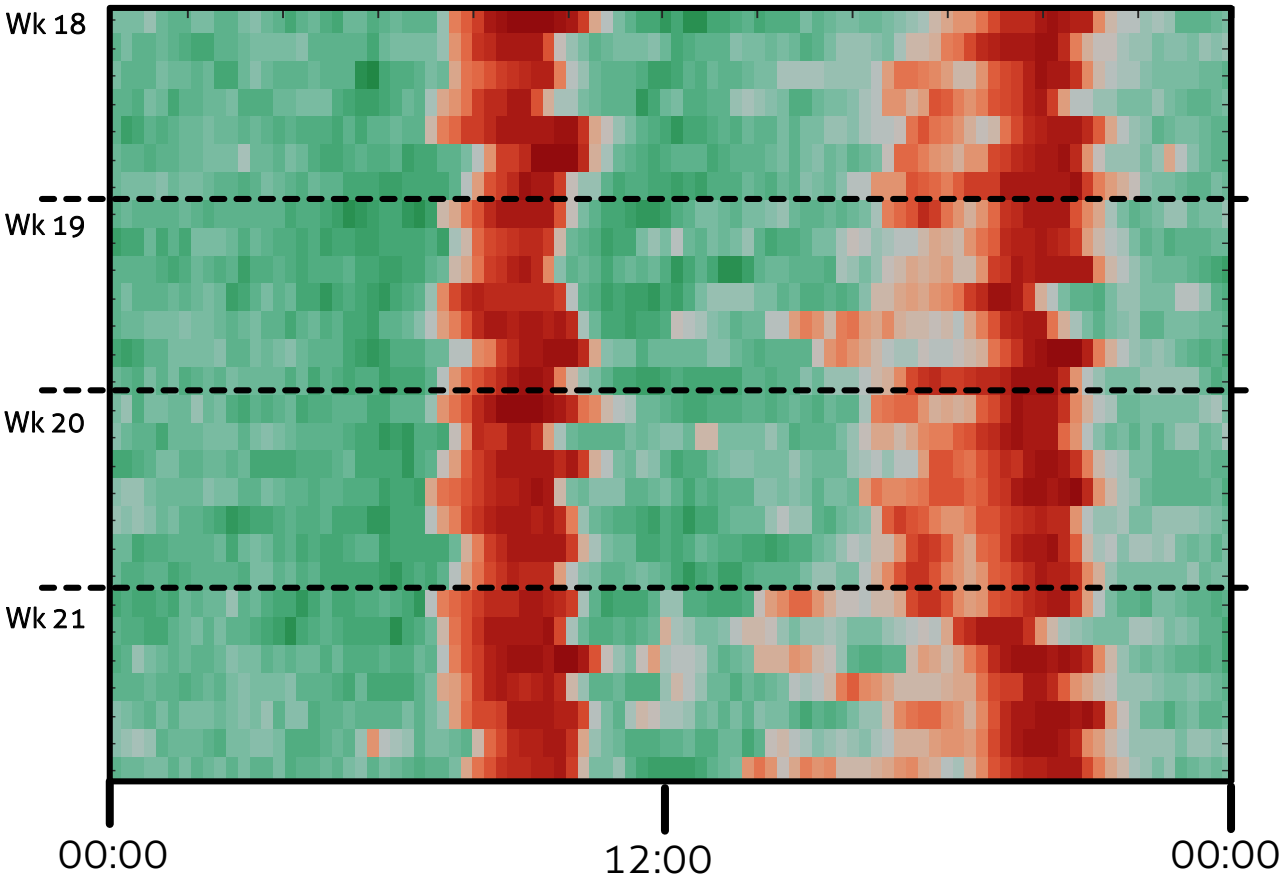
Herd behavior gives farmer feedback for optimising his management

Day Pattern Lying Behavior



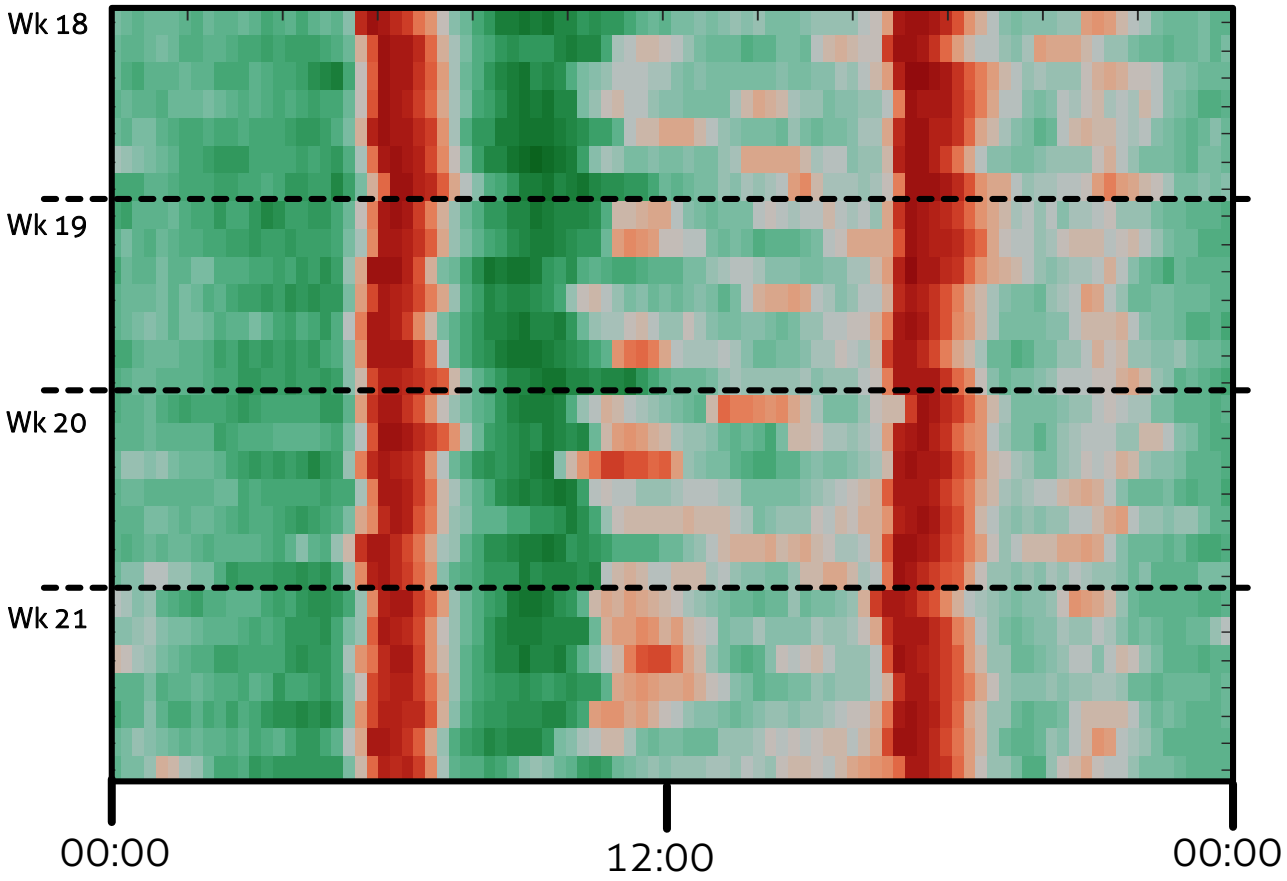
Monthly Lying Pattern

Percentage of cows that are lying



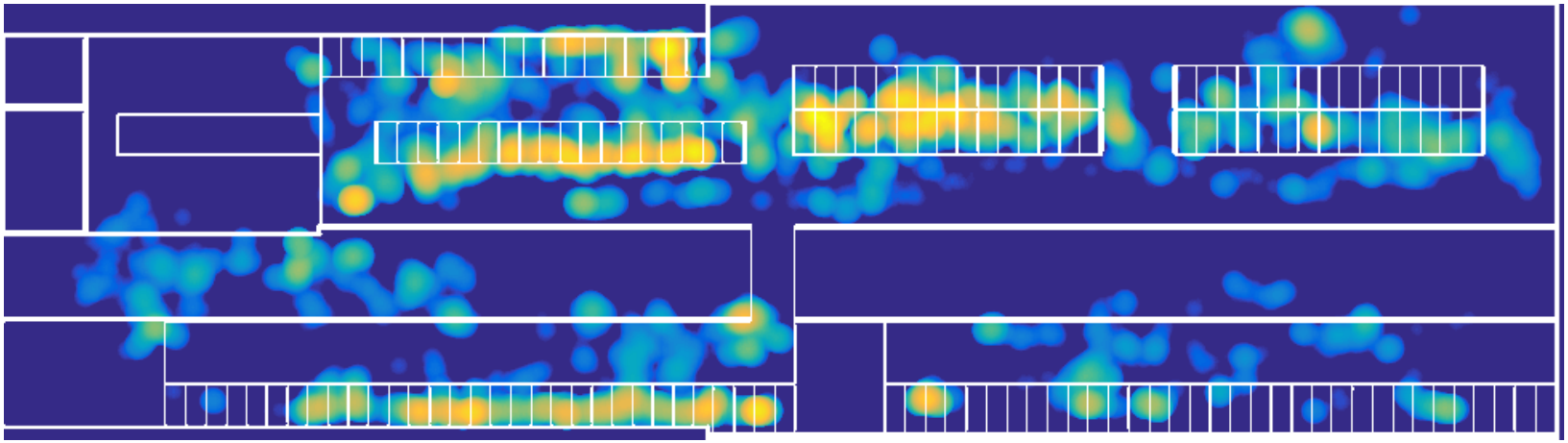
Monthly Lying Pattern

Percentage of cows that are lying



Barn Area Usage

Cow Positioning Data



Data visualization can raise questions, or answer questions.
Both leading to new insights!

Lots of data, lots of insights, and still much to learn!

nedap
technology that matters

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