

Farm management in Europe

for farmers and AGRO IT companies

Session organizer: Dipl.Ing. [Walter H. MAYER](#), CEO of PROGIS Software AG, Postgasse 6, A-9500 Villach Austria, Tel: +43 4242 26332, Fax: +43 4242 26332 7 e-mail: office@progis.com homepage: <http://www.progis.com>

Europe has a unique situation in farming with

- small farms in most of the countries, nevertheless
- rather high education of farmers compared with other regions in the world,
- a dense population with needs to integrate rural areas in general planning,
- strong public and/or cooperative networks,
- high environmental attitude of farmers as well as the population in general,
- *any amount of new agro regulations ((geo-)traceability, water regulations, herbicide-, fertilizer-regulations, subsidies and their laws, existing/planned advisory services, certification, local legislation etc.)*
- and last but not least also in Europe the farmer must become better managers

This all has to be managed by mainly one single person! And the needs do not stop at farms works, there is additional at farms works and know how necessary regarding forestry, trade, services, tourism, .. on the farm to be handled within farms.

The farmers further are owners of data that other organisation would need out of legal or other requirements, that means that farmers data should be embedded in e.g. the food chain, the water suppliers, the ministries etc.; are there new possibilities for farmers?

This all is a huge challenge for FARMERS throughout Europe but due to the focus of several laws also for importers into Europe and for farmers worldwide.

Missing this workshop could cost lots of money that farm management can save farmers in the future.

The AGRO IT has to handle beside others following questions in the future:

- is there one solution that handles everything or
- are there modules or solutions that handle only parts
- is there a need of advisory services, if yes, who should run them?
- is it correct that government, food industry and others build up their own software products where the farmers should link via internet.
- can precise farming be embedded in existing tools or is it something total different
- what about interfaces to tractors and other agro equipment and
- how integrates GPS, dGPS, geodetic data, different hardware, geodata from the government, GIS systems, consultants that should help the farmers, the science with new awareness, the agro product buyers, the suppliers like fertilizer, herbicide, crop or machines etc.
- what about forestry, environment, agro trade etc.

This all is a huge challenge for AGRO IT companies throughout Europe as the market has to expect huge changes during the next months and years. Are the IT companies prepared to handle this new situation? What is the European/ the global situation? What is the local situation? Which effects will come from the new EU legislation already in use and more under preparation? Is there new cooperation possible? What are the learning needs to be further at the competitive edge of the market? What will your existing customers need? Are there synergetic effects possible with partners? Will European AGRO IT have worldwide the competitive edge?

Missing this workshop could also costs lots of money for agro IT companies not to understand mainstream that started upcoming with 2005.

These and more questions should be handled at the workshop

“Farm-management in Europe”

as part of the

EFITA/WCCA 2005

in Vila Real, Portugal

date : 25th to 28th of July 2005

You as FARMER, as manager of FARMER´S ORGANISATION or AGRO IT company are invited to present your ideas, your needs, your software. You will talk about technology, drawbacks, success stories, synergetic effects you found out, offers you might have for other partners and progress that came up due to co-operations.

The result of the complete workshop will be published in the brochure – “Farm management in Europe”; This brochure is thought to be the practical guide for farmers and it is planned to be translate in several languages by the partners of the workshop.