

THE FARM DATA JOURNEY

WHAT DATA IS ON MY FARM?

Machine Data



Agri-Supply Data



Financial and Compliance Data



Grass Data



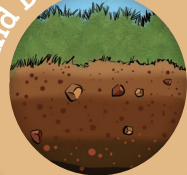
Livestock Data



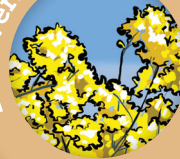
Environmental Data



Land Data



Biodiversity Data



WHERE DOES DATA GO OUTSIDE MY FARM?



Government Agencies



Research



Veterinary



Industry



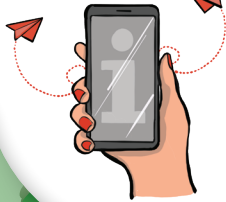
Government

COMBINED DATA IS POWERFUL DATA

Farm Advisor



Private Sector Companies



EXAMPLES OF WHY MY DATA IS COLLECTED AND SHARED

Improve Animal Health & Welfare



Help Farm Sustainability



Inform Farm Finances



Monitor National Trends



EXAMPLES OF DATA ON THE FARM



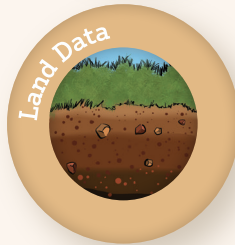
Farm management, farm costs & income, medicine use, pest control, slurry use



Rainfall, water quality, soil conditions, fertiliser/slurry application



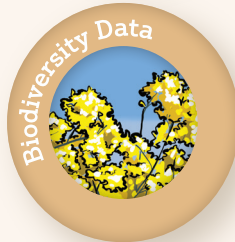
GPS precision farming, machine performance, service, safety



Crop & field information, soil sampling, health, fertility



Feed, fertiliser, medicine, chemical use



Recording wildflowers, hedgerows, grasslands, pollinators, native species



Grass growth, paddock management



Animal health & welfare, identification, fertility, performance, genetics

RAISING AWARENESS ABOUT DATA ON THE FARM

Do you know what data is on your farm? There's lots of different types of farm data and it comes from many places. For example, you have information about your animals. This could include their date-of-birth, age, weight, and health. Or there's compliance data, which includes things like how much pesticide is sprayed on crops, and what medicines are being used. Every farm enterprise, no matter how big or small, generates some level of data. Data can help increase the productivity on your farm by saving you time and money. Your data can give you a sense of how well your farm is operating, and your farm data is also valuable to others outside the farm gate when it is combined with data from other farms.

People who combine and add value to farm data include meat, dairy, and grain processors, government departments, researchers, advisors, and veterinary services. For example, combined farm data can help monitor the use of medicines or fertiliser across the country, to help things like animal health or farm sustainability, and support traceability of Irish produce.

EMPOWER YOURSELF

Empower yourself to know more about data on your farm, its value, and how it can be used. You can become more informed about data in agriculture by visiting the AgriDISCRETE webpage: www.teagasc.ie/agridiscrete

