



farm 24

part of F24 group



TRANSFORMING THE FOOD CHAIN



FARMERS



MACHINERY



SENSORS & IoT



STRENGTHENING THE GROWERS



GOVERNMENT



PURCHASERS



CONSUMERS

MARKET NEEDS

- **All-in-one farm management solution** combining data of machinery, employees, sensors and crops



Main Requirements

- **Low-effort system:** No additional workload to integrate the system in business operations
- **Brand and age independent:** Functional on all machinery
- **Accurate and foolproof:** No need for operators to press on buttons or to actively interact with the system
- **Control over data:** Decide who can view and use your data

"I have no idea what happens on my fields"

"Many high-tech solutions are not functional on my older machinery"

"For each sensor I have a separate application"



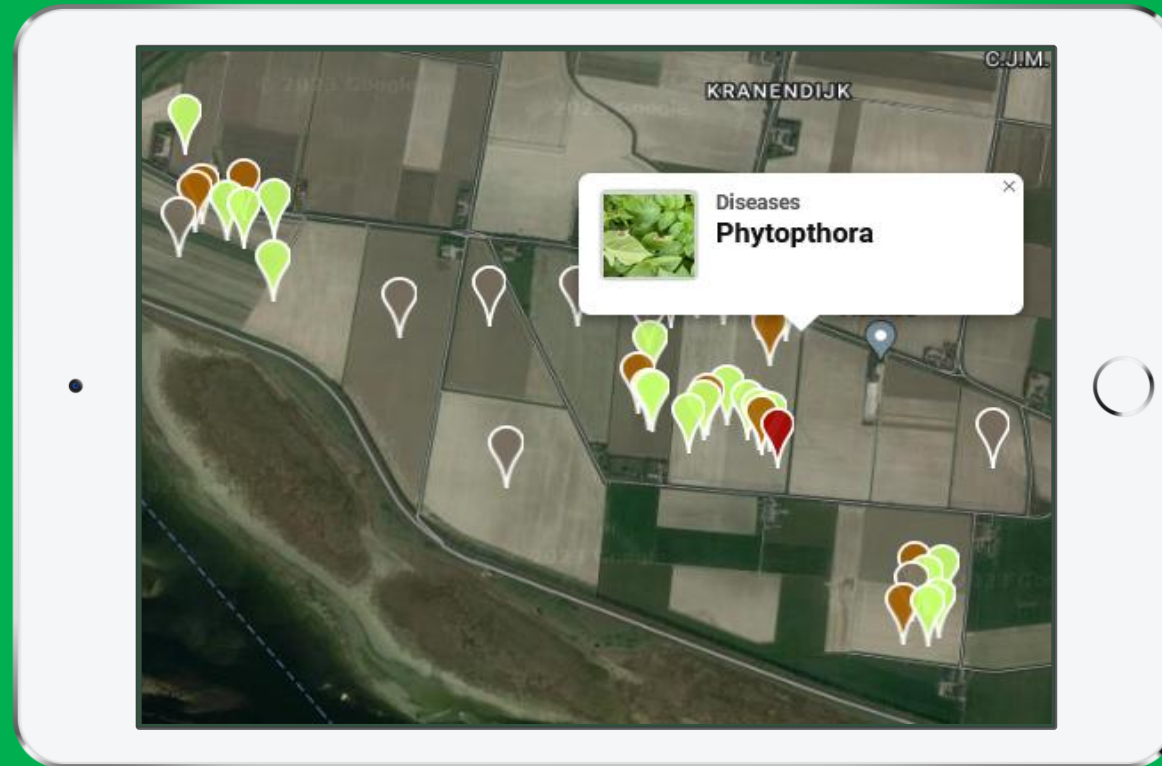
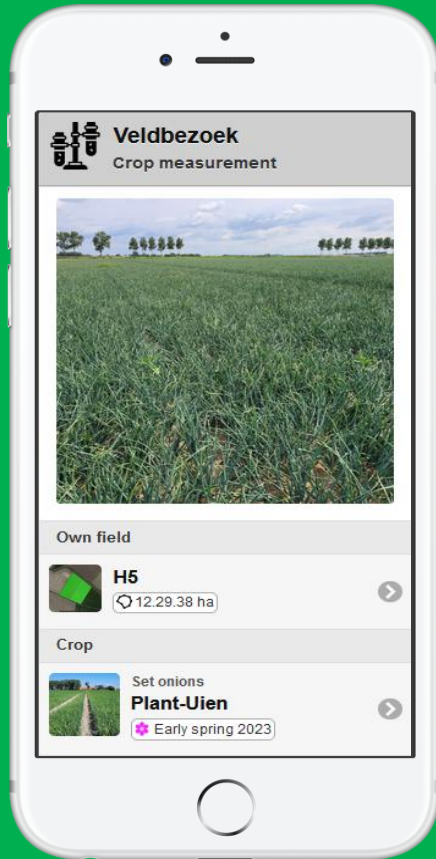
AUTOMATIZED RECORDS

- ✓ **Cross-Brand**
- ✓ **All Machinery**
- ✓ **Real-time Location**
- ✓ **No Manual Input**



Action		
Registered automatically		
	Main activities Spraying	
	Wednesday 27 September 2023	
	08:12:54 AM 09:42:27 AM	
	1:30 min.	
	Properties	
Machines		
	Claas Arion 550 1:30 min.	
	Delvano 1:30 min.	
Summary		
	Action on the field 0:42:42 min.	
	Standing in the field 0:22:41 min.	
	Yard work 0:06:05 min.	
	Moving along the way 0:15:28 min.	

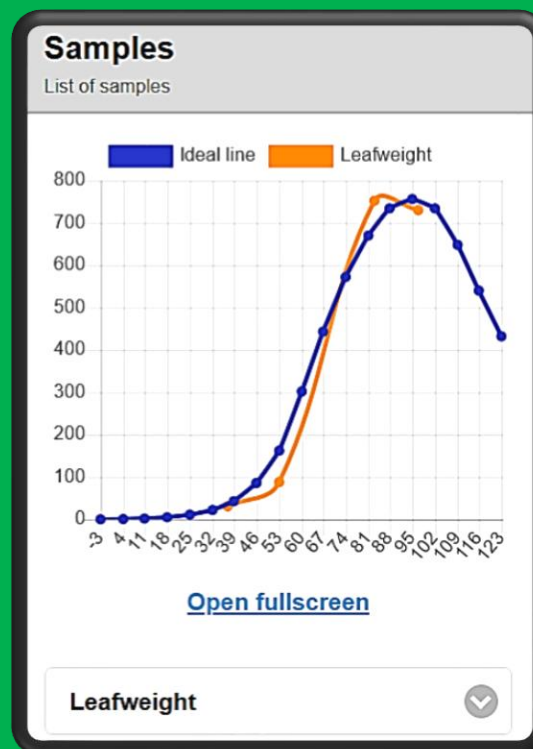
EXTENSIVE CROP MONITORING



EASY-TO-USE DATA MODELS

Latest crop and field data calculated with data-driven algorithms

- **Field Moisture balance** with irrigation advice and moisture content
- **Target lines** to estimate expected crop characteristics and compare with actual crop measurements
- **Growth lines** to estimate crop growth and development



INTEGRATION MACHINE DATA

Through CAN-bus connection tractor data can be integrated into Farm24 for additional insights

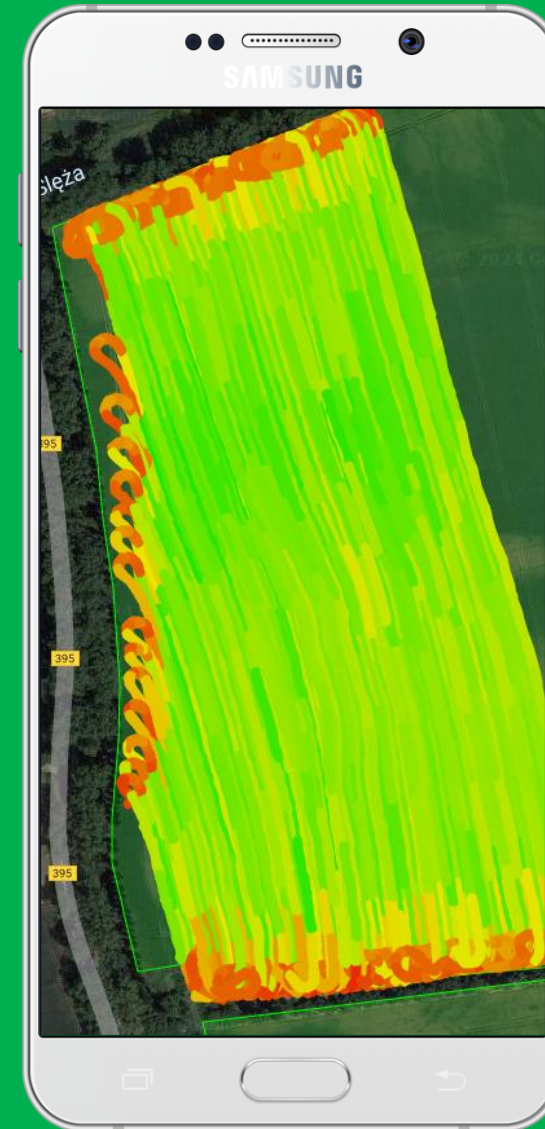
- **For most CAN-machinery we can compute graphs and heatmaps of action data:**
 - Gas Usage (l/hour)
 - Engine Speed (r/min)
- **For all machinery:**
 - Speed (km/h)



DETAILED ACTION INSIGHTS

Gain deep knowledge of your farm's operations, putting agricultural intuition into numbers

- **Save time on operations** by comparing different approach routes
- **Detect patterns** by analyzing engine speed during actions
- **Track fuel consumption** to compare machinery and different type of actions



Fuel consumption

Machine measuring

9.7 l/h

11.2 l/h

12.8 l/h

15.0 l/h

17.2 l/h

19.2 l/h

20.8 l/h

22.4 l/h

23.8 l/h

25.1 l/h

26.4 l/h

27.7 l/h

OWN PRODUCTION HARDWARE

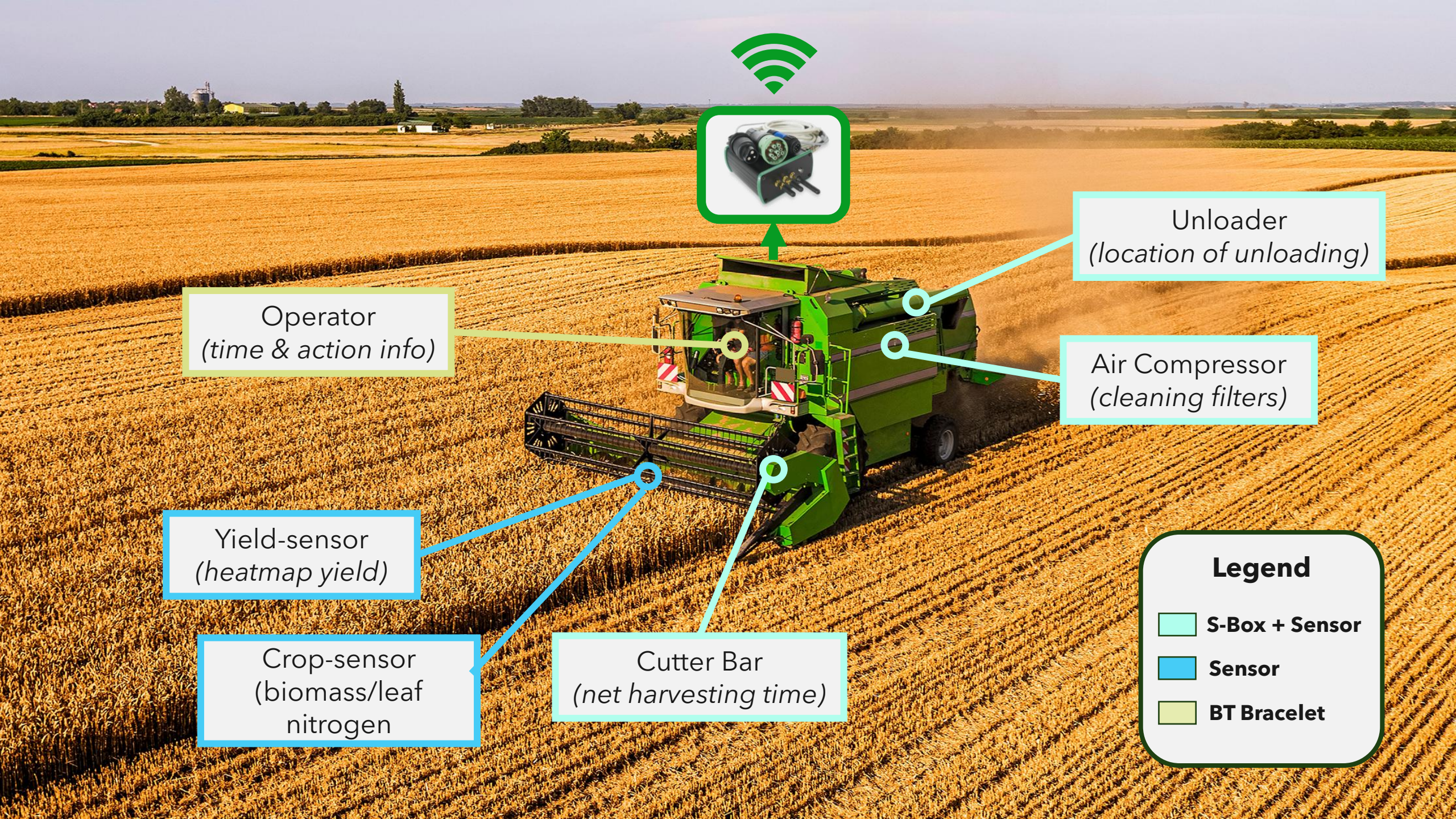


A-Box

- **Receives and transmits all relevant radio signals** (*GSM, GPS, Can-bus, Wi-Fi & Bluetooth*)
- **Data storage activities even without coverage**, can store data locally for at least one month without reception

S-Box (*Sensor box*)

- **Recognition linked implement**
- **Distinction between action and inactivity implement**, determination of net worked area, location of (un)loading
- **Read out sensors**, possible for many types of sensors



Operator
(time & action info)

Unloader
(location of unloading)

Air Compressor
(cleaning filters)

Yield-sensor
(heatmap yield)

Crop-sensor
(biomass/leaf
nitrogen)

Cutter Bar
(net harvesting time)

Legend

-  **S-Box + Sensor**
-  **Sensor**
-  **BT Bracelet**



De Tram

nge

Oudelandsche Kreek

Schering

N215

N498

Praxis Bouwmarkt
Oude-Tonge

N59

Oude-Tonge

N498

Groote Kreek

ZUIDZIJDE

N59

N498

Achthuisen

WINDDIJK

Handeling
akkee

LANGSTRAAT

Camping
Kastanjehoeve GO

Paviljoen Sluishaven

Vogelkijkhut de Lepelaar

HH plaat

Vogelkijkhut

Aardappelhandel
Meijer BV

Ooltgensplaat

Spui

Volkerak

agbekken

DINTE

Claas ARION 650. 1

Farm Tractor

Yard work



Used

Wed 29 Nov 2023 11:30:40 AM CET

Properties

Working area

Settings

Assigned devices 1

Activity

Summary of workload

2023

24

Total number of man-days

150 days

595 hours

3:58 hours daily

Total work time

Main activities

Cultivation

32 hours 5%

Sowing

0:02 hours 0%

Planting

1:28 hours 0%

Fertilizing

5:07 hours 1%

Field improvement

Tillage

Crop care

Harvesting

Yard work

Other activities

Registration

Activity calendar

2023

July 2023

Su

Mo

Tu

We

Th

Fr

Sa

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

01 Jul

Sat

Irrigating

06:53 - 07:43

0:51

Commute

08:35 - 08:49

0:15

12

Gerard van Nieuwenhuijzen

Partners



Properties

Assigned devices

1

Attachments

List of attachments

Gallery



Search...



image/png

SpuitlicentieGvN.png

Thu 19 Oct 2023 03:48:39 PM CEST



application/pdf

BHVCertificaat2-6-2023.pdf

Fri 02 Jun 2023 10:18:03 AM CEST



New attachments

Activity

Summary of workload

2023



Total number of man-days

160 days



Total work time

759 hours

4:45 hours daily

Main activities



Ploughing

6:52 hours 1%



Cultivation

48 hours 6%



Sowing

32 hours 4%



Planting

0:04 hours 0%



Fertilizing

65 hours 9%



Spraying

279 hours 37%

CONTROL OVER OWN DATA

- **Decide who can view and use your data**

Privileges

Assign user name

User

example@email.org

Privileges

☒ Read

☒ Register

☐ Edit

☒ Advising

☐ Administration



farm 24

- ✓ **Customization**
- ✓ **Control over own data**
- ✓ **Full functionality on all machinery**
- ✓ **For farmers by farmers**
- ✓ **No manual input needed**
- ✓ **Easy-to-use and robust**
- ✓ **Own hardware production**

VS.



Other businesses

- × **Functional on new machinery only**
- × **Ownership by large agricultural cooperations**
- × **Inaccuracies due to bad connection or lower quality**
- × **Manual input needed by operators**
- × **Hardware produced by third parties**

ALL-IN-ONE FARM MANAGEMENT



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