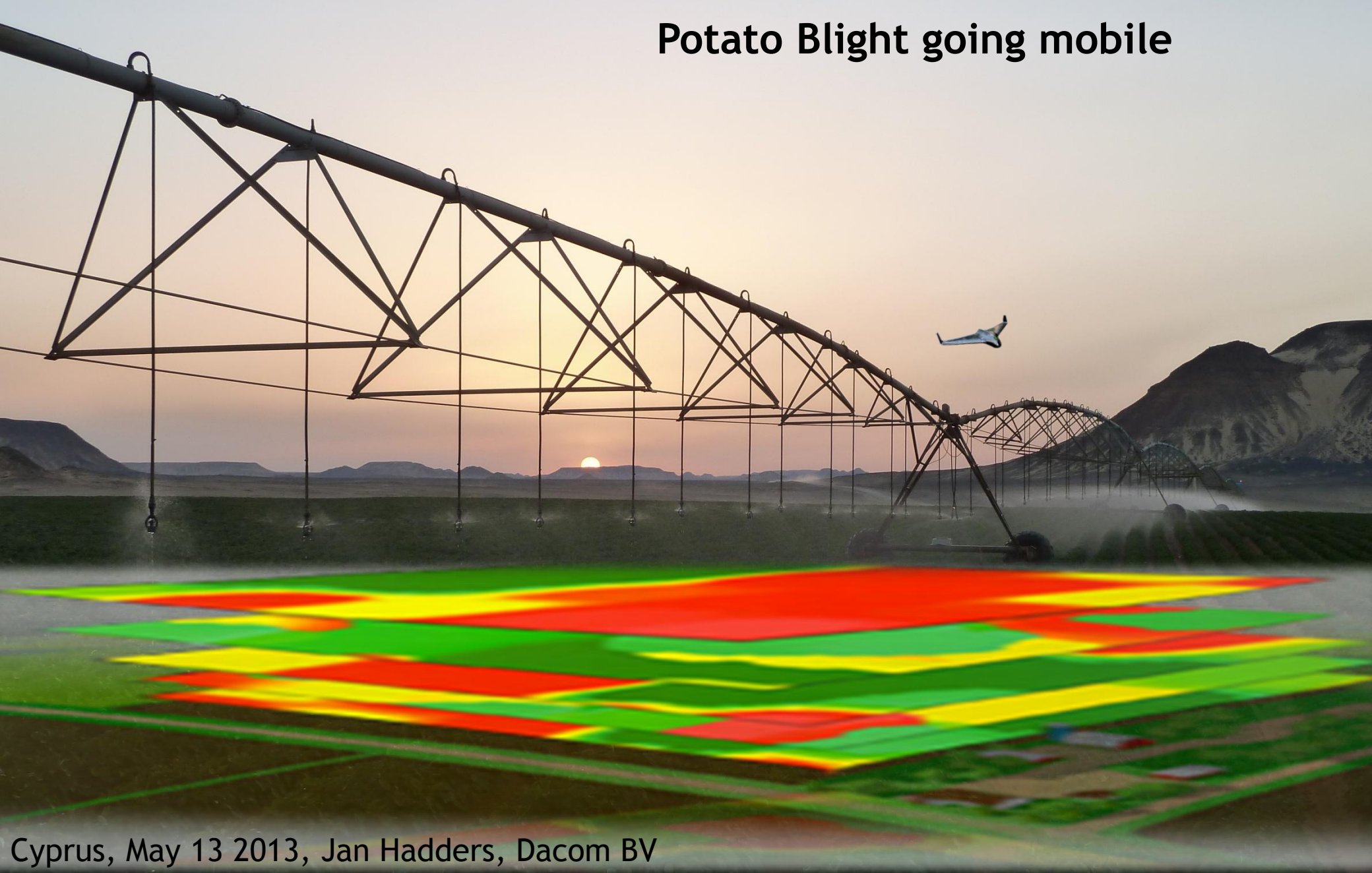


# Potato Blight going mobile



Cyprus, May 13 2013, Jan Hadders, Dacom BV



# Potato Blight going mobile

## Agenda presentation:

- ✓ Introduction
- ✓ Collecting data
- ✓ The model
- ✓ The apps
- ✓ Summary
- ✓ Conclusion





**Dacom.** Since 1987....

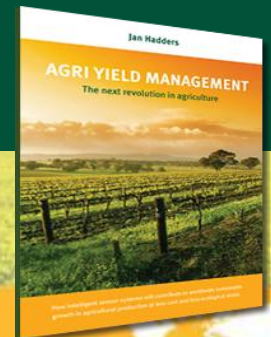
supporting farmers, suppliers and  
processors at optimizing the  
yield and level of sustainability.....

By providing innovative, intelligent  
sensor & IT systems and advisory services



*'YOU CAN ONLY EXPECT THE BEST FROM  
THE INVENTORS OF  
AGRI YIELD MANAGEMENT'*

*Jan Hadders, the Netherlands*



**Leading Agri Yield Management**



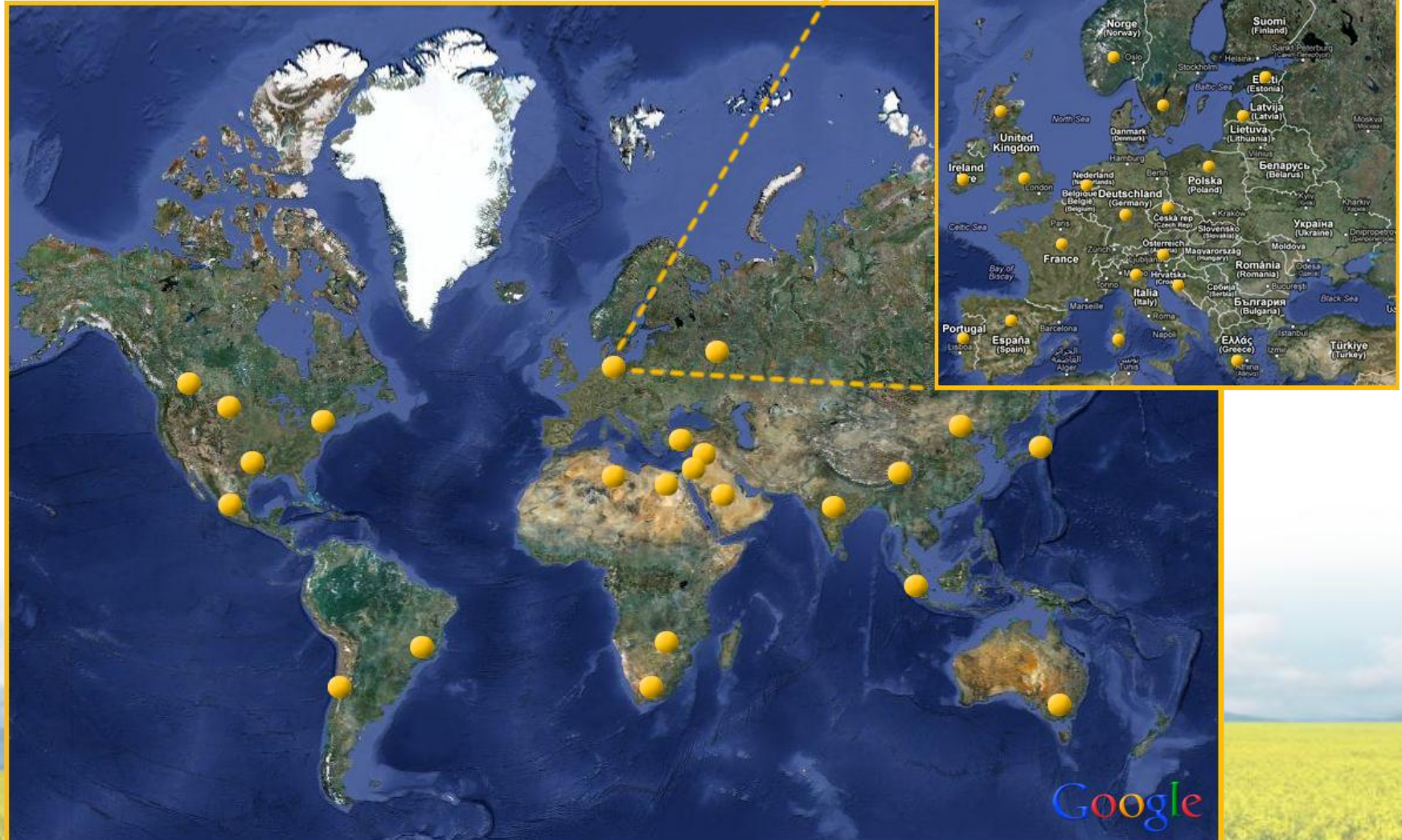
WWW.DACOM.NL

LEADING AGRI YIELD MANAGEMENT.



# Dacom International

Subsidiaries, dealers, agents, direct customers





# Customers & Partners in Business



# Dacom Mobile

## ✓Collecting data





# Crop-R: Geo Crop Recording

← → ↺ www.crop-r.com/cropr/farm/plan/ ☆

Deze pagina is geschreven in het Engels Wilt u deze laten vertalen? Vertalen Nee Opties

**CROP-R** Dashboard Map Record Jan Obbard Logout

## Bouwplan 2013

Obbard 4 (5.37 ha)

Jan Obbard (29.63 ha)

Obbard 3 (24.77 ha)

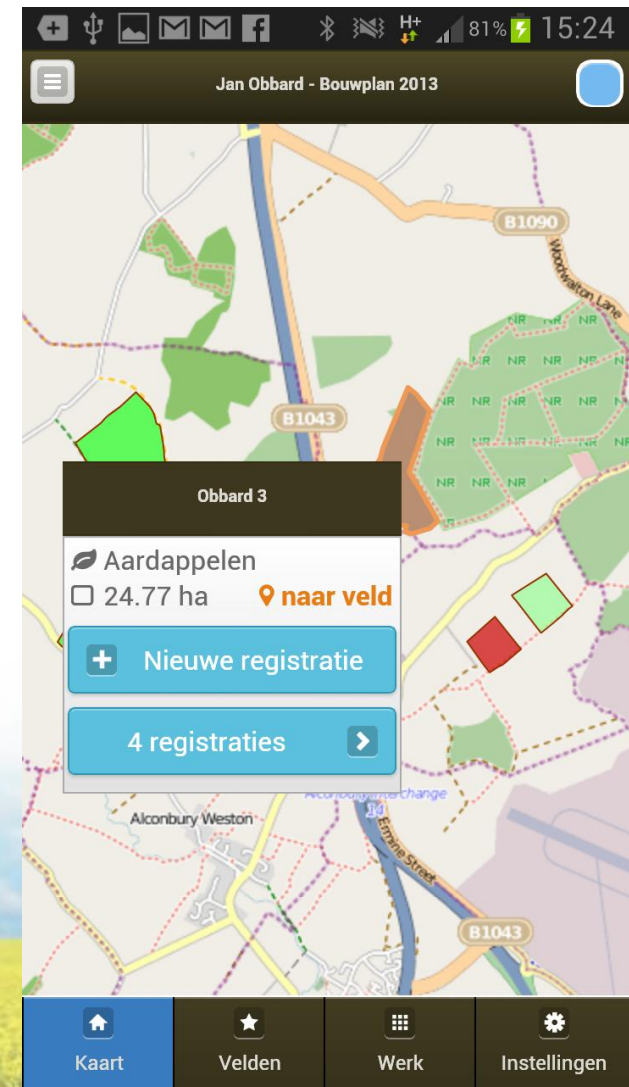
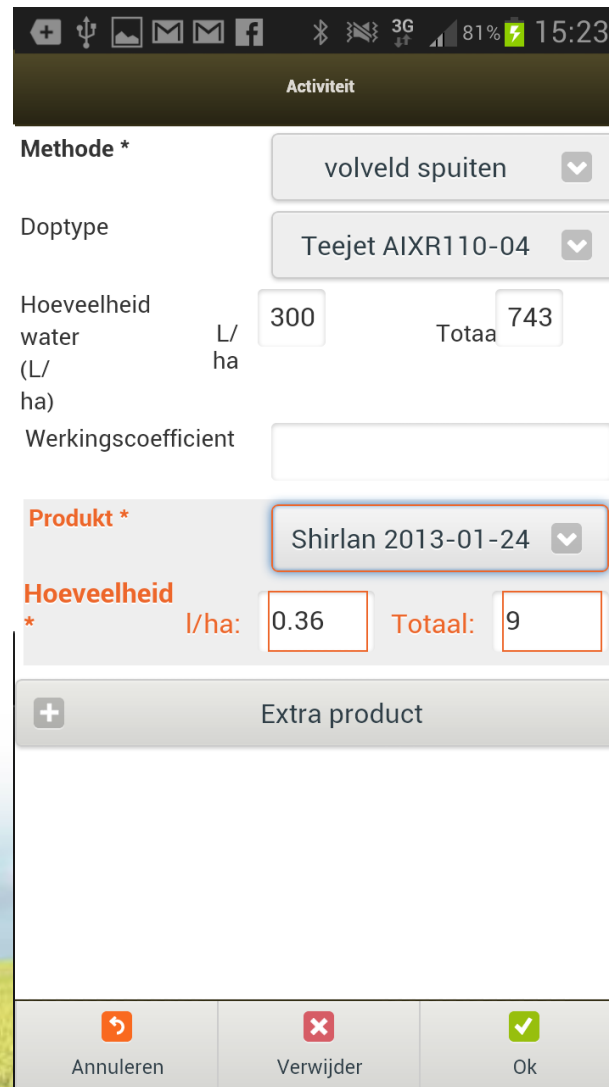
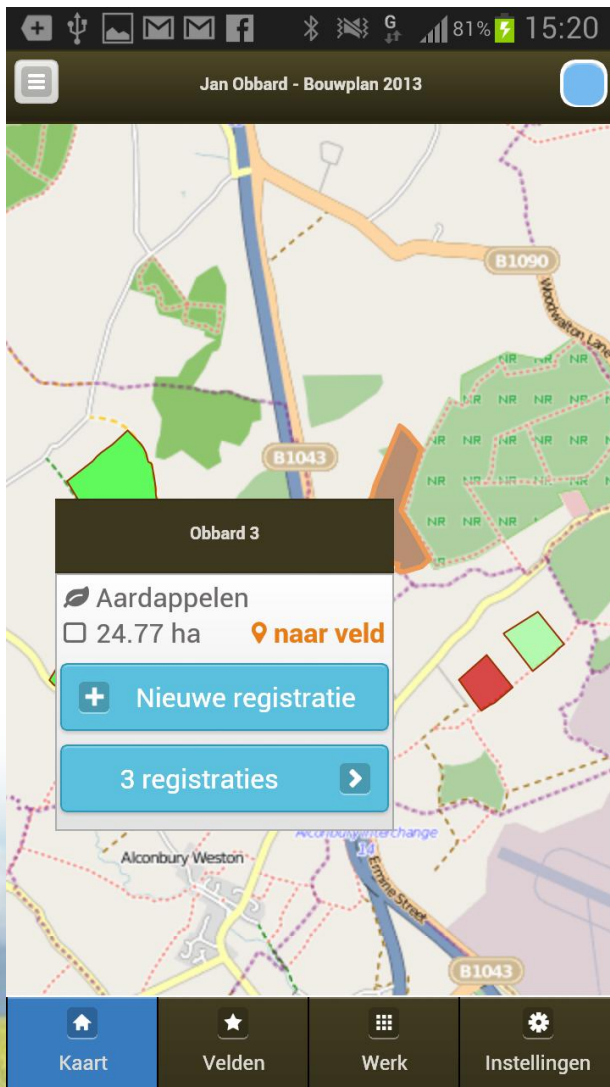
Obbard 1 (7.37 ha)

Obbard 5 (31.8 ha)

Obbard 6 (13.98 ha)

Obbard 2 (8.67 ha)

# Geo Crop Recording by smart phone





# Dashboard of Crop-R



## Veldoverzicht

- Veld
- Perceel
- Mest
- Oogst

**Veld 1**

**Gerst**  
afnemer: Onbekend

Datum	Activiteit	Methode
21/01/2013	Gewasbes...	vol veld ...

[Details >>](#)

**Veld 2**

**Pootaardappelen**

Datum	Activiteit	Methode
22/01/2013	Gewasbes...	vol veld ...

[Details >>](#)

**Veld 3**

**Mais**

Datum	Activiteit	Methode
23/01/2013	Gewasbes...	vol veld ...

[Details >>](#)

**Veld 4**

**Tarwe**

Datum	Activiteit	Methode
24/01/2013	Gewasbes...	vol veld ...

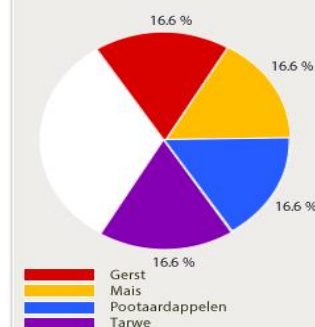
[Details >>](#)

**Bouwplan 2013**

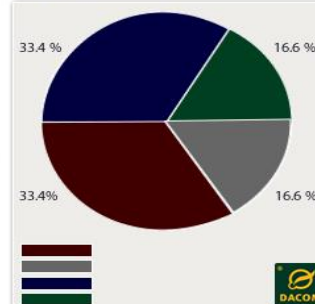
[Details >>](#)

+ nieuwe registratie

## Gewas samenvatting



## CO 2 samenvatting



## Activiteit overzicht

Activiteit	Aantal
Gewasbescherming	4

## Weersvoorspelling

	ma 28 jan	di 29 jan	wo 30 jan	do 31 jan	vr 01 feb	za 02 feb	zo 03 feb	ma 04 feb	di 05 feb	wo 06 feb	do 07 feb	vr 08 feb	za 09 feb	zo 10 feb
Min (°C)	1°	2°	8°	4°	4°	1°	-1°	0°	1°	-1°	-2°	-2°	-2°	-3°
Max (°C)	5°	9°	13°	8°	7°	6°	4°	5°	4°	4°	4°	4°	3°	2°
Wind Bft	5 / ☁	5 / ☁	4 / ☁	4 / ☁	4 / ☁	3 / ☁	3 / ☁	4 / ☁	3 / ☁	3 / ☁	3 / ☁	3 / ☁	3 / ☁	3 / ☁
Neersl. (%)	10%	90%	90%	65%	90%	65%	60%	65%	75%	75%	75%	75%	70%	65%
Neersl. (mm)	0,6 mm	3 mm	7,5 mm	1,5 mm	3 mm	1,5 mm	1 mm	3 mm	3,5 mm	1 mm	2,5 mm	1 mm	1 mm	0 mm

[Details >>](#)



# DACOM PHYTOPHTHORA MODEL

✓The model



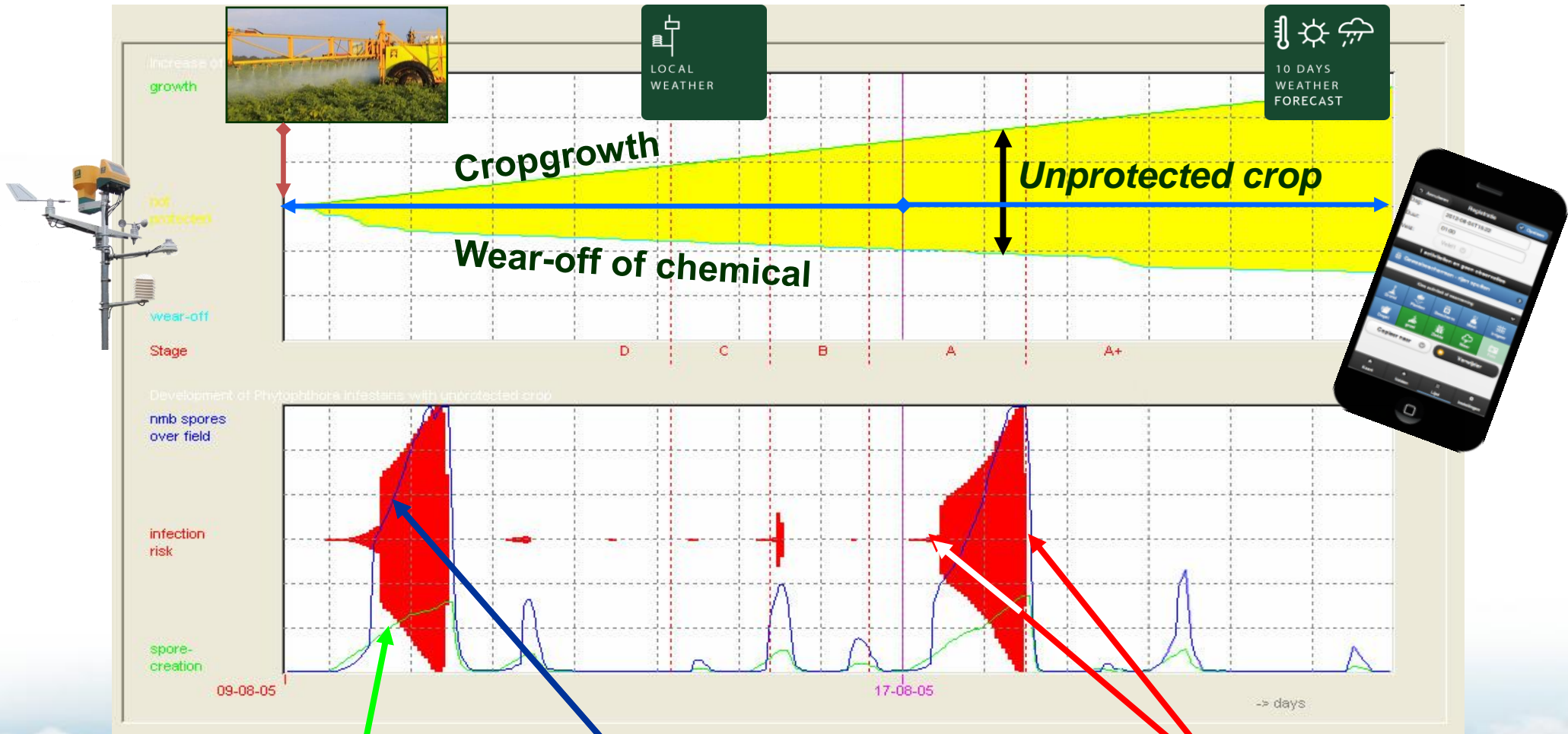
[WWW.DACOM.NL](http://WWW.DACOM.NL)

LEADING AGRI YIELD MANAGEMENT.





# Dacom Phytophthora advice module in Windows



# Testing Dacom models

Comparison of the Dacom Late Blight warnings with standard practice of farmer in 14 trial sites all over USA

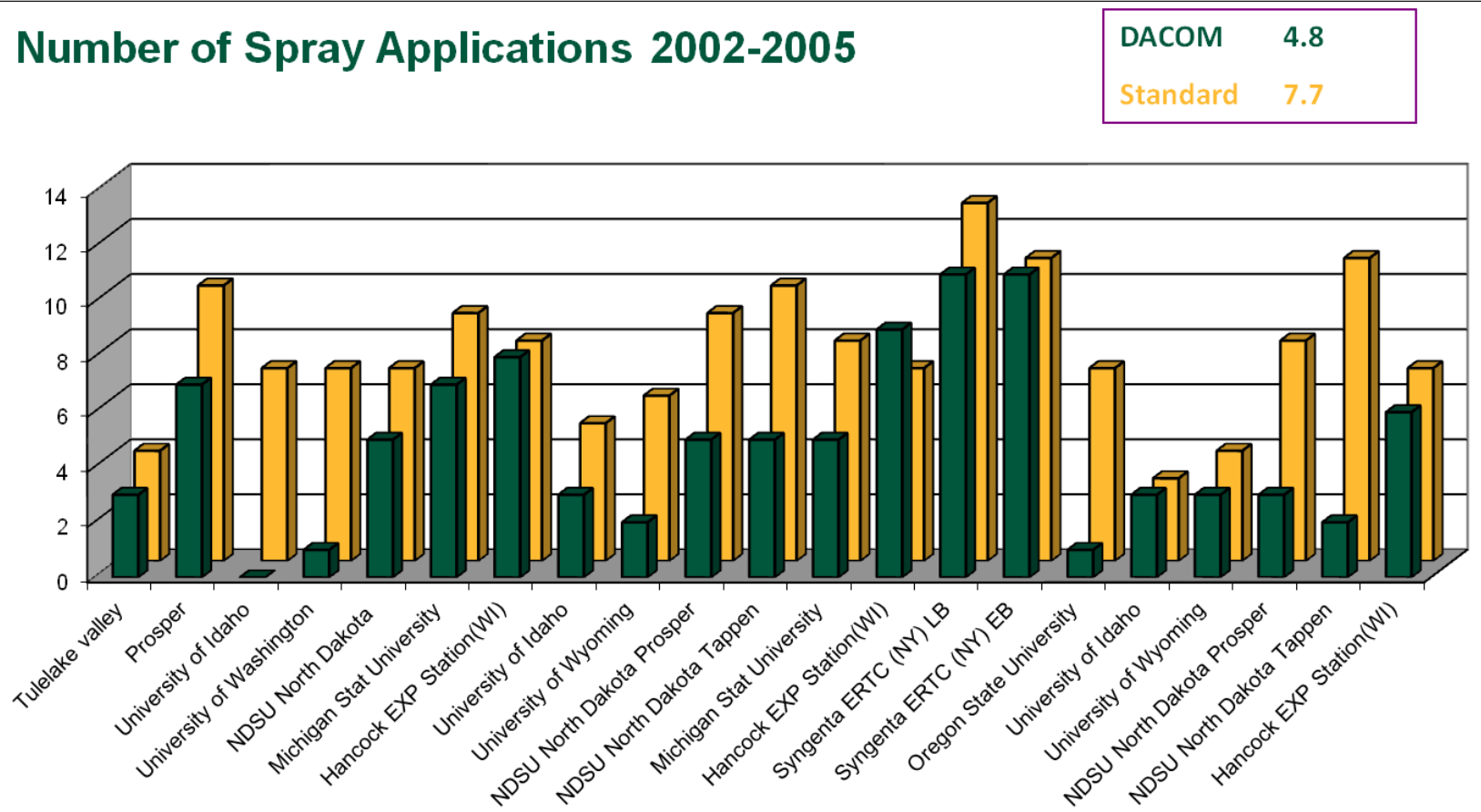




# The results:

The Dacom systems reduces application frequency by 46% compared to the standard application

Number of Spray Applications 2002-2005



# Dacom Yield Manager

PROCEDURE MOBILE AVAILABILITY

✓The apps

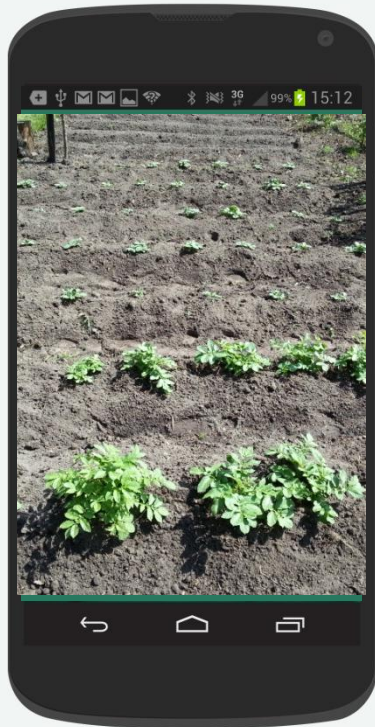




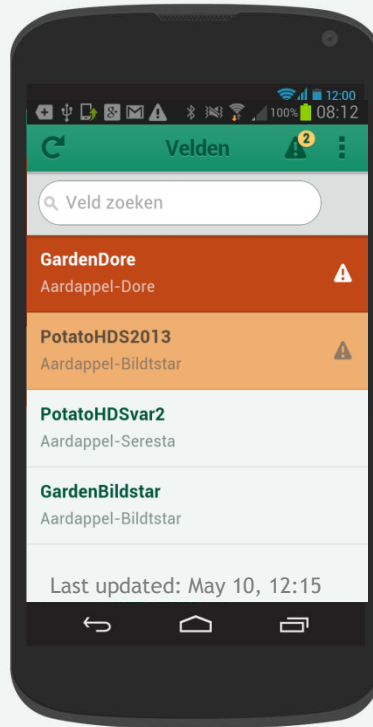
# Dacom Yield Manager

## HOW IT WORKS

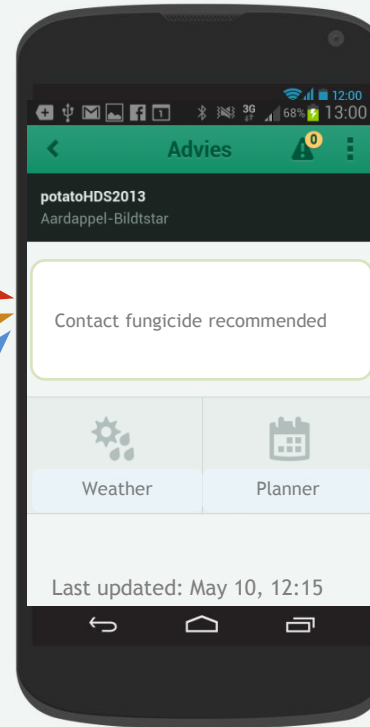
Welcome and Sign in (1x)



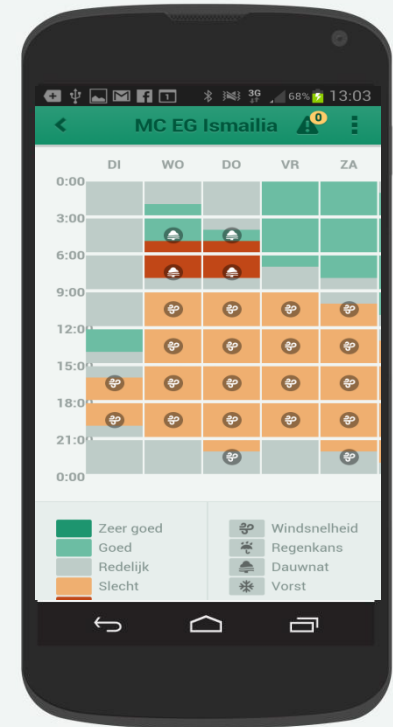
Advice explained



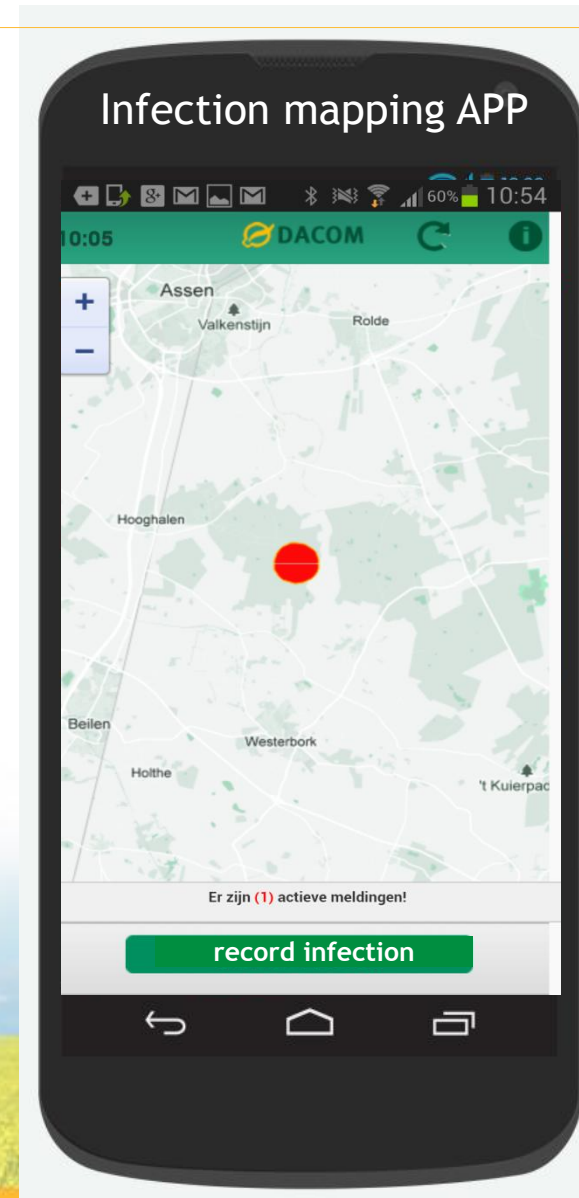
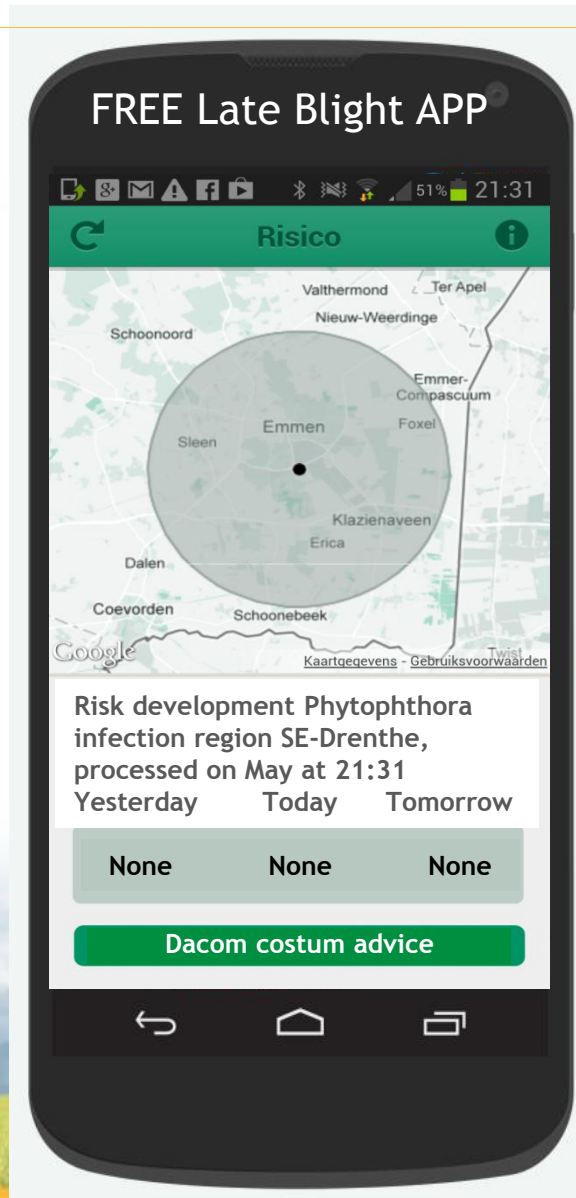
Advice explained



Weersvoorspelling



# Dacom Blight APP's





# Summary - Potato Blight going mobile

## Mobile presentation of Phytophthora advice

- Farmer friendly
- Crop information based on geographic system
- Sensor systems for automatic background data
- A sophisticated model to calculate the advice
  - 20 years intensive experience (*multi million requests*)
- Low threshold with smart phone presentation

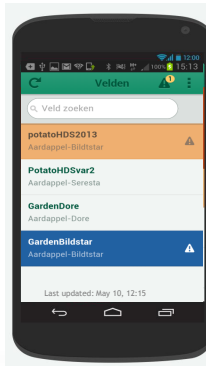
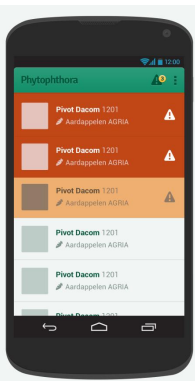
➤ Key is KISS

# Conclusion

## Dacom Yield Manager:

smart Phytophthora advice based on  
a sophisticated, reliable model.

opens a wide user base



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Phytophthora advice straight to the point.

LEADING AGRI YIELD MANAGEMENT.

