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How to build TRUST for the digital transformation of the agricultural value chain



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EUROPEES FONDS
VOOR REGIONALE
ONTWIKKELING



Europese Unie

ILVO
Instituut voor Landbouw-
en Visserijonderzoek





- Have been fascinated by all farm machinery and equipment

- Agricultural engineer



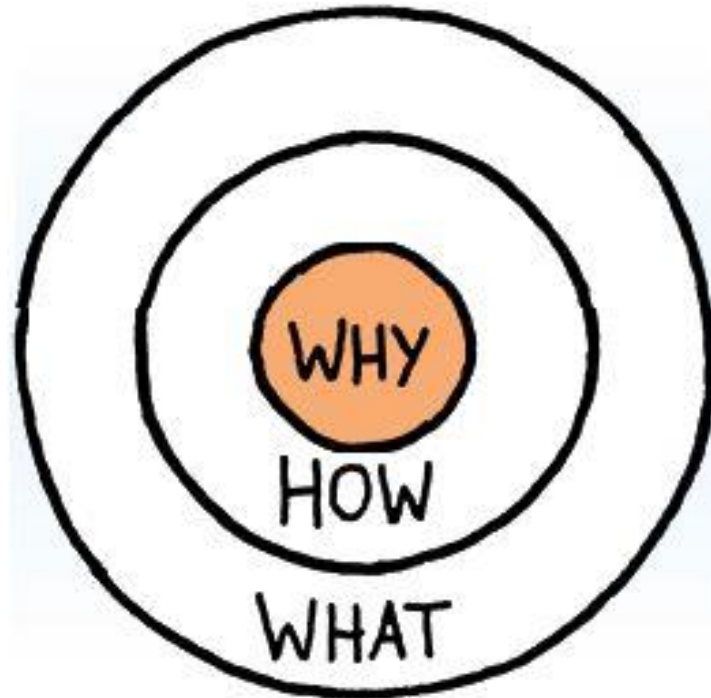


- Digital Farming is part of the solution towards sustainable food production
- Talk a lot about PF Let's really start it real practice!
- Support our ecosystem to bring valuable products for the end-users
- Underpromise - overdeliver

- Director of the Agrifood Technology department at ILVO
- (Technical) expert in precision and digital farming with interest in the business aspect
- Ambassador for Precision farming and Digital AgriFood:



Let's start with the why?





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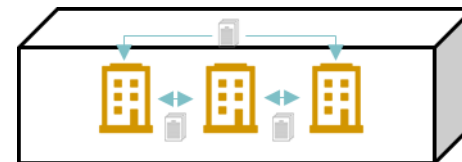
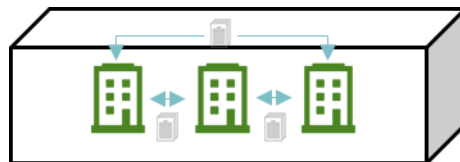
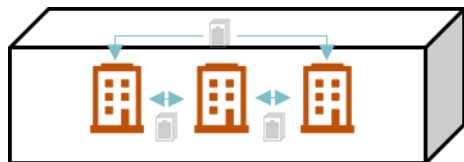
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Data sharing 4.0



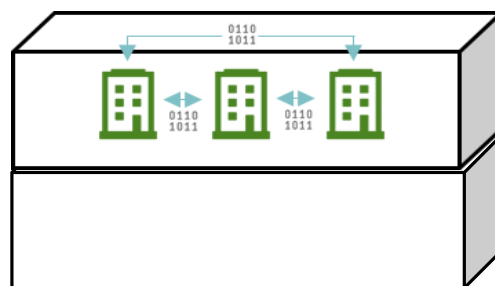


Data sharing 1.0



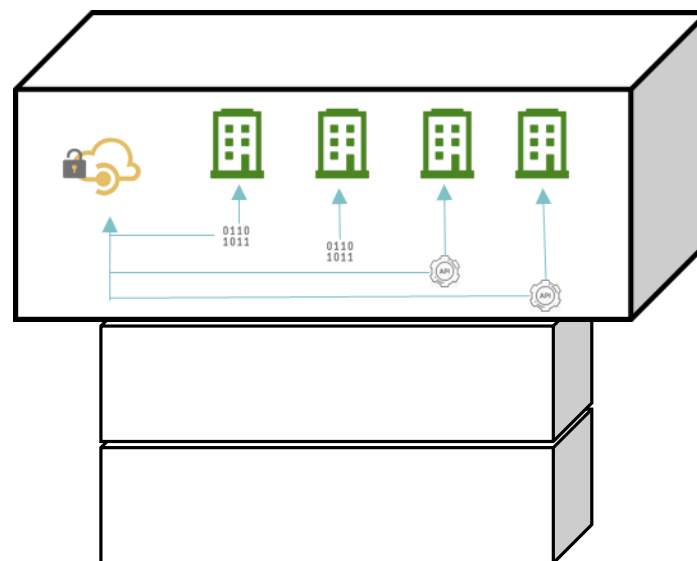


Data sharing 2.0



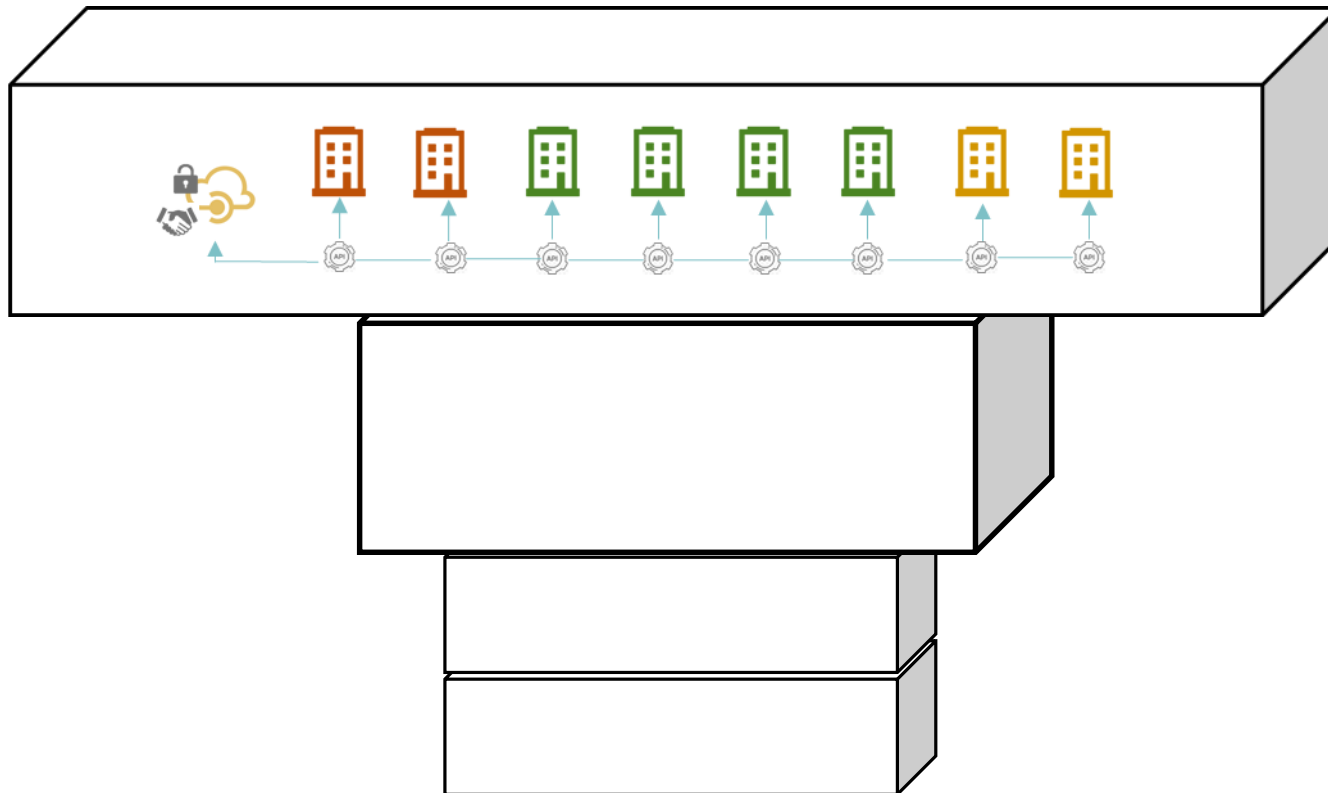


Data sharing 3.0

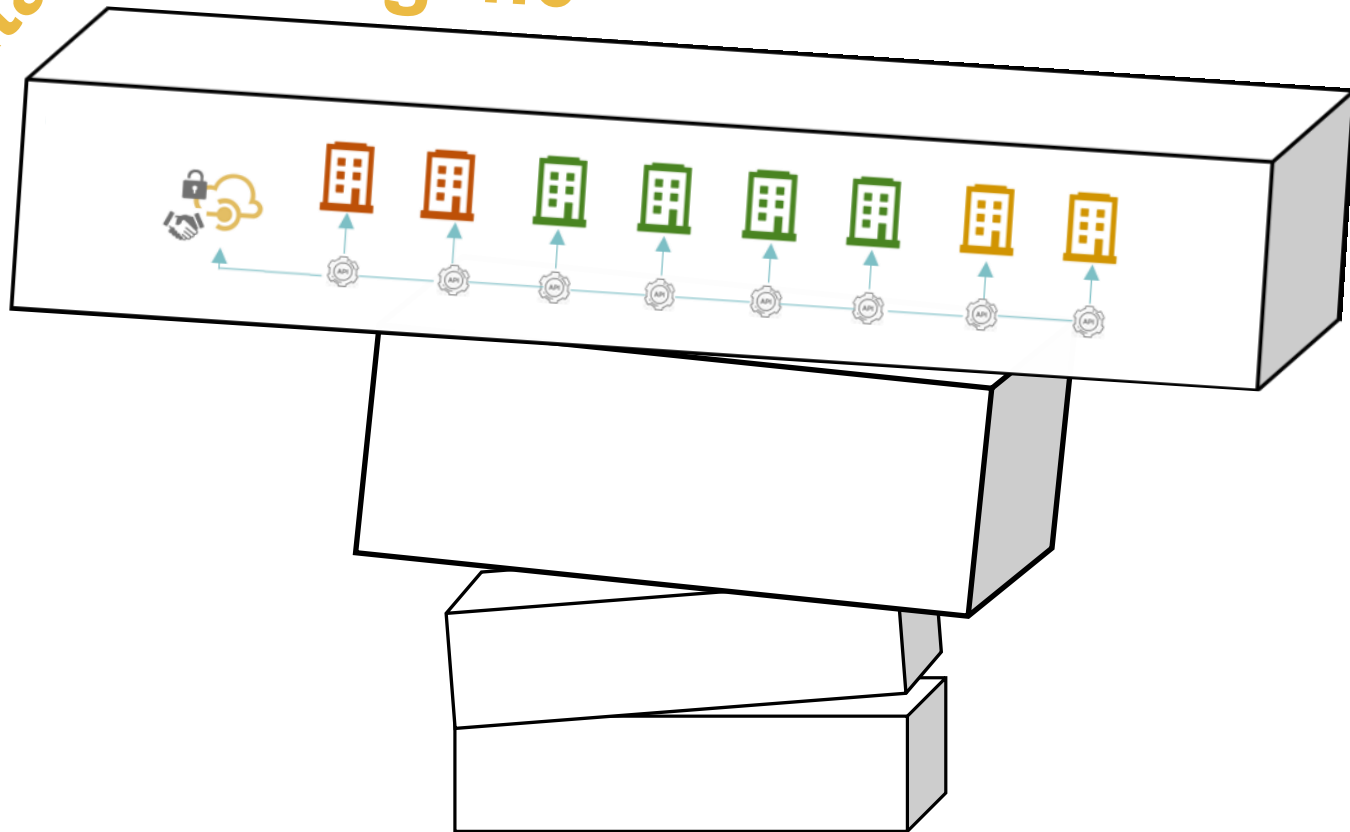


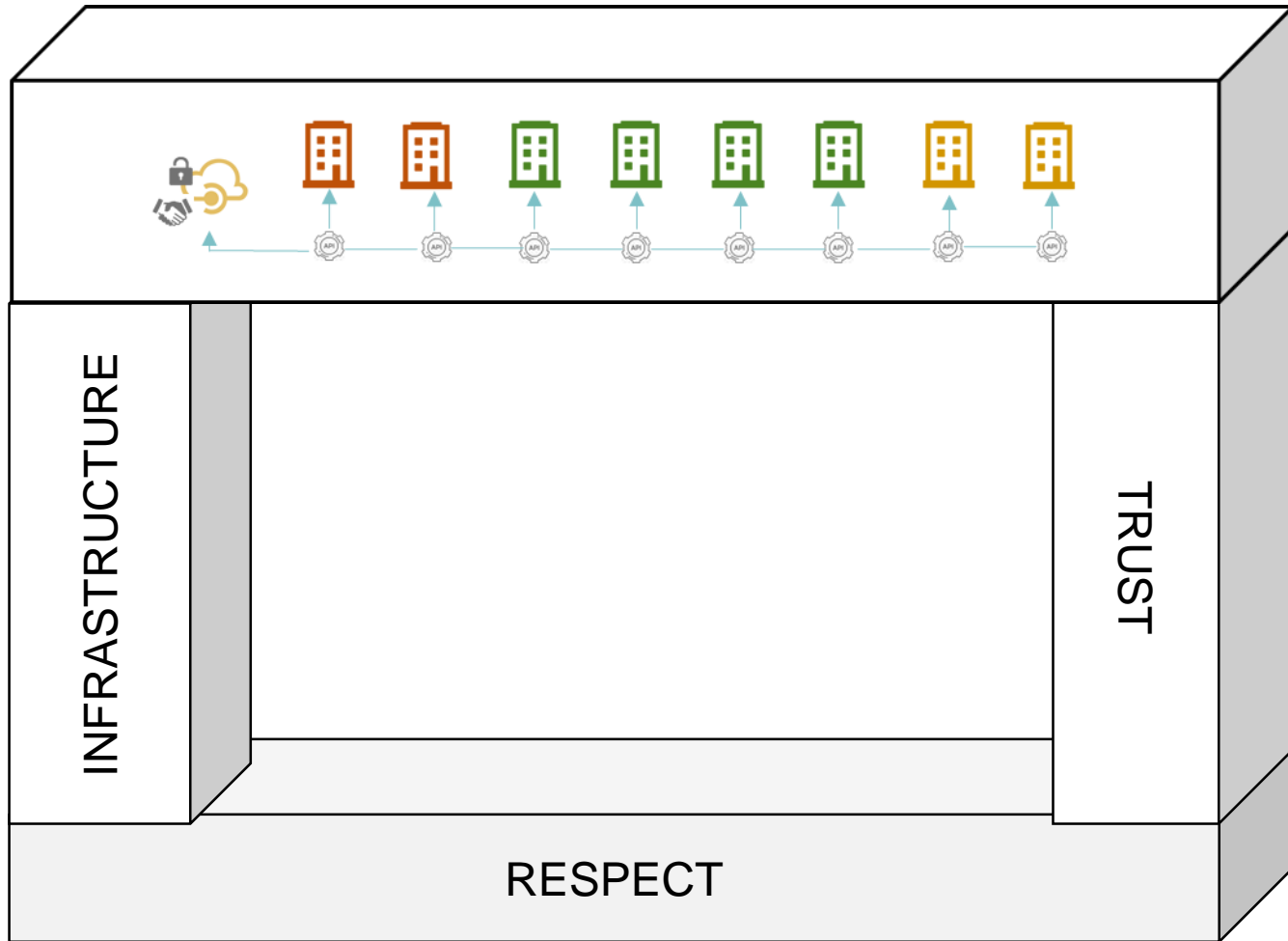


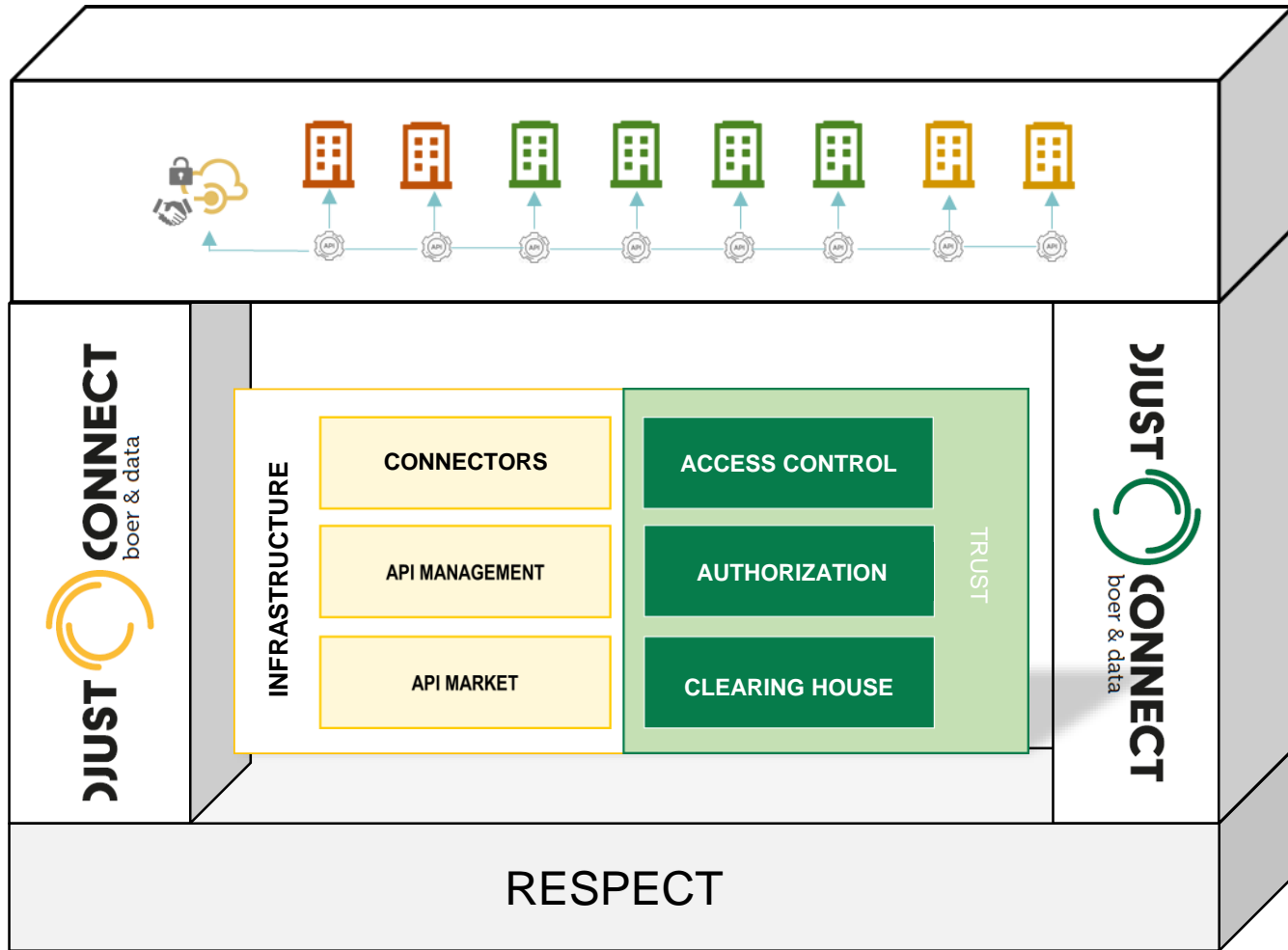
Data sharing 4.0



Data sharing 4.0









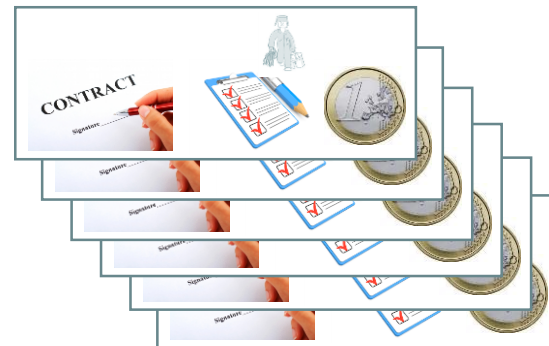
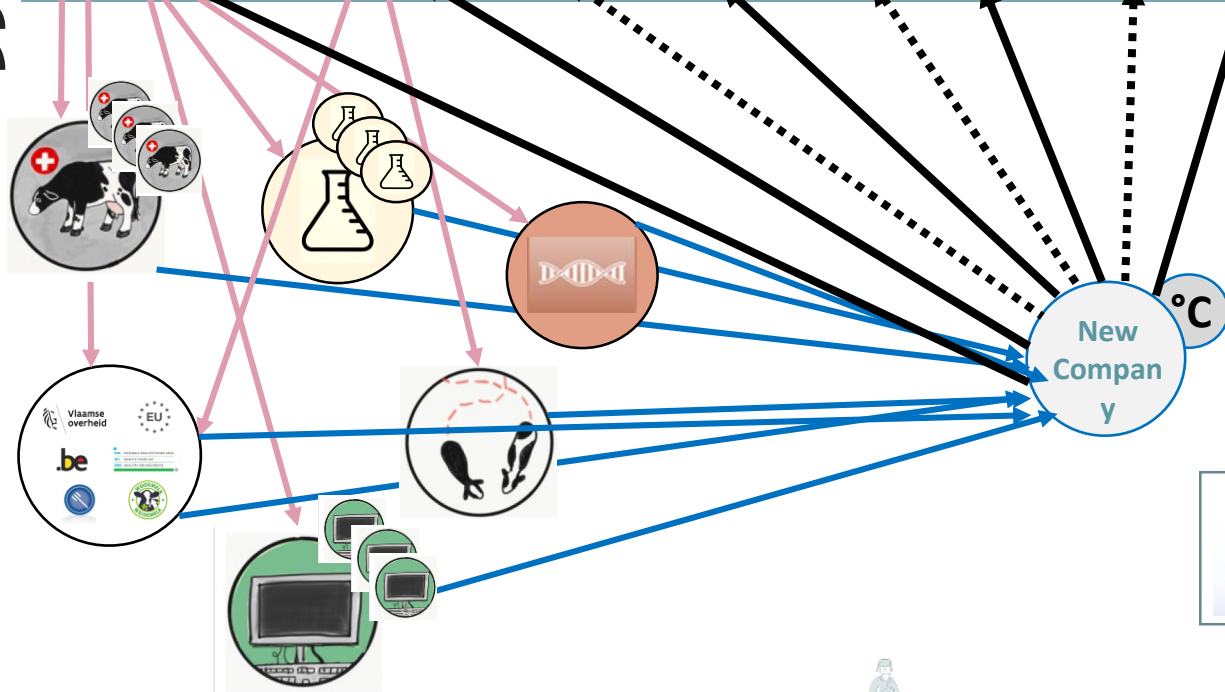
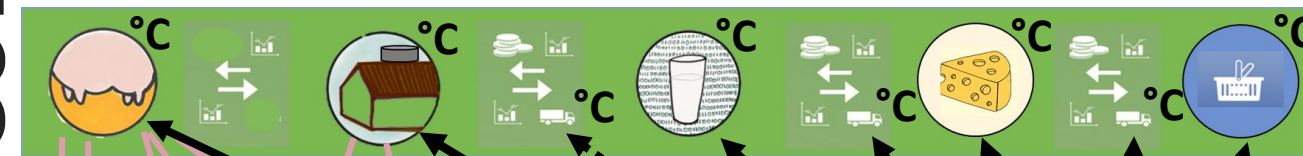
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Let's develop and deploy an app?

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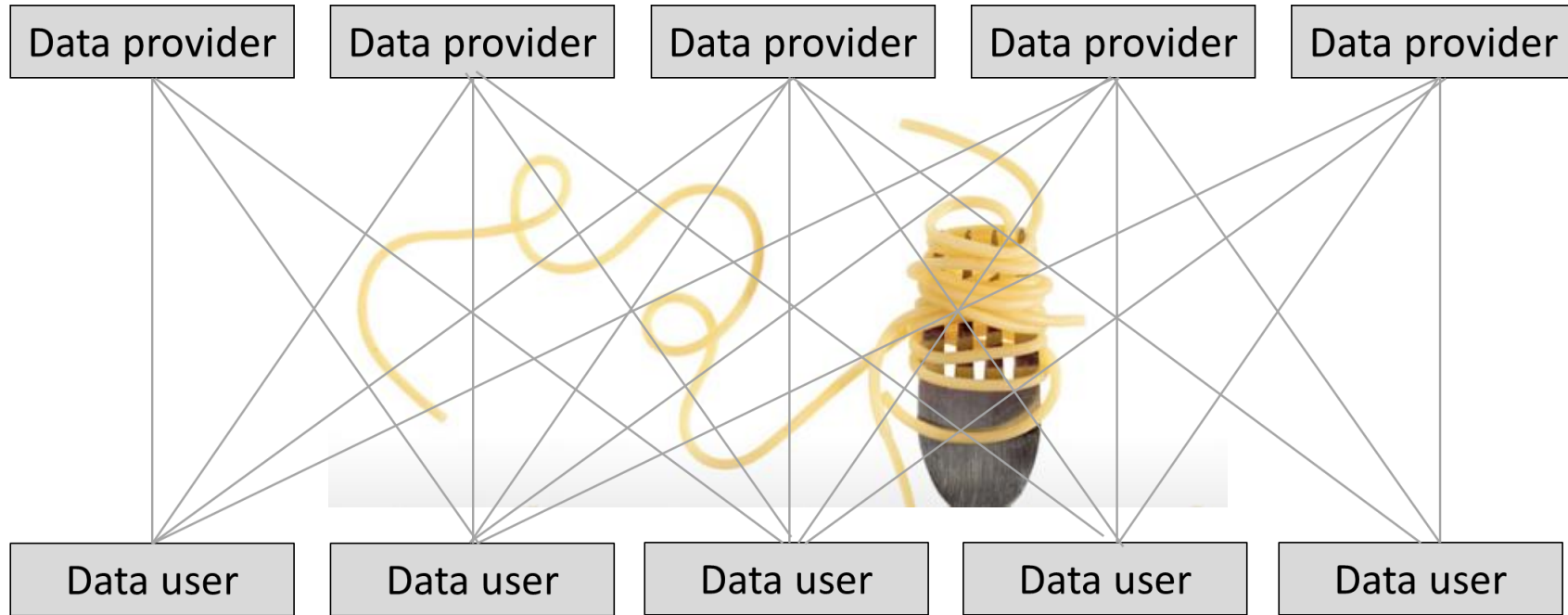




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DATA**

The ecosystem today?

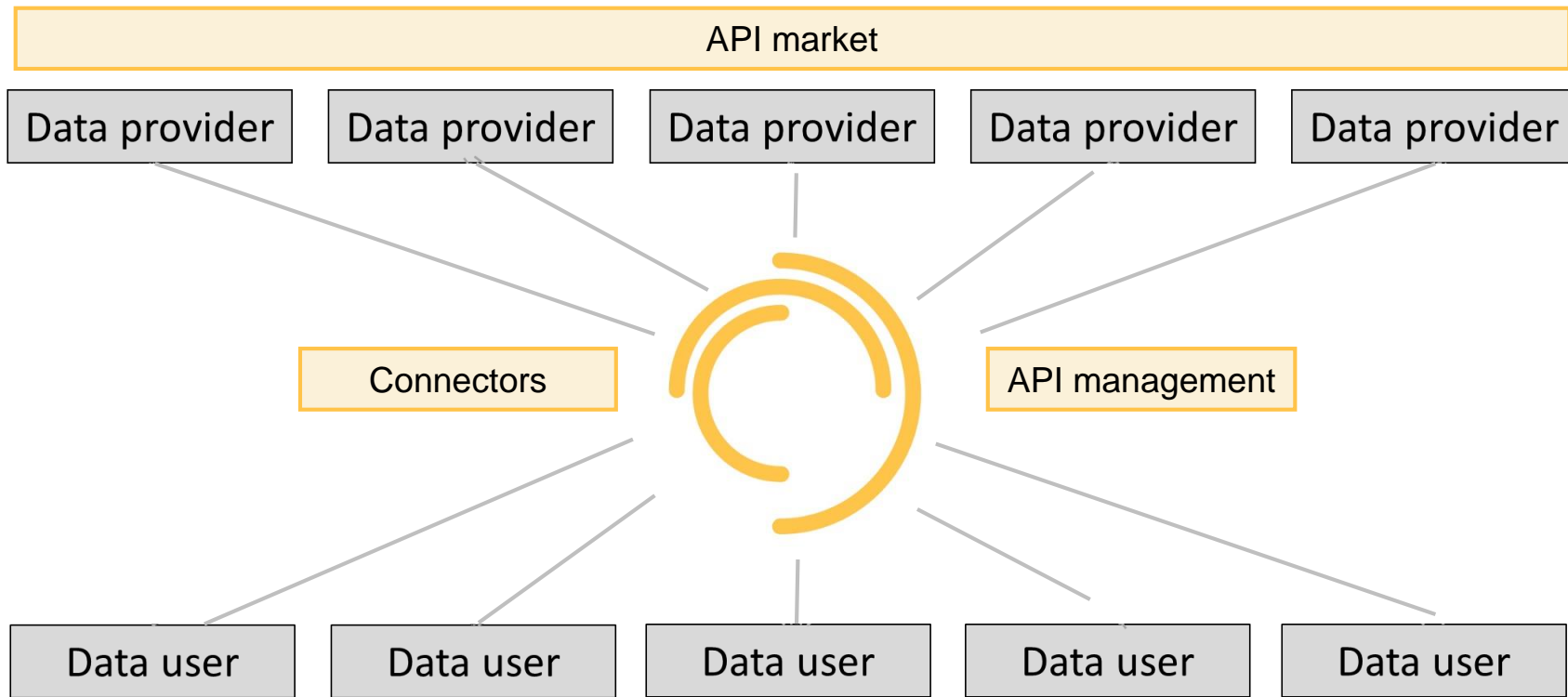




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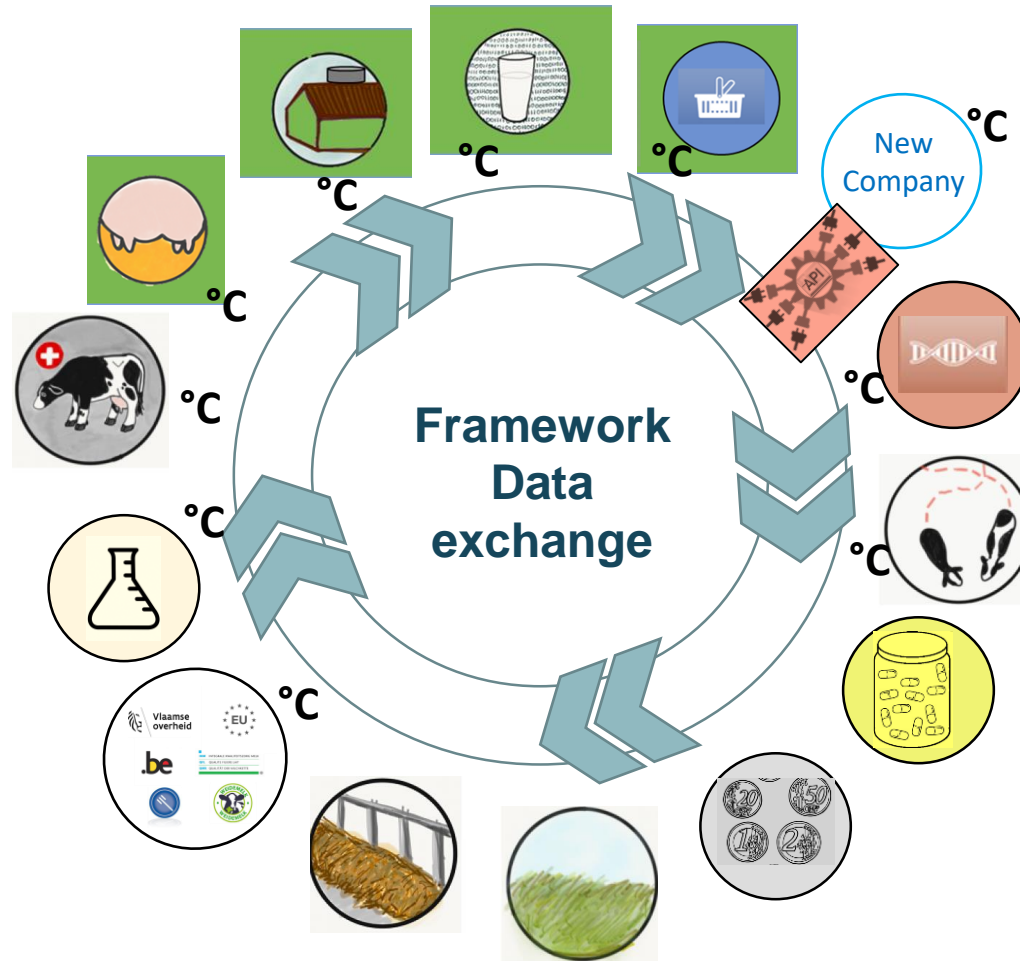


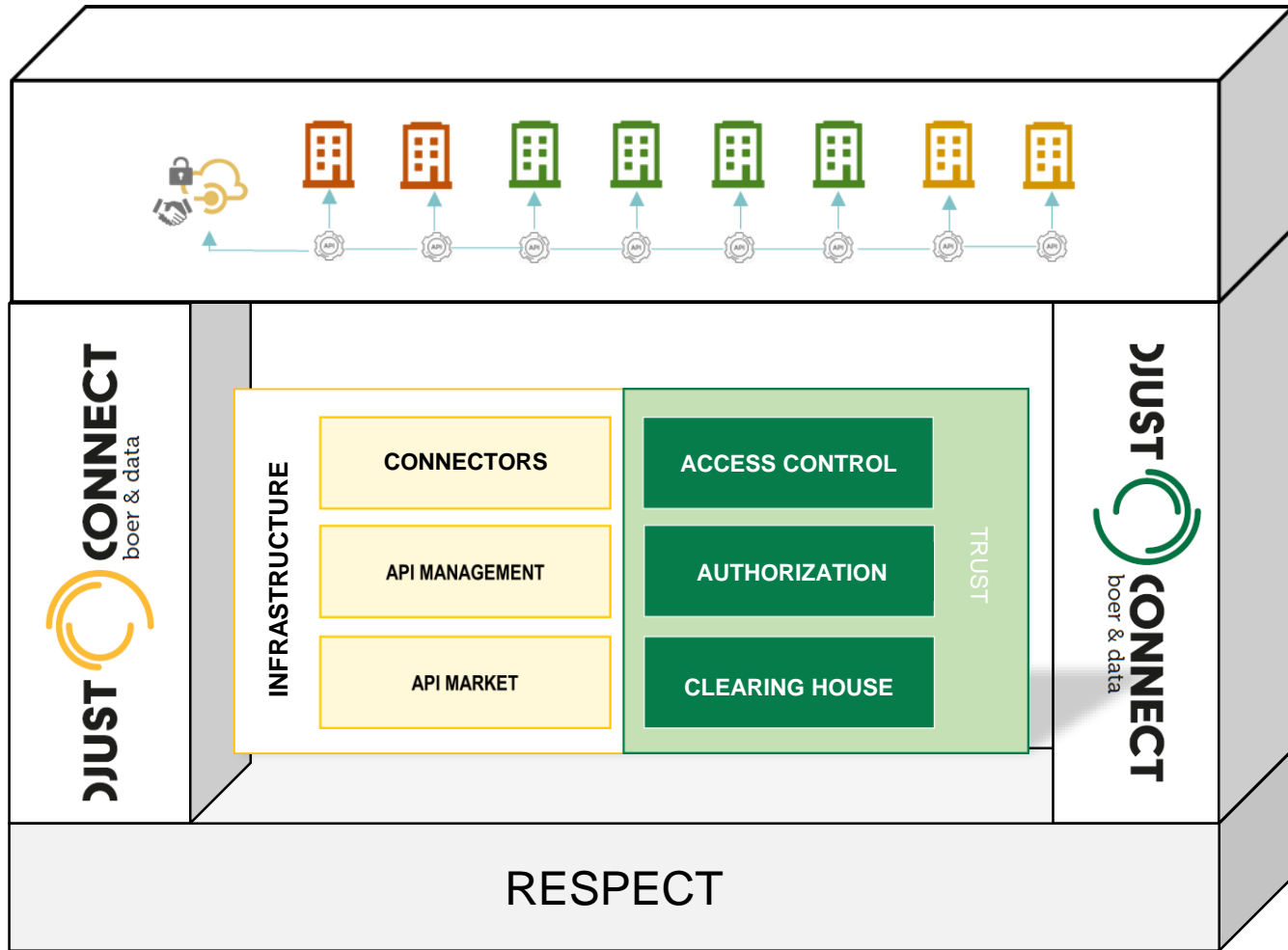


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Infrastructure



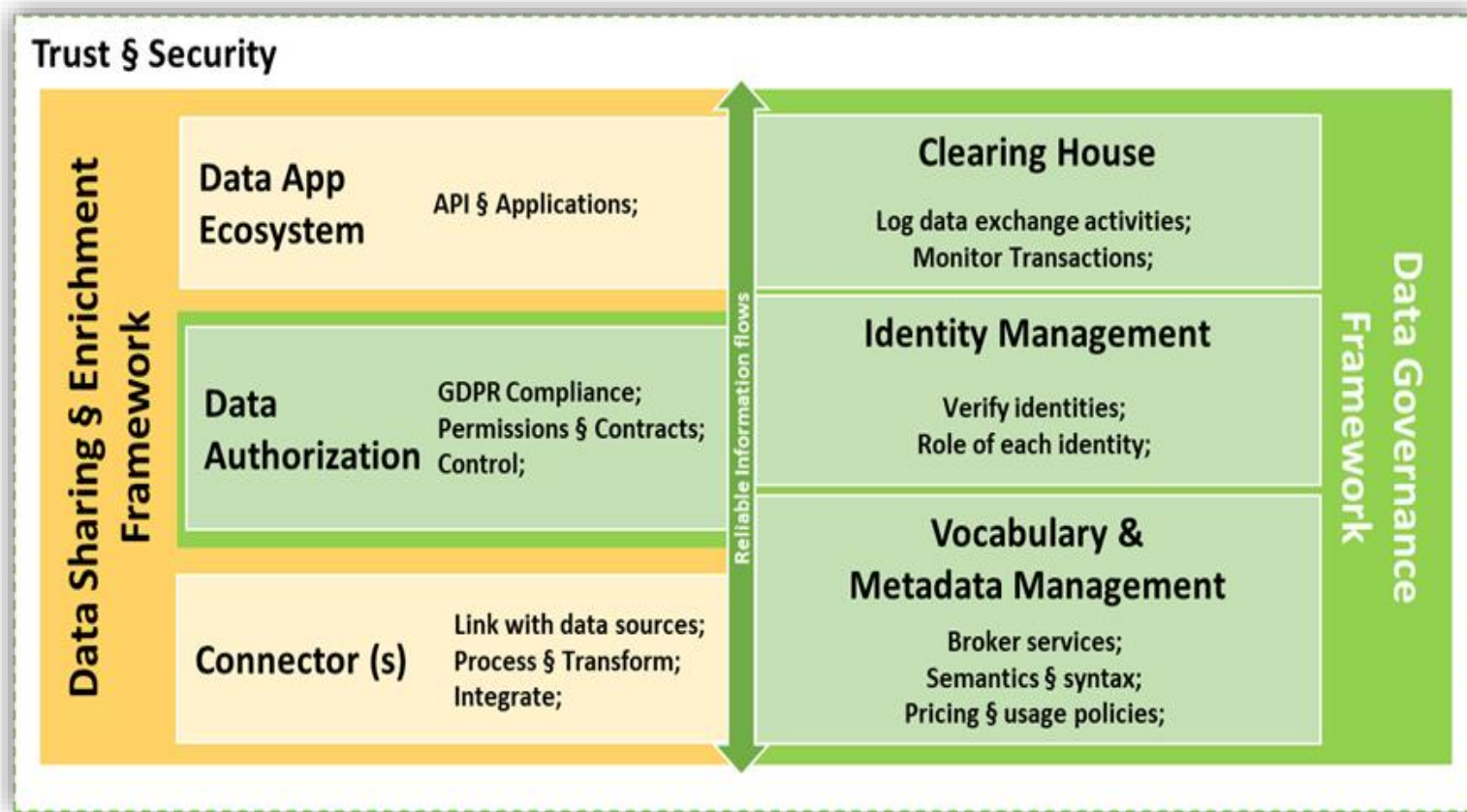




Architecture

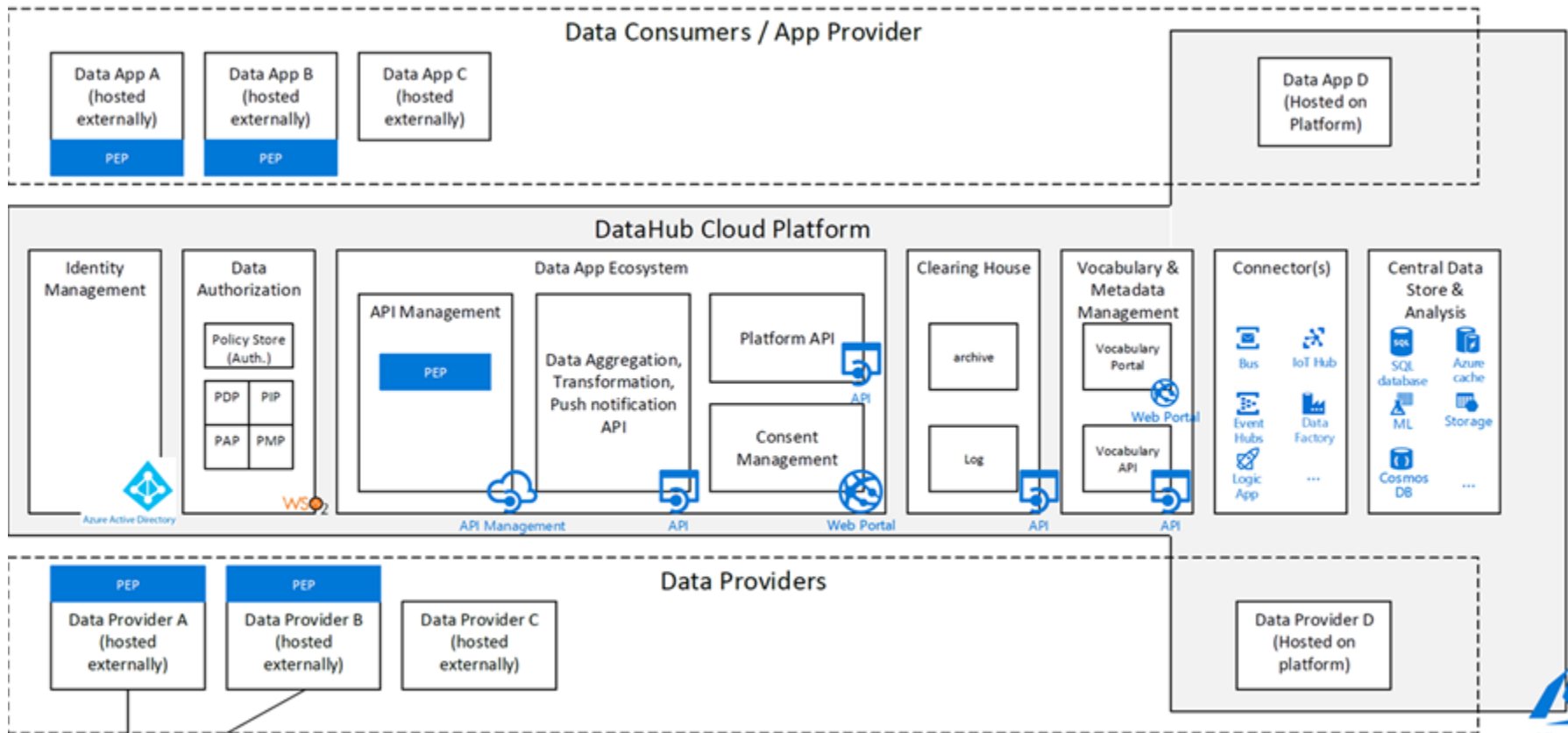
Standards for Data Exchange

Common Governance Models





Data User



Vlaanderen
is landbouw & visserij



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Respect





EU Code of conduct on agricultural data sharing by contractual agreement

Data originator:

- created/collected the data either by technical means or by himself or commissioned data providers for this purpose
- initial rights
- gives access rights
- benefits or compensation
- data portability

Data provider

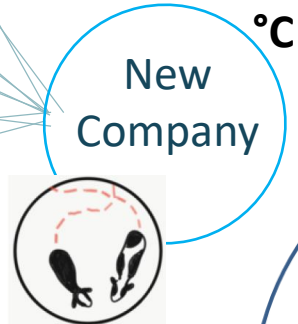
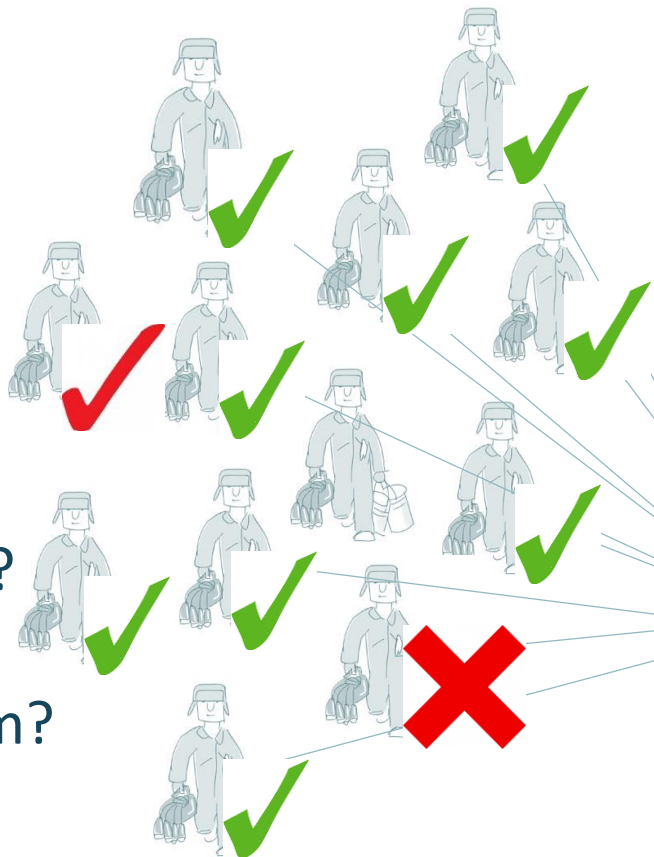
- delivers the data to the user/originator

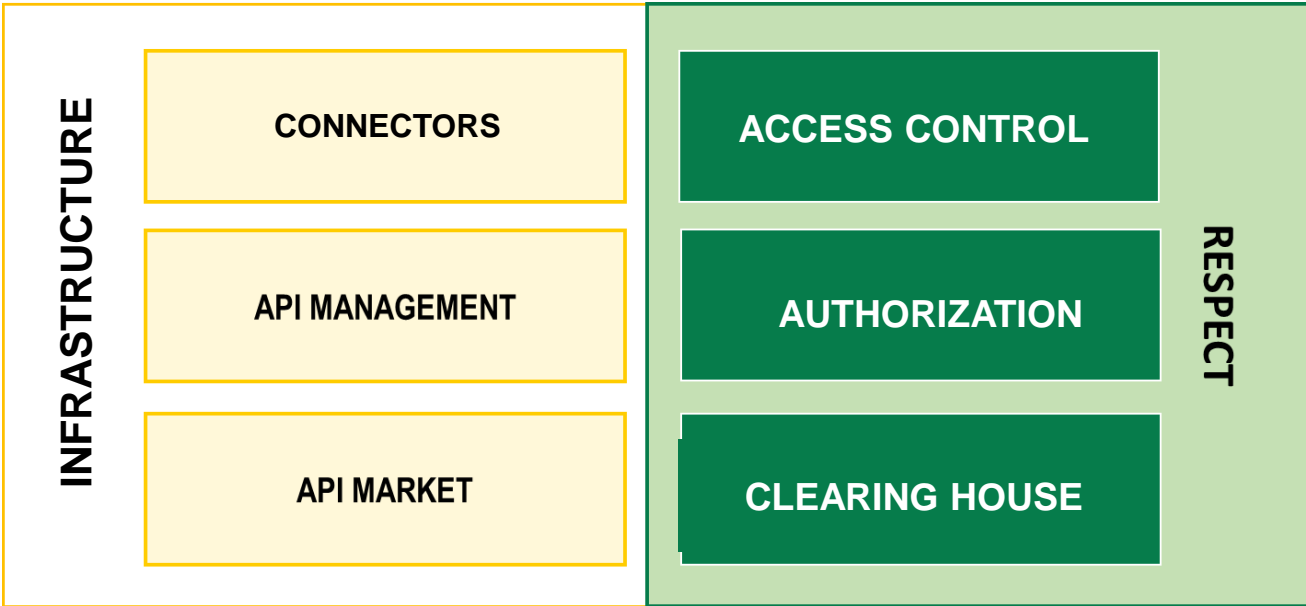
Data user

- Receives data form originator or provider



- ✓ What Data?
- ✓ With Whom?
- ✓ Why?
- ✓ How Long?






Kies manier van aanmelden

Kies hieronder hoe u wil aanmelden. Klik op "meer info" voor uitleg over die manier van aanmelden. Klik op de knop "hulp nodig?" (rechts) voor veelgestelde vragen over aanmelden of om contact op te nemen met de helpdesk.

> **itsme®**

UW LAATSTE KEUZE



[Meer info](#) ?

> **eID en aangesloten kaartlezer**


VEILIGSTE KEUZE



[Meer info](#) ?

> **Beveiligingscode via mobiele app**

GEMAKKELIJKSTE KEUZE



Eerste gebruik? Manier van aanmelden eerst [activeren](#)

[Meer info](#) ?


> **Beveiligingscode via SMS**



Eerste gebruik? Manier van aanmelden eerst [activeren](#)


[Meer info](#) ?

> **VO-token (Vlaamse overheid)**



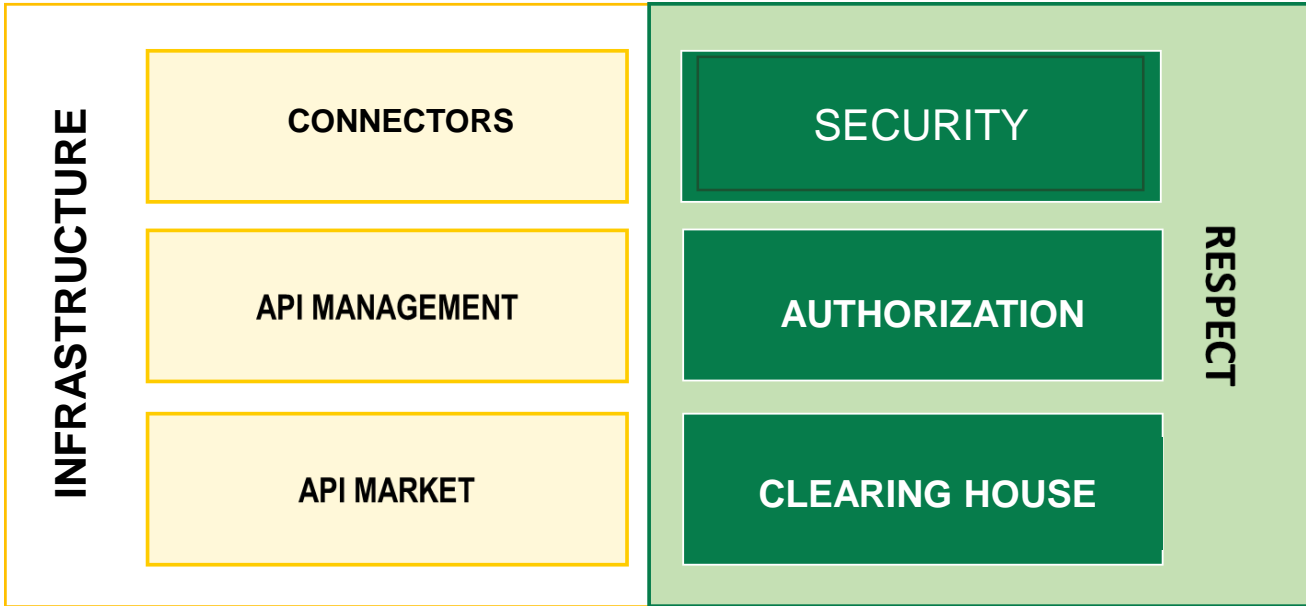
[Meer info](#) ?

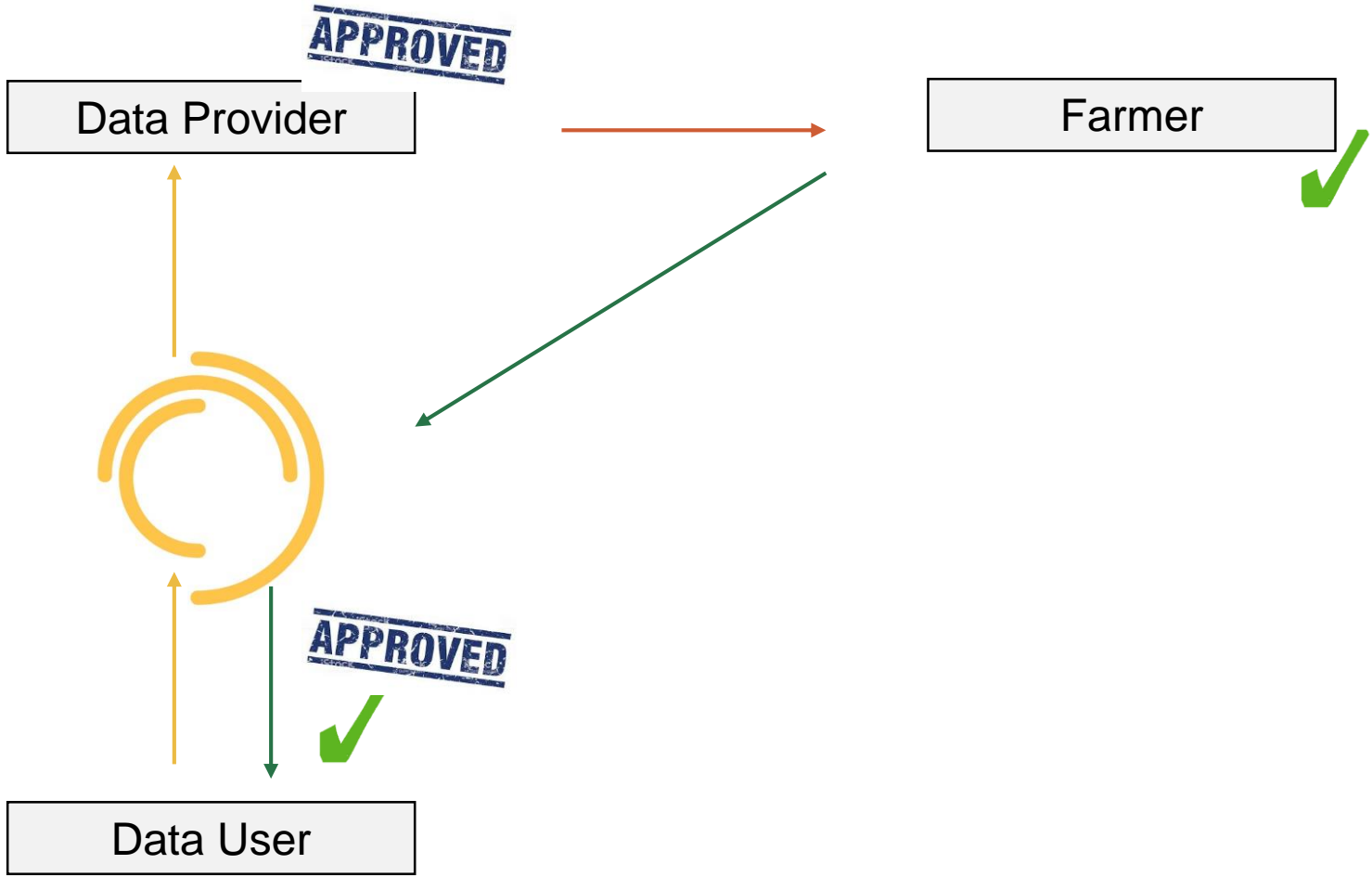
> **Federaal token**



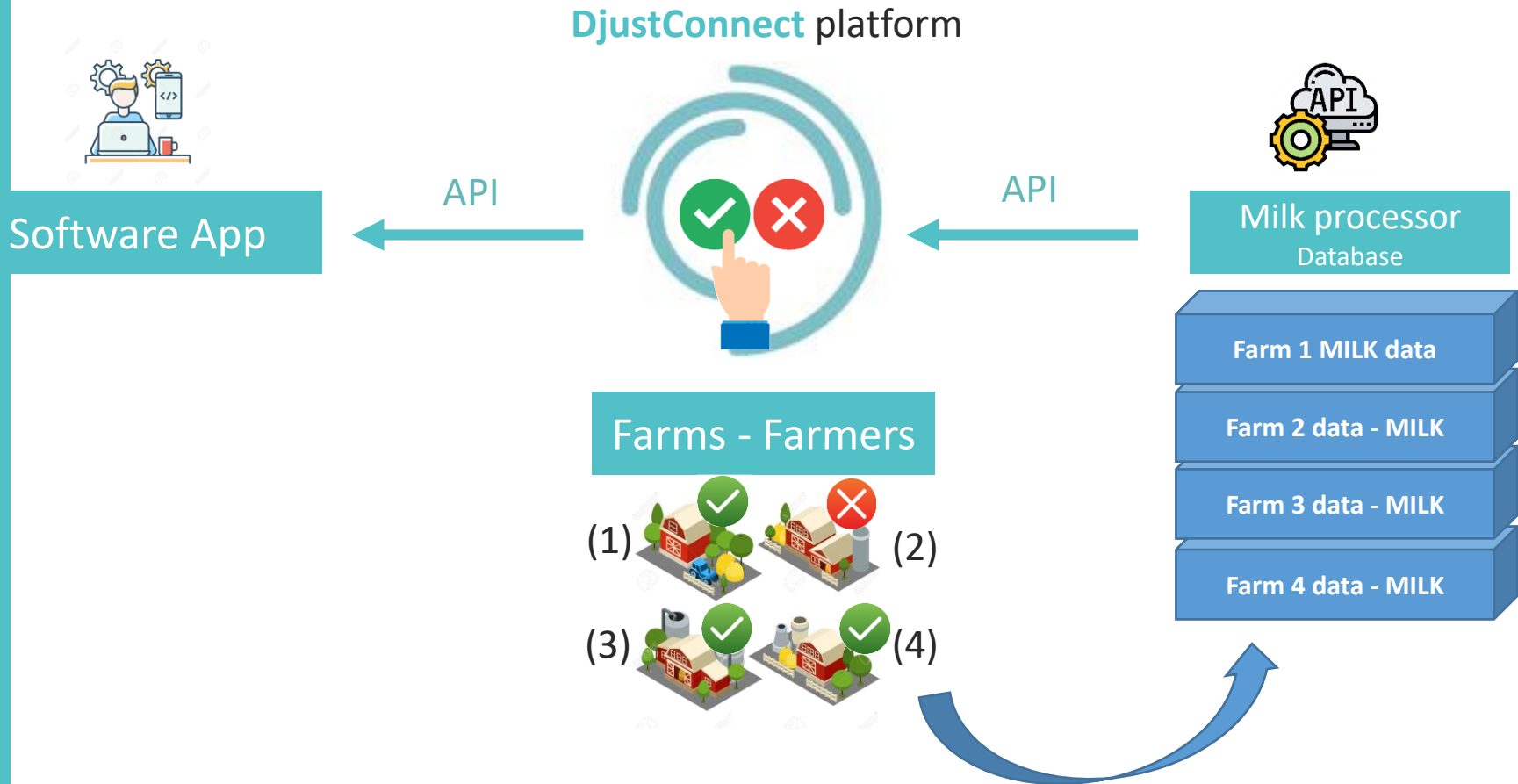
[Meer info](#) ?

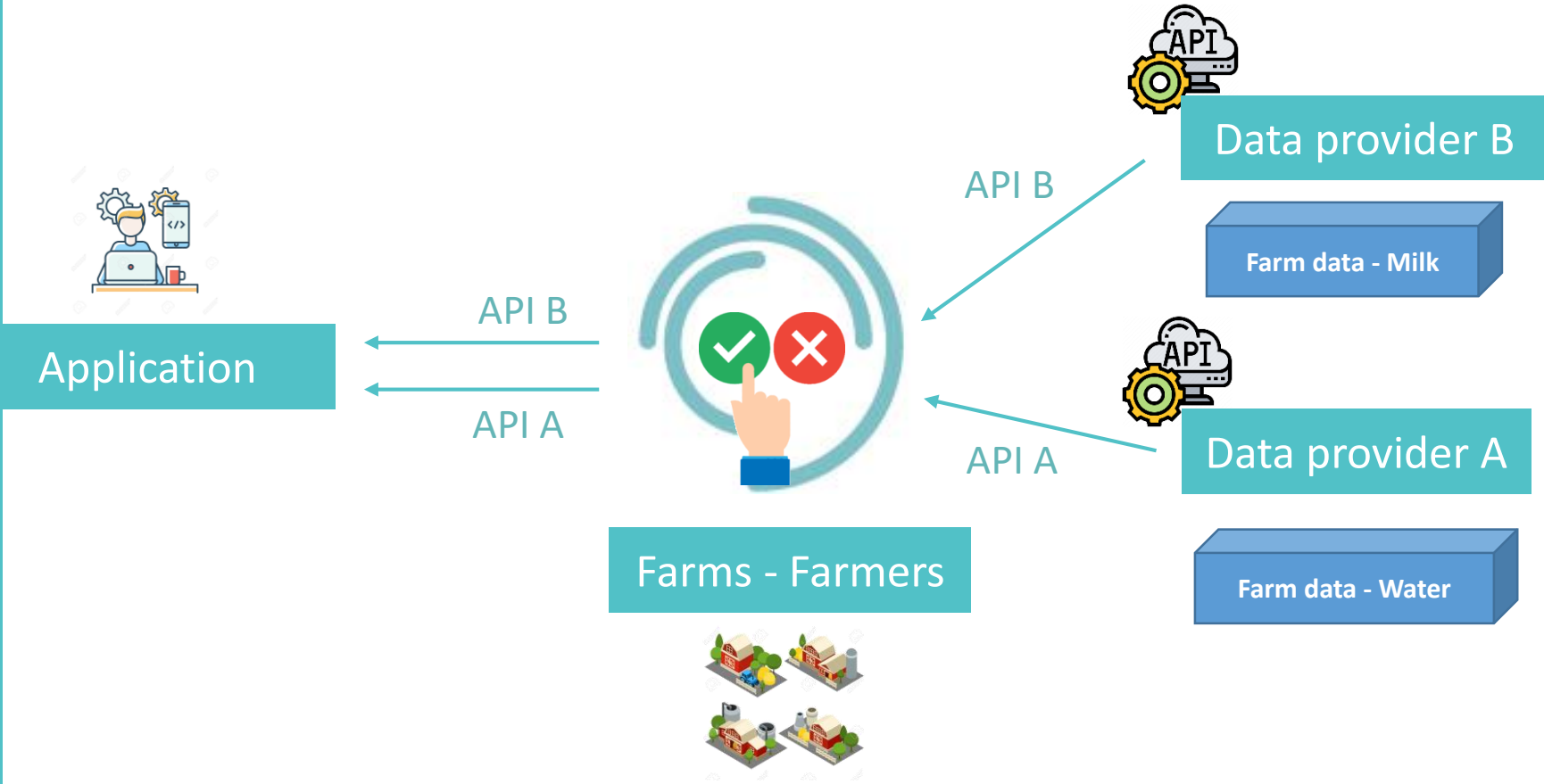
Farmer

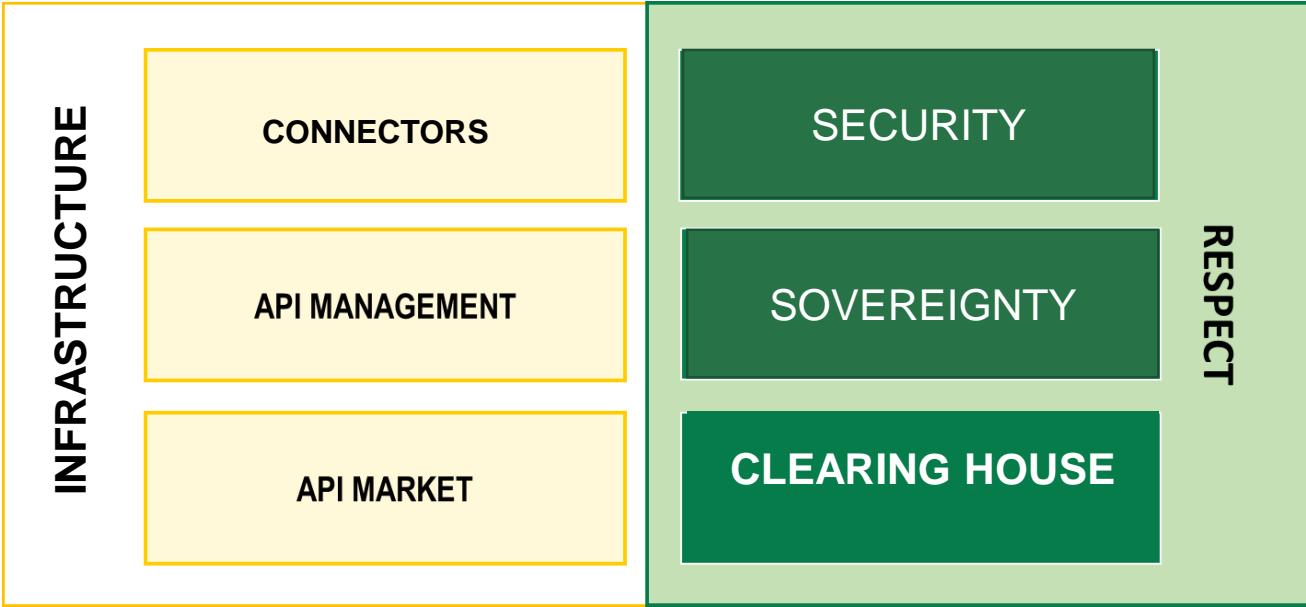




DjustConnect services for the Farmers







Exchanged data (Clearing House)

Showing all data requests from third parties and the corresponding platform action.

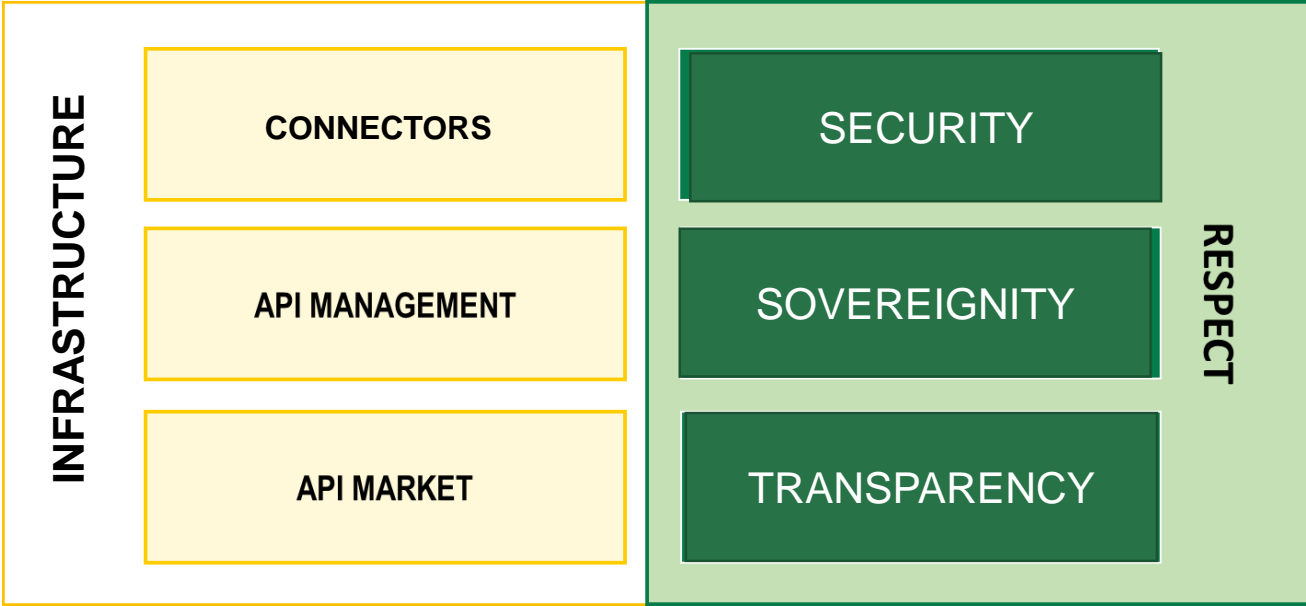
Filter

Data	API	Retrieved on	Retrieved by	Purpose	Action
LabResults	/Data_v2/API	2019/05/15 10:00	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/16 10:00	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/17 10:00	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/17 23:51	App Builder #Z	Detect illness based on milk production	Denied
LabResults	/Data_v2/API	2019/05/18 10:01	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/19 10:02	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/20 10:00	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/21 10:02	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/22 10:01	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed
LabResults	/Data_v2/API	2019/05/23 10:01	App Builder #Y	Retrieve milk volumes on a daily basis	Allowed

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Does not build apps
Provides the sector with **strong**
foundations for doing this



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Roll-out



10/10/2019: Launch event



PERSOONLIJKE UITNODIGING

Netwerkontbijt met lancering IKM-NET

-1^{ste} applicatie powered by DjustConnect-

28 februari 2020

8u30 – 10u

Tent Rundveesymposium

Agridagen Ravels



De driejaarlijkse IKM-audit. Een fantastische hefboom voor kwaliteitsborging van onze Vlaamse melk.

Alleen, de bijbehorende administratieve rompslomp is er voor melkveehouders vaak net iets te veel aan.

*Niemand houdt van papierwerk op zondag.
En niemand stuurt graag een tweede kopie
van een rapport of factuur omdat het eerste
ondergesneeuwd raakte.*

Gelukkig hoeft een audit vanaf 2020 niet meer zo'n gedoe te zijn, want **IKM en ILVO lanceren een nieuwe app**. Mits expliciete goedkeuring van de melkveehouder op zijn DjustConnect dashboard krijgt IKM van onderstaande partners de informatie digitaal aangeleverd.

We vertellen u graag tijdens het lanceringsevenement voor de start van de Agridagen in Ravels:

- ▶ Welke functionaliteiten de nieuwe app heeft?
- ▶ En waarom dit zo'n grote stap vooruit is voor alle betrokkenen?

Nadien krijgt u de kans om te netwerken bij een heerlijk ontbijt.

Gelieve uw komst te bevestigen vóór 21 februari via [deze link](#).

Indien u graag een inkomkaart voor de Agridagen wenst te ontvangen kan u dit ook via de link laten weten.

IKM-NET wordt mogelijk gemaakt dankzij de medewerking van:



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STABLE-TO-TABLE.COM



18/02/2020:

1^{ste} application

12 data providers

4000 users (farmers)



Building a Trusted Data Ecosystem

- RIA

Some examples

- Towards to **Decentralized IDs** (DID) as a way to help individuals and organizations to control their digital identity, without being dependent on any intermediary party.
- The building of **AI models** without the need for data sharing.
- Increase data sharing efficiency and trust by using decentralized data sharing services.
- Development of a common **Agricultural Marketplace** for a sustainable data economy in the European agri-food sector => Common Agricultural Data Space
- Innovative sustainable Business Models
- Looking for transnational cooperation for further research

WORKSHOP 3: Partnership session to match with support actors

NETWORKING



GO-TO-MARKET ACTORS & PARTNERSHIP EVENT

10 DEC 2020 | 15:30 - 17:00 CET

This matchmaking session brings research projects in touch with relevant actors to support their individual go-to-market strategies and provide missing resources.



Meet policy makers
Gain governmental support

Meet corporate actors
Secure distribution support

Meet investors & lawyers
Acquire financial support





Our Trusted Ecosystem - Conclusion

- **Openness:** A data ecosystem where all actors can participate having many different roles.
- **Trust:** Clear governance rules plus a neutral body to perform trust roles (clearing house, identification etc.).
- **Transparency:** All the transactions are Digital. Logs are kept and actors can have access to them.
- **Opportunities:** Provides the ability to the farmers to control the access and usage of their data, participate in the API Economy and transform their data to assets together with the Agrifood business.



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https://www.youtube.com/watch?v=GaB3jz_oGko



<https://www.youtube.com/watch?v=RDHqJ3Prz1I>