

The Future of Information Exchange and ICT in Agri-Food Business

*The role of standardization organizations and business
platforms*

Münich, 5 October 2011



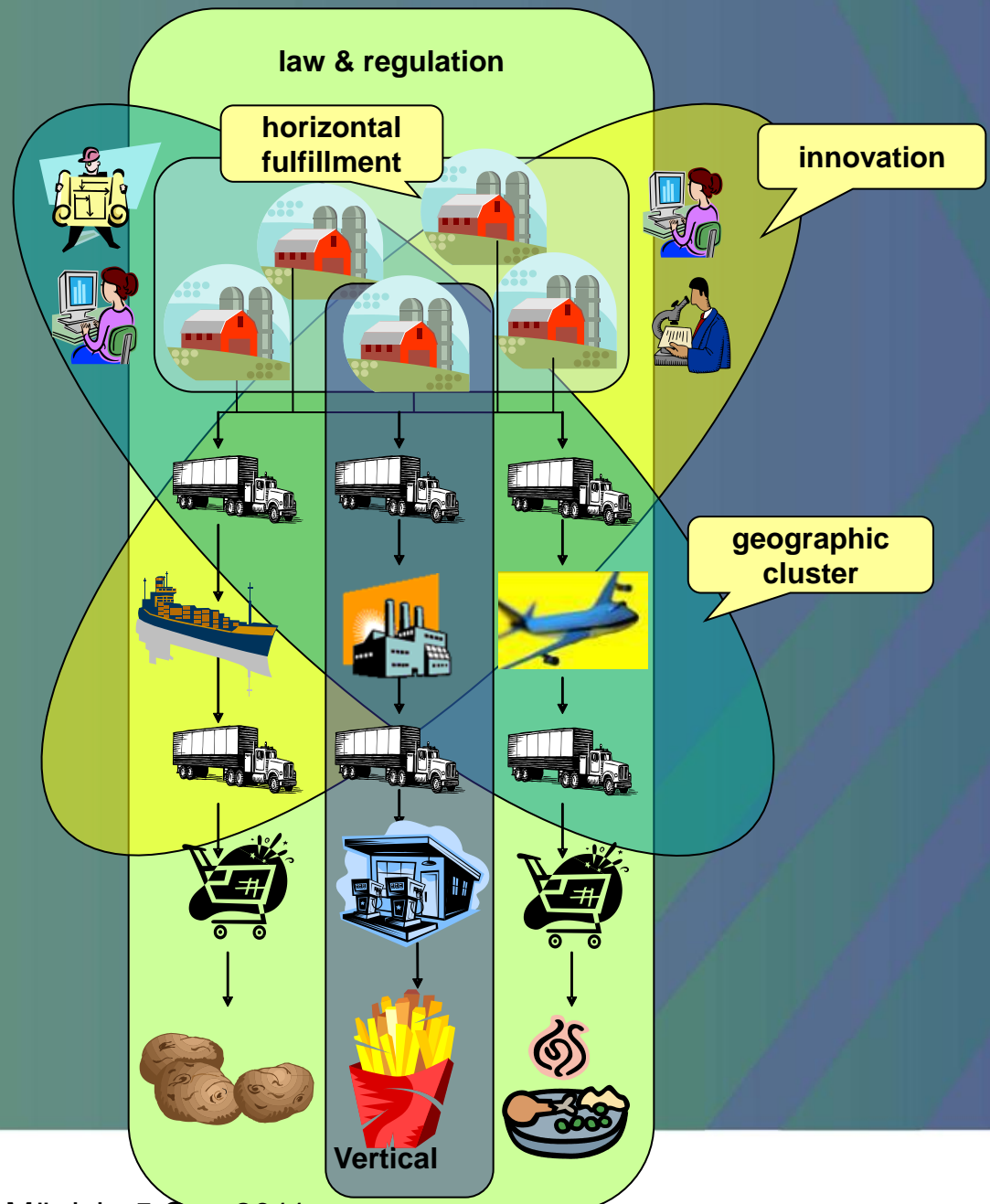
Background and objectives of the workshop

Sjaak Wolfert



multi-dimensional Agri-Food Supply Chain Networks (AFSCN)

- information for communication and control
- ICT plays a crucial role
- farm is a focal company

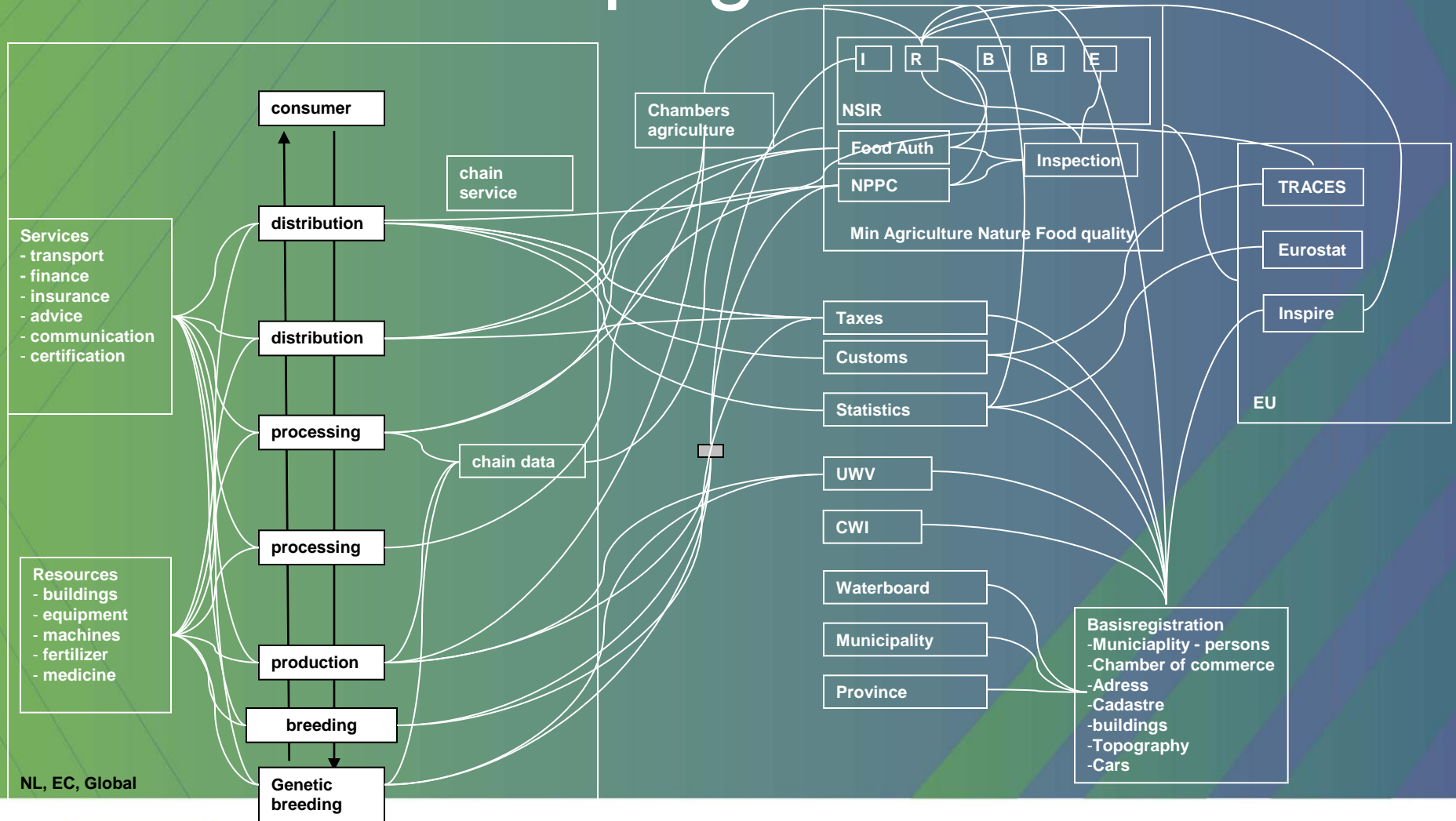


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agriXchange
network for data exchange in agriculture

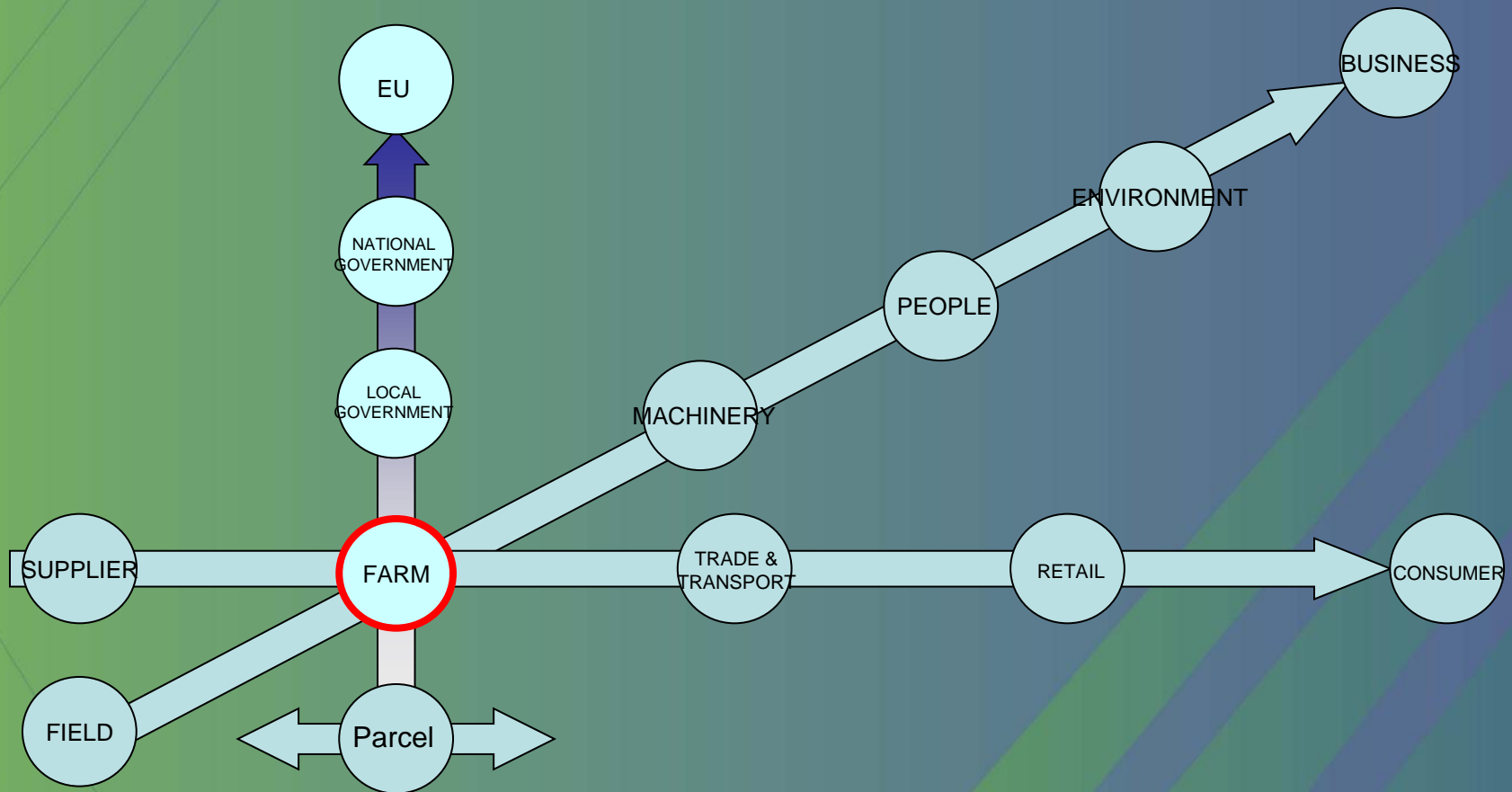
Spaghetti



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Three dimensions of agriculture



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Problem statement

- increasing, complex requirements for handling of data that are part of various processes
- how to deal with existing installed base of information systems?
- how to integrate these systems smoothly?
 - need for integrative framework
 - need for coordination network

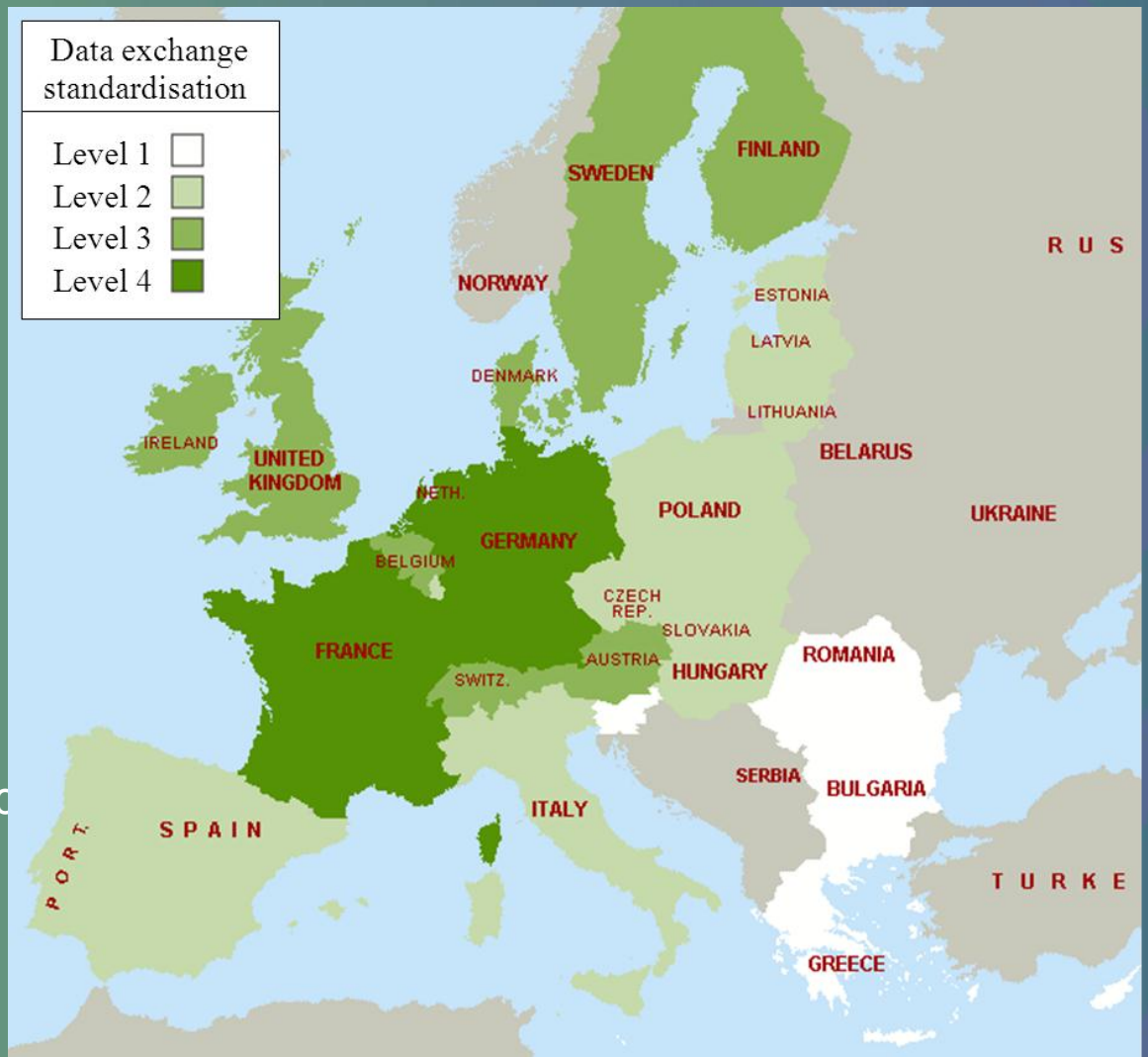


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Levels of maturity in data integration in the EU member states



Level 1 None or hardly data integration

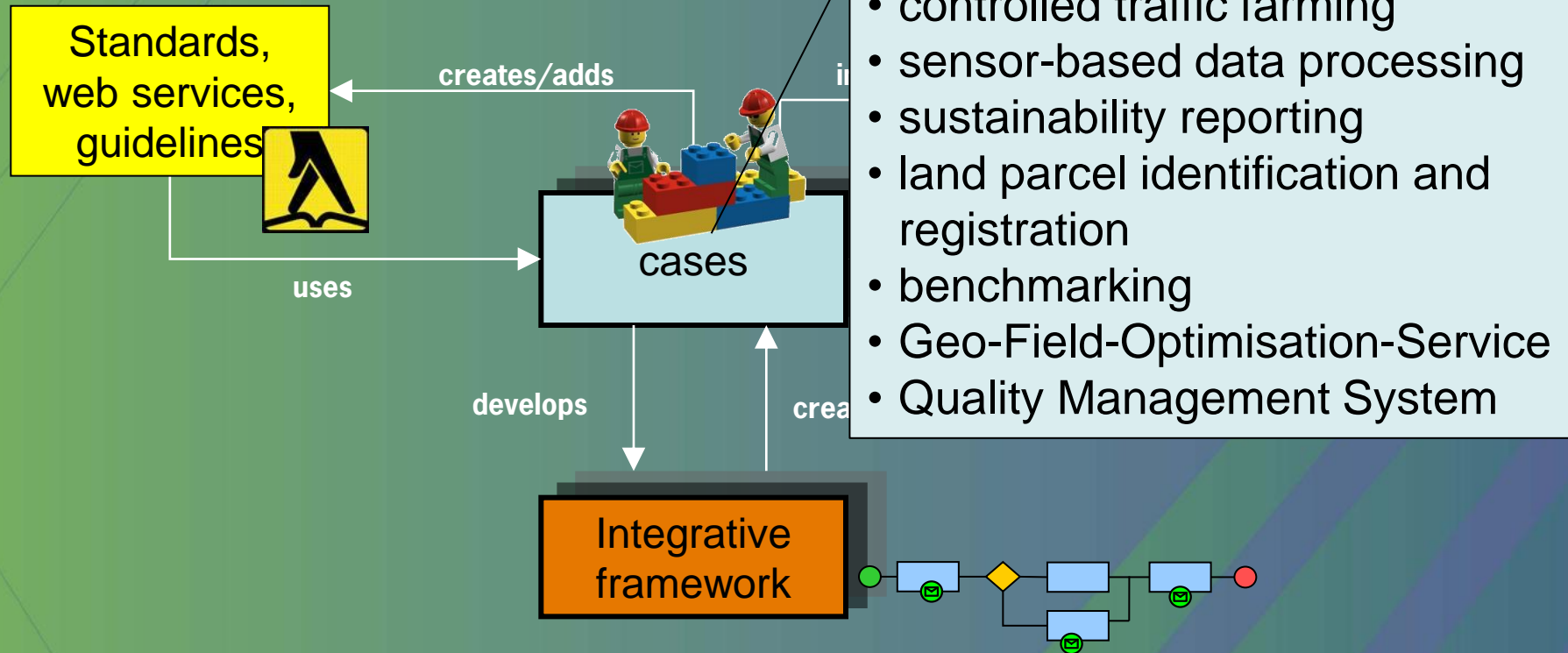
Level 2 Poor developed

Level 3 Rather well developed

Level 4 Quite well developed



agriXchange Living Lab platform



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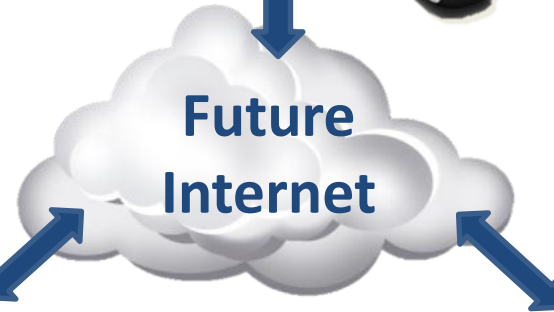


3 Use Case Scenario's: from farm to fork

Smart Agri-Logistics



Smart Food Awareness



Smart Farming



Workshop objectives & agenda

- update each other with relevant information on information exchange in agri-food
- update each other about the role of different organisations and to provide an inspiring vision for the future
- to identify and discuss scenarios in which different organisations (as represented in this workshop, but also possibly others) cooperate



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Business model scheme

