



PLF Project : Bright Farm by Precision Livestock Farming

THE PROJECT ON THE FINGER

- **INVOLVED INSTITUTIONS**

20 Institutions including Research institutes, Universities, SMEs and other centres.

- **WHAT IS SMARTFARMING?**

Smart Farming attempts to detect the needs of animals with continuous monitoring using sensors and other technologies.

- **HAVE WE CAUGHT YOUR INTEREST?**

Our aim is to reach teams that have been working on products, technology or services useful in Smart Farming

INFORMATION ABOUT THE PLF PROJECT

The growth prospects for the global livestock industry are excellent: demand for meat will continue to grow at an astounding pace for at least the next 3-4 decades. More meat production, larger groups of animals, concerns about animal welfare, the environment and health, however, will require more and more technology in this process to make sure that both animals and humans can cope with the growth.

This is a unique chance to start your own high tech business, or to enter this market with your technology.

This activity is fully funded by the European Commission through the EU-PLF project. EU-PLF is a 4 year project started in Nov. 2012 that attempts to promote Smart Farming and attract new technology players into this field. The project – based on a collaboration between biologists, engineers, economists, SMEs and Smart Farming industry leaders – will produce a blueprint for the creation of high tech businesses in Smart Farming. The blueprint will be validated through the creation of a number of high tech spin-offs.

PLEASE REPLY TIMELY TO INFO@EU-PLF.EU TO CONFIRM YOUR INTEREST

STARTING A HIGH TECH BUSINESS RELATED TO SMART FARMING

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WHAT DO WE OFFER?

We are selecting now research institutes, universities, SMEs and other centres that would like to see their research or technology turn into real-life businesses.

We will coach 10 European teams in the art of starting a high tech business related to Smart Farming using a proven coaching methodology that already resulted in over 60 spin offs. In addition, the best four teams will be provided with prototype funding of a total of 100,000€ to showcase their innovative product or service. And they get a chance to work side by side with some of the world industry leaders in this field.

WHAT IS SMARTFARMING?

Smart Farming (also known as Precision Livestock Farming or PLF) attempts to detect the needs of animals with continuous monitoring using sensors and other technologies and assists farmers to manage their livestock better. The aim is to increase animal health and welfare, to improve control of the environmental impact and to increase the social acceptability of farming. The European Commission has a focus on Smart Farming and production intelligence due to its world-wide economic potential.

HAVE WE CAUGHT YOUR INTEREST?

Your technology might be a winner in the field of Smart Farming. Therefore we hope that the above is of interest to you and that you would confirm this by replying to us. In the next stage we will arrange a visit where our purpose and proposal will be explained in more depth. Our aim is to reach teams that have been working on products, technology or services useful in Smart Farming and to assist them in creating a successful business in the market.

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