

Hungarian farm advisors acting as “innovation hubs” in EIP-Agri type operational group project applying interactive innovation methods and digital tools to track grey cattle herds using IoT technology

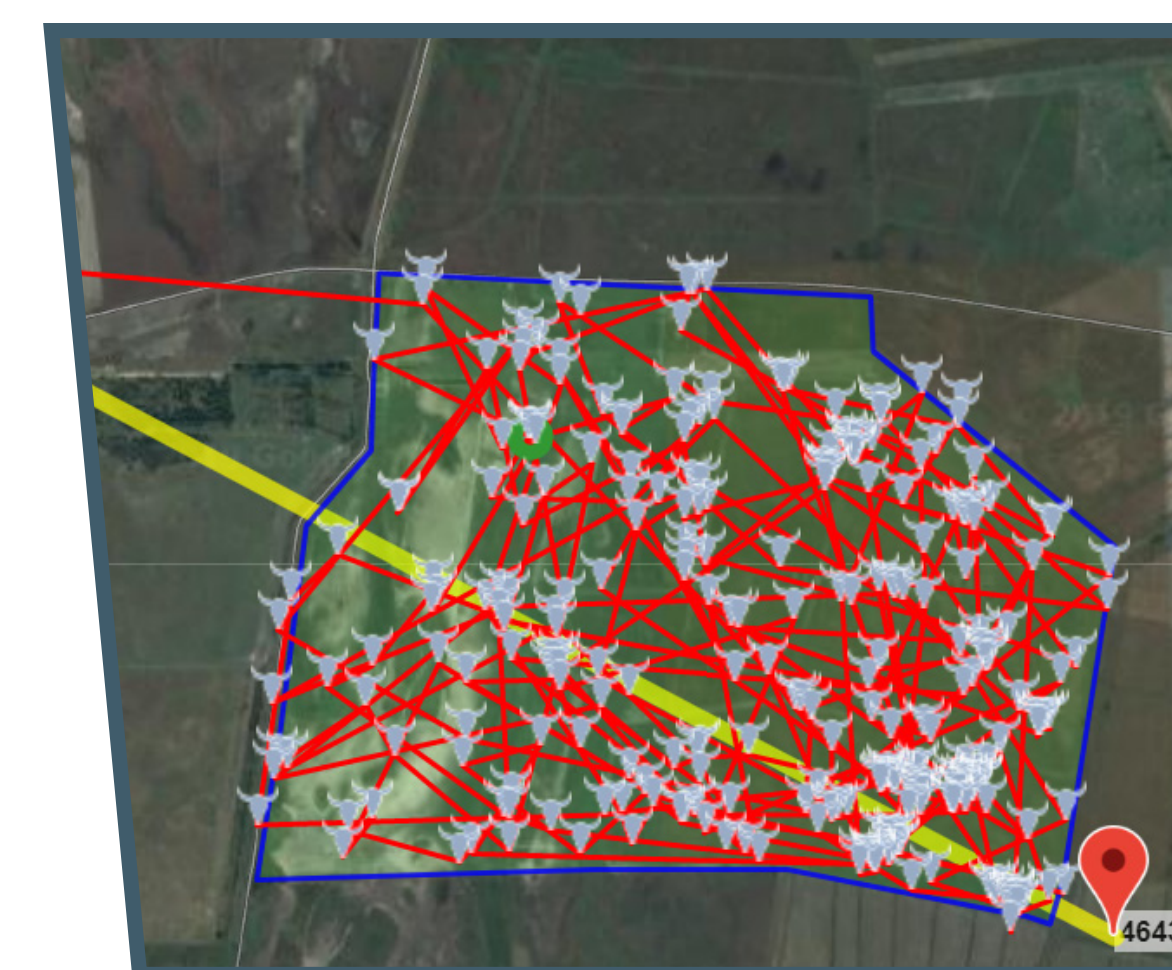
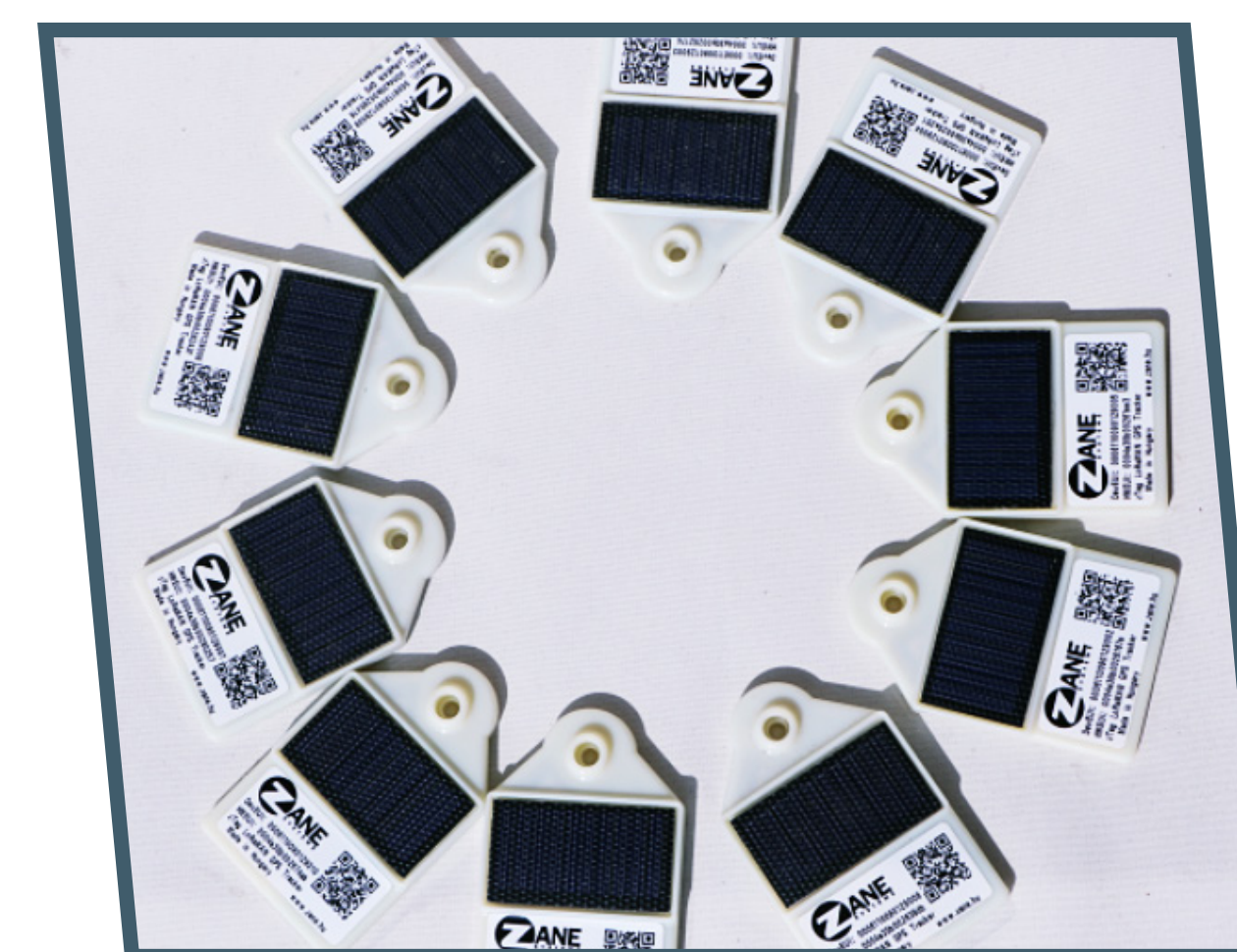


In the Hungarian Puszta, grey cattle are grazing without fences in very large areas. A group of advisors had the idea to test an IT-system which allows them to monitor the movement of the cattle. The sensors - developed by the project especially for this rough breed - have similar size like normal ear tags. They are powered by a solar cell and communicate via LoRaWAN which enables long-life, long-distance operation. The geo-location of the cattle and the temperature can be followed in real time via map view interface on a mobile device, and the collected data be analysed for various purposes.

The advantages are:

- ✓ No need to travel
- ✓ Information on animal health
- ✓ Improved pasture management
- ✓ Virtual fencing

The key role for advisors in innovation processes is to develop a trustful network between all partners. Building trust with a farmer especially requires time and sustained service with good performance, which may also develop strong informal ties with the advisor.



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