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SMART FARM & AGRI-ENVIRONMENTAL BIG DATA VALUE

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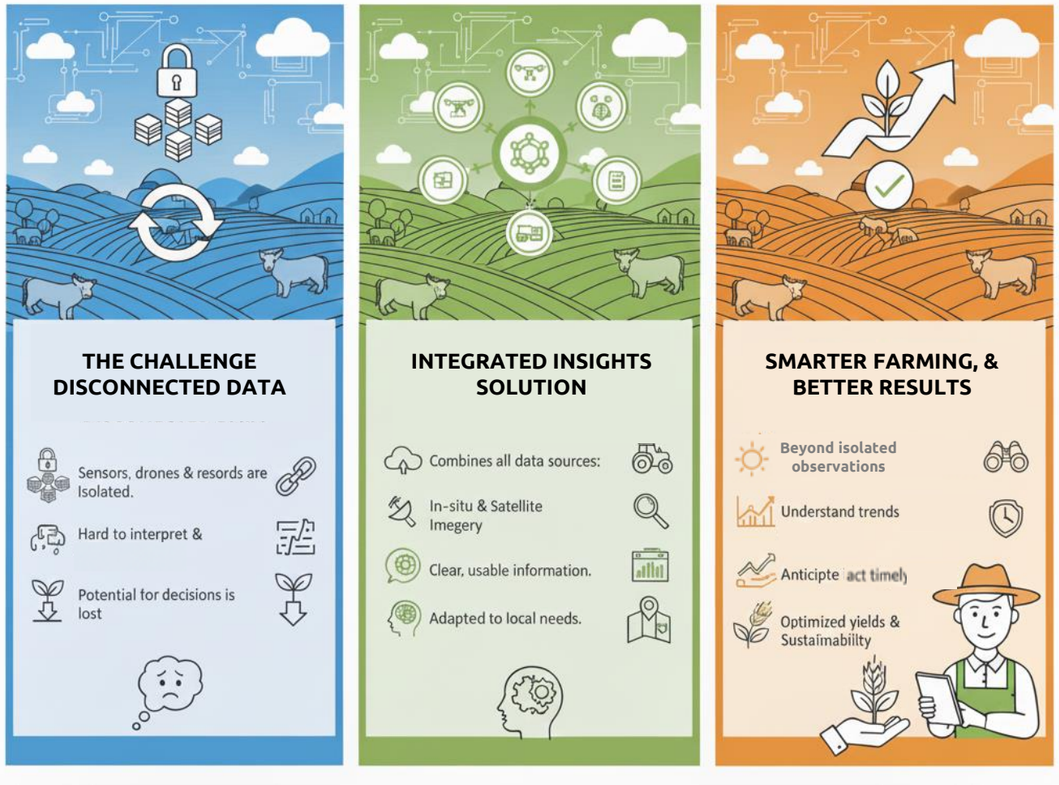
From Data to Action on the Farm

Farms already generate valuable data, but too often it remains disconnected, difficult to interpret or locked inside individual systems. As a result, much of its potential value for daily decision-making, planning and optimisation is never fully realised.

AgriDataValue brings these data streams together and turns them into **clear, usable insights for everyday farm decisions**. By combining in-situ sensors, drones, satellite data and farm records, the project supports smarter management of crops and livestock, adapted to local conditions, seasonal dynamics and real operational needs.

This integrated view allows farmers to move beyond isolated observations and gain a better understanding of trends, interactions and cause–effect relationships on their farms. Rather than responding only when problems occur, farmers are supported in anticipating issues and acting at the right time.



Designed Around Farmers' Needs

The Smart Farming toolbox developed in AgriDataValue supports farmers in key operational areas, **including**:

- **Crop and livestock monitoring in real time**
- **Optimization of irrigation, fertilisation and input use**
- **Early detection of stress, risks and anomalies**
- **Documentation and evidence for CAP compliance**

A core principle of the project is **usability**. Tools are designed to integrate smoothly into existing workflows and support everyday decisions, without adding technical complexity or administrative burden.

A key innovation is the use of **explainable AI**, ensuring that recommendations are understandable and transparent.

Farmers can see the reasoning behind a recommendation, assess its relevance to their own context and decide whether and how to act on it. Data ownership remains with the farmer, reinforcing trust, confidence and long-term adoption.