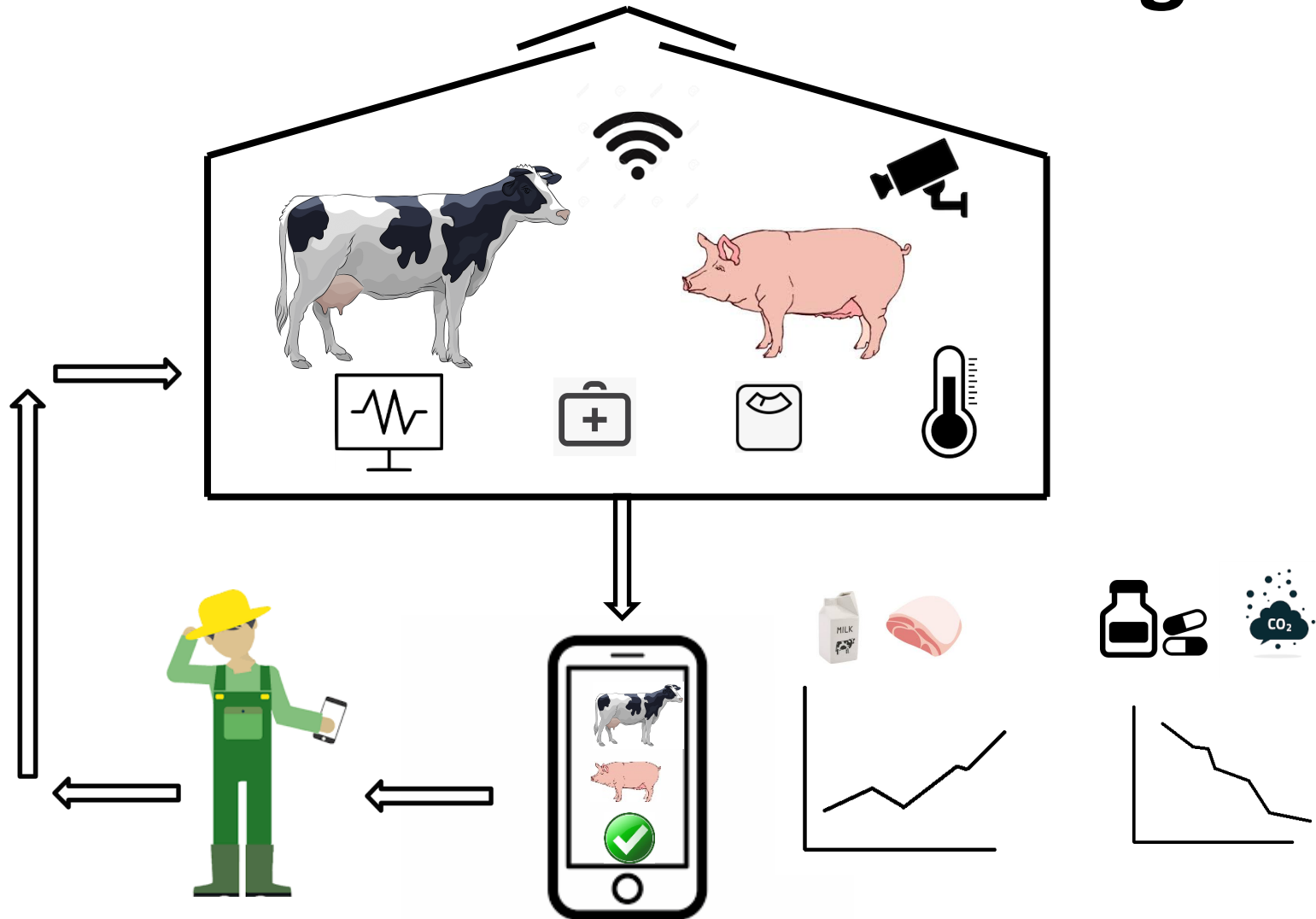


Precision livestock farming



Precision livestock farming aims to 1) collect data on, for example, animal activity, health, body weight, amount of produced milk, conditions in a barn (on the graph we refer to animals in a barn), 2) process this data into **USEFUL INFORMATION** (on the graph we refer to mobile phone and a farmer), in order to 3) **IMPROVE HERD MANAGEMENT** (on the graph we refer to plots). **USEFUL INFORMATION** is for example the ID of a cow, which is moving less than expected or location of a pig, which is growing slower than expected. **IMPROVED HERD MANAGEMENT** means that a farmer is able to obtain more milk or meat produced but also decrease antibiotic consumption and greenhouse gas emission or improve animal welfare.