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COWVISION: AN INSIGHTFUL OVERVIEW OF USERS' AGRICULTURAL CHAINS

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CowVision is an online application platform that provides an overview of a cow farmer's business and opportunities for improvement. CowVision is the successor to the Comru desktop package. The software is available in 30 locations worldwide.

The CowVision platform comprises five applications (all designed by Agrovision) that work together to provide a detailed overview of a users' cow farm. These applications look at five elements: (1) animal management (pedigree, offspring, inseminations, milk production figures, links with system of the government, dairy companies, animal health service), (2) feed (rations and feed calculations/doses), (3) minerals (phosphate monitor and government regulations), (4) soil and crops (fertilization production and plan) and (5) financial aspects of the business (current balance per kilo of milk, drawing up a liquidity budget and submitting the VAT return).

The integration of data from these five applications allows consultants to provide targeted advice to users looking to improve their efficiency or quality. While the integrated applications allow a farmer clear insight into their business, the five applications can be purchased individually. Therefore, if a farmer only wants insight on feed calculation, he/she will purchase the Optifeed app rather than the entire CowVision suite. However, that means that some functionality is lost without the integration of other data points. This encourages users of an individual application to transfer all their data to one platform if they want comprehensive insights. The users have online access to their management programme on various devices, at any time. All data is stored on well-secured central servers, which reduces the administrative pressure for the dairy farmer.

Application scenario

Analysis, monitoring, and benchmarking for farms to assist in decision-making and to optimise cow farmer's business operations.

Digital technologies

Software application platform; big data; data analytics; mobile app

Socio-economic impact

- Social: access to information about entire agricultural chain; better management
- Economic: eases burden of financial management; insights can lead to cost-savings, efficiency and quality
- Environmental: phosphate monitoring; fertilization plan

More info: <https://www.agrovision.com/>



Purpose of the tool

AgroVision is a company offering suites of software applications that help users track, analyse and manage their agricultural business. Farmers and agribusinesses deal with huge amounts of data, multiple links in their supply and production chains, and must ensure they are complying with a government's rules and regulations. Keeping track of this information is time-consuming and can limit a business's ability to grow. The integration of these factors into AgroVision's software applications, such as CowVision, allows users to manage their business using data that is more accurate and available much faster than if they were trying to manage alone. Users can implement targeted measures to tweak aspects of the business for maximum efficiency and profit.



Photo by [Jakob Cotton](#) on [Unsplash](#)

Description of the tool

CowVision is software designed by AgroVision for dairy farms. Its programme features animal management, feed, mineral legislation, soil and crop, and financial applications. It combines all management units together in one online programme.

The CowVision tool can be installed on multiple devices. The applications are particularly useful on mobile devices where users can input data as they work in the field. While applications can be used separately, they provide the most complete overview when integrated on the CowVision platform. For example, the Dairy Monitor application which connects farm advisors and dairy farmers works better when it is integrated with the Optifeed application which provides detailed feed ration information directly from production companies. Consultants are able to offer insights based not only on an individual user's business, but can also compare data points to larger data sets and offer suggestions based on best practices.

Areas of socio-economic impacts

- Social** | Better access to information, better decision-making in farming and agribusiness, resulting in better management
- Economic** | Stimulate users (both on the farm and for those advising on farm improvements) onto a single platform that unifies decision-making processes, reducing the burden of financial management; provide insights that can lead to cost-savings, efficiency and quality
- Environmental** | Improved phosphate monitoring and support to develop a fertilization plan

