Who are we

- Family farm
- 220 cows
- Milking robots
- Feeding robots
- 175 ha land
- Lots of machinery
Goal

- Economical healthy
- Easy farming
- Pleasure in work
- Appreciated
Innovation

• How
• Why
• When
• What
Compost barn
Family herd
Motivation \(\longleftrightarrow\) Frustration

- Respect
- Interest
- Result
- Gossip
- Regulations
- finances
Entrepreneur←→scientist

- Speed
- Flexibility
- Finances
- Regulations
Successful cooperation

- Project groups
- Brainstorm sessions
- Small scientific experiments
- Data processing
- Publications
- Communication with government
recommendation

• Time/Space to innovate
• More interaction government/science
• Balance give←→take
• More speed/flexability
Thank You