MEDIA **MONITORING**

September 2021

SMART AGRI HUBS

INTRODUCTION

The SmartAgriHubs community will be enjoying from now on a monthly media monitoring. The report will present the most relevant news in the smart agri-food sector. It will count with a section on most relevant news as well as an overview of the media updates from the different Regional Clusters and sectors. A brief dissemination analysis will be included every month.
Enjoy the read!

MOST RELEVANT NEWS

 **48.1 M** *Source: ITV news*

UK DAIRY FARMERS PRODUCING HALF THE GLOBAL AVERAGE OF CO2 AS WELSH GOVERNMENT OPENS FUNDING POT

A budget of £2m will soon be available for farmers to invest in new technology and equipment to improve their technical, financial and environmental performance. The window to apply for the 'Farm Business Grant' will run from 1 September to 1 October and successful applicants will have four months to purchase and claim for any items. It comes as a global dairy brand Arla Foods says UK dairy farmers using data to drive down the carbon footprint of their milk. Their report showed that British farmers are producing milk with 1.13kg CO2 per kg – around half the global average.

 **31.1M** *Source: Science Direct*

ALTERNATIVE PROTEINS AND EU FOOD LAW

This paper asks how European food law impacts the transformative potential of alternative proteins, including single-cell proteins, plant-based novel proteins, cultured meat, macroalgae, and insects. The Novel Food Regulation may prove insurmountable for small companies, and it is demanding and time-consuming even for larger companies, dampening the transformative potential of all novel foods and traditional foods from third countries. EU food law must guarantee food safety and consumer rights while applying the principles of nondiscrimination and proportionality.

 **48.1M** *Source: ITV news*

WHAT MAKES A COW HAPPY? SMARTWATCH TECHNOLOGY COULD HOLD THE ANSWER

Cows at a farm in Buckinghamshire are being fitted with the animal equivalent of smart watches to try and find out what makes them happy. Farmer Neil Dyson at Princes Risborough has teamed up with researchers to monitor his 450-strong dairy herd. The study comes amidst a growing trend in the dairy industry towards much larger herds being kept in sheds. Researchers plan to come up with a cow happiness score, and hopes to show that cows are content to live in their sheds all year round. The study could lead farms to introduce grooming and relaxation areas or install mistifiers to keep them fresh and healthy.

 **20.2M** *Source: Nature*

COMPUTER VISION BASED INDIVIDUAL FISH IDENTIFICATION USING SKIN DOT PATTERN

Precision fish farming is an emerging concept in aquaculture research and industry, which combines new technologies and data processing methods to enable data-based decision making in fish farming. The concept is based on the automated monitoring of fish, infrastructure, and the environment ideally by contactless methods. This study introduces a methodology for fully automatic Atlantic salmon individual identification according to the dot patterns on the skin. The methodology can be adapted to any fish species with dot skin patterns. We proved that the methodology can be used as a non-invasive substitute for invasive fish tagging.

OTHER NEWS

Overview from our Regional Clusters

CENTRAL EUROPE NEWS

SECTOR: ARABLE

SMART AGRICULTURE CLOUD USING AI BASED TECHNIQUES

This research proposes a generic smart cloud-based system to accommodate multiple scenarios where agriculture farms using Internet of Things (IoTs) need to be monitored remotely. The real-time and stored data are analysed by specialists and farmers. The cloud acts as a central digital data store where information is collected from diverse. This processed form of digital information is then used by the farmers to improve their farming skills.

Source: MDPI

SECTOR: ARABLE

SMARTER ROBOTIC SPRAYER SYSTEM FOR PRECISION AGRICULTURE

The automation of agricultural processes will positively impact the environment by reducing waste and increasing food security, maximising resource use. Precision spraying is a method used to reduce the losses during pesticides application, reducing chemical residues in the soil. This study develops a smart and novel electric sprayer that can be assembled on a robot. The conducted tests prove that the solution has the potential to increase the spraying accuracy.

Source: MDPI

ITALY & MALTA NEWS

SECTOR: VEGETABLES

WEED CONTROL, DIFFERENT ALTERNATIVES TO CHEMICALS.

For decades, plant protection treatments have ensured optimal conditions for crop growth. Today, with increasing resistance to pesticides, the European Union's Farm to Fork strategy and growing environmental awareness, the agricultural sector is being called upon to reduce the use of plant protection chemicals. Farmers and contractors can remove weeds with less impact on the environment by using state-of-the-art sprayers, by using weeders or weeder harrows.

Source: Agro Notizie

NORTH WEST EUROPE NEWS

SECTOR: ANIMAL PRODUCTION

ON THE CUSP OF CULTURED MEAT: CAN CELL-BASED TECH WORK ALONGSIDE TRADITIONAL FARMING?

The genesis of the cell-based protein renaissance is met with the question of what will be left of conventional agriculture in the coming decades once the movement fully takes off. But while cultured meat is anticipated to play a pivotal role in the transformation of the global food system, it is notable that industry cannot harness this opportunity effectively without the help of farmers.

Source: Food Ingredients first

SECTOR: AQUACULTURE & VEGETABLES

AQUAPONICS: THE FOOD PRODUCTION SYSTEM OF PAST AND FUTURE

99% of fish consumed in the Grand Duchy is imported, while Luxembourgish farmers produce less than 3% of all consumed vegetables. Young entrepreneurs Daryl Fuchs and Manuel Arrillaga launched a start-up company in an attempt to change this status quo. "Fësch Haff" intends to farm both vegetables and fish in a sustainable manner.

Source: RTL today

NORTH EAST EUROPE NEWS

SECTOR: ANIMAL PRODUCTION

POLISH RESEARCHER TO FIND OUT IF BEES CAN POLLINATE INSIDE MARTIAN GREENHOUSES

A space researcher has been putting bees inside training simulators for astronauts to find out if they can go to Mars and pollinate plants inside Martian greenhouses. A PhD student from the AGH University of Science and Technology, tested eight bee families in a centrifuge imitating the high-G effects of a rocket take off to see how the stress of space travel can disrupt the functioning of the queen bees' organs.

Source: Poland In

SECTOR: ARABLE

POLISH COMPANIES START SPACE PROJECT TO INCREASE EFFICIENCY OF AGRICULTURE

Two Polish companies are working on a technology based on the use of artificial intelligence to remotely estimate soil parameters with the help of hyperspectral satellite images. Such a system would make it possible to select the best places for crops in a more efficient way and thus reduce the use of fertilisers.

Source: Poland In

SOUTH EAST EUROPE NEWS

SECTOR: NOVEL FOODS

SEAWEED FARMS SIGNIFICANTLY REDUCE NITROGEN, POLLUTION - TAU STUDY

A joint study from Tel Aviv University and the University of California, Berkeley has suggested that the establishment of seaweed farms in river estuaries significantly reduces nitrogen concentrations in the estuary and prevents pollution in estuarine and marine environments. Researchers built a large seaweed farm and data was collected over two years. The river discharges polluting nitrogen from nearby upstream fields and towns into the sea.

Source: The Jerusalem Post

SECTOR: VEGETABLES

CYPRUS FARMING FACES A CRITICAL PHASE OF ADAPTION TO TECHNOLOGY

Bringing Cyprus farming out of what is almost a 19th century mindset is a huge challenge with cultural and economic obstacles to overcome. There is a fantastic richness of technology available, yet adaption is fraught with difficulty, and money won't overcome all the challenges. In this article you can meet Myrianthi Oxtoby, co-owner of HerbanLeaf Farms in Parekklisia, who could be the poster child for Smart Agriculture in Cyprus.

Source: Cyprus Mail

IRELAND & UK NEWS

SECTOR: DAIRY

'POO POWER' AND FITBIT-LIKE MONITORS HELPING FARMERS CUT CLIMATE IMPACT OF MILK

UK dairy farms are monitoring cow health with Fitbit-like collars and trialling "poo power" to fuel milk tankers in efforts to cut their climate impact. Arla has published a report on the carbon footprint of milk using data from 1,964 farms.The report also outlines measures farmers are taking, such as precision slurry-spreading techniques, using manure for energy, reducing the amount of protein in cow diets and making sure they are healthy.

Source: Evening Standard

SECTOR: DAIRY

UK GOVERNMENT BOOSTS BIOMASS WITH £4 MILLION FUNDING

Biomass projects throughout the UK were today awarded £4 million Government funding to boost biomass production. A total of 24 projects in the field of biomass, a renewable energy source generated from burning wood, plants and other organic matter, will receive up to £200,000. The projects include farming seaweed and growing algae from the by-products of whisky manufacturing.

Source: The Independent

FRANCE NEWS

SECTOR: ARABLE

PRECISION AGRICULTURE IS HELPING TO SOLVE GLOBAL FOOD INSECURITY: HERE'S HOW

Precision agriculture helps boost a farmer's bottom line and keeps workers safe, but it could also be a key driver in solving the global food crisis. Precision agriculture gives farmers the tools, data, and resources they need to make critical decisions about their crops. And even though one of the significant advantages of tech-aided farming is cost savings, there's much more to it than boosting a farmer's bottom line.

Source: IoT Business Nwes

SECTOR: ARABLE

USING GPS AND AI TO CHECK PLANTS' HEALTH, COULD 'ROBOCROP' TOM BE A FAMILIAR SIGHT ON FARMS?

It's easy to see why robots are an enticing prospect as farm labourers - they're diligent, methodical and don't break a sweat. And while they don't come cheap, their manufacturers claim that they may also help farmers lower costs and reduce the use of fertilizers. Small Robot Company has developed their first commercial farming robot that monitors crops. The robot uses GPS and AI technology to digitally map crop fields.

Source: euronews.next

SCANDINAVIA NEWS

SECTOR: ARABLE

BIG LEAP FORWARD FOR CLAAS SQUARE BALERS

CLAAS has re-engineered its QUADRANT square balers for increased output and maximum durability. Among other things, the new QUADRANT EVOLUTION now has a new HD pick-up. The CLAAS QUADRANT is Germany's top-selling square baler. For the 2022 product year, the QUADRANT 5000 and QUADRANT 4200 series have been given a comprehensive technical upgrade along with the additional designation EVOLUTION.

Source: Danish Agro

SECTOR: AQUACULTURE

DIAGNOSTIC TOOL DESIGNED TO IMPROVE FISH HEART HEALTH

A tool to detect and differentiate between a range of cardiac conditions in salmon and enhance fish health and wellbeing is being developed by a group of researchers in Scotland. The consortium will seek to better screen and characterise the heart health of salmon by studying specific blood biomarkers that indicate the presence of cardiomyopathies, such as heart and skeletal muscle inflammation, cardiomyopathy syndrome, and pancreas disease.

Source: Fish farming expert

IBERIA NEWS

SECTOR: AQUACULTURE, VEGETABLES

SMALL-SCALE AQUAPONICS FOR SELF-CONSUMPTION, A REAL POSSIBILITY IN SEVILLA

Scientists from a research group of the University of Seville have proven that with microscale aquaponics up to 22 species of herbs, vegetables and fruits can be cultivated, together with fish such as tilapia, taking into account the climate of a city in southern Spain. In this way they consider it is proven how domestic aquaponic systems can be a feasible option for self-consumption and to improve food security.

Source: Mis peces

SECTOR: NOVEL FOODS

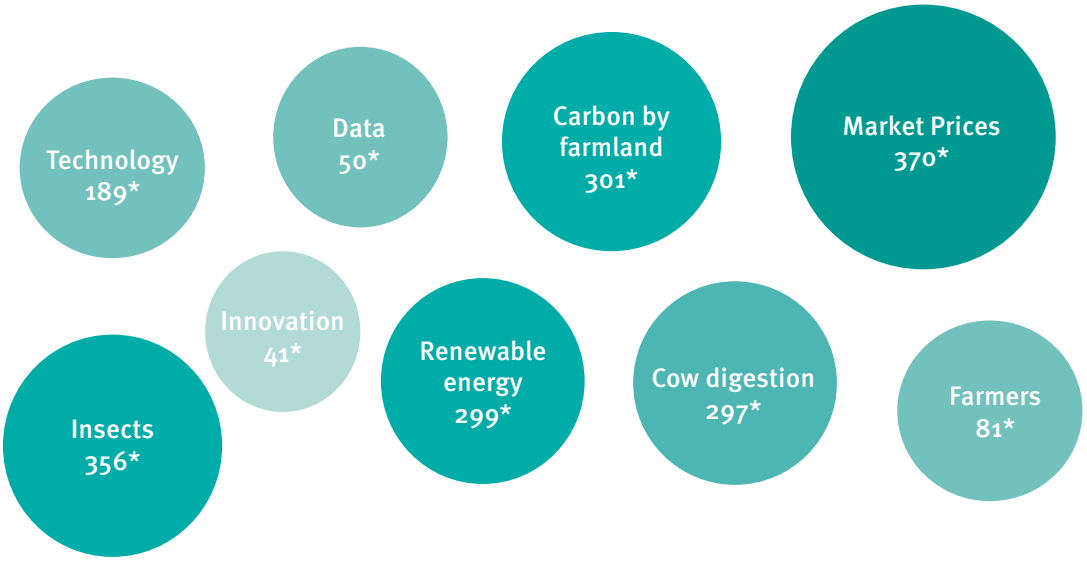
INSECTS: THE SUSTAINABLE FUTURE OF FOOD AND FEED?

Insects are the future of food, offering a choice that is healthy for people and the planet as the world battles malnutrition and climate change. In the insect kingdom, there is something to please every palate. From crunchy crickets to glorious grubs, insects are hopping on the global menu as a nutritious food source in an increasingly hungry world. Insects deliver higher levels of protein than other animal products.

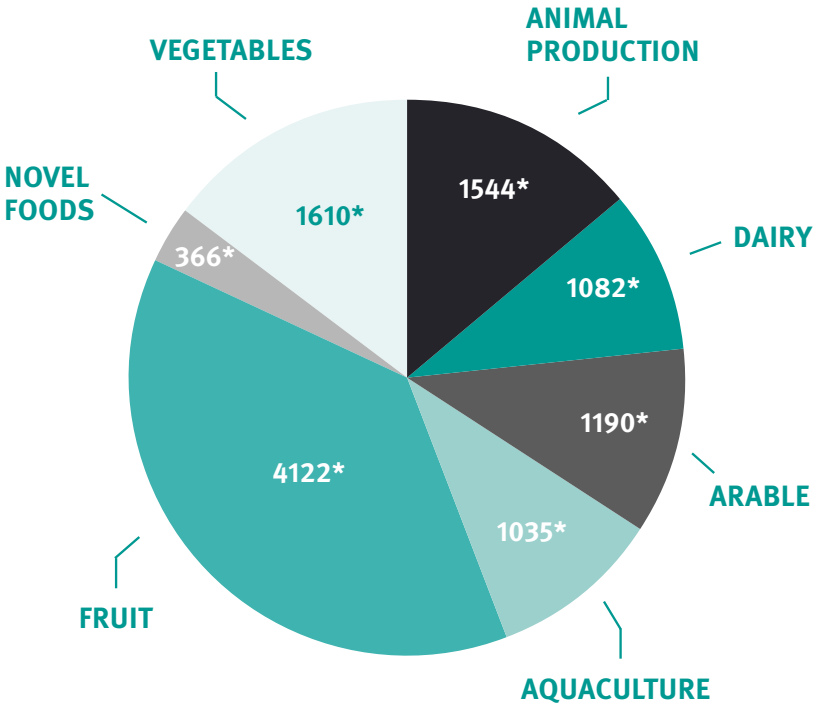
Source: Agroportal

INFOGRAPHICS

The most relevant keywords in Smart Agriculture



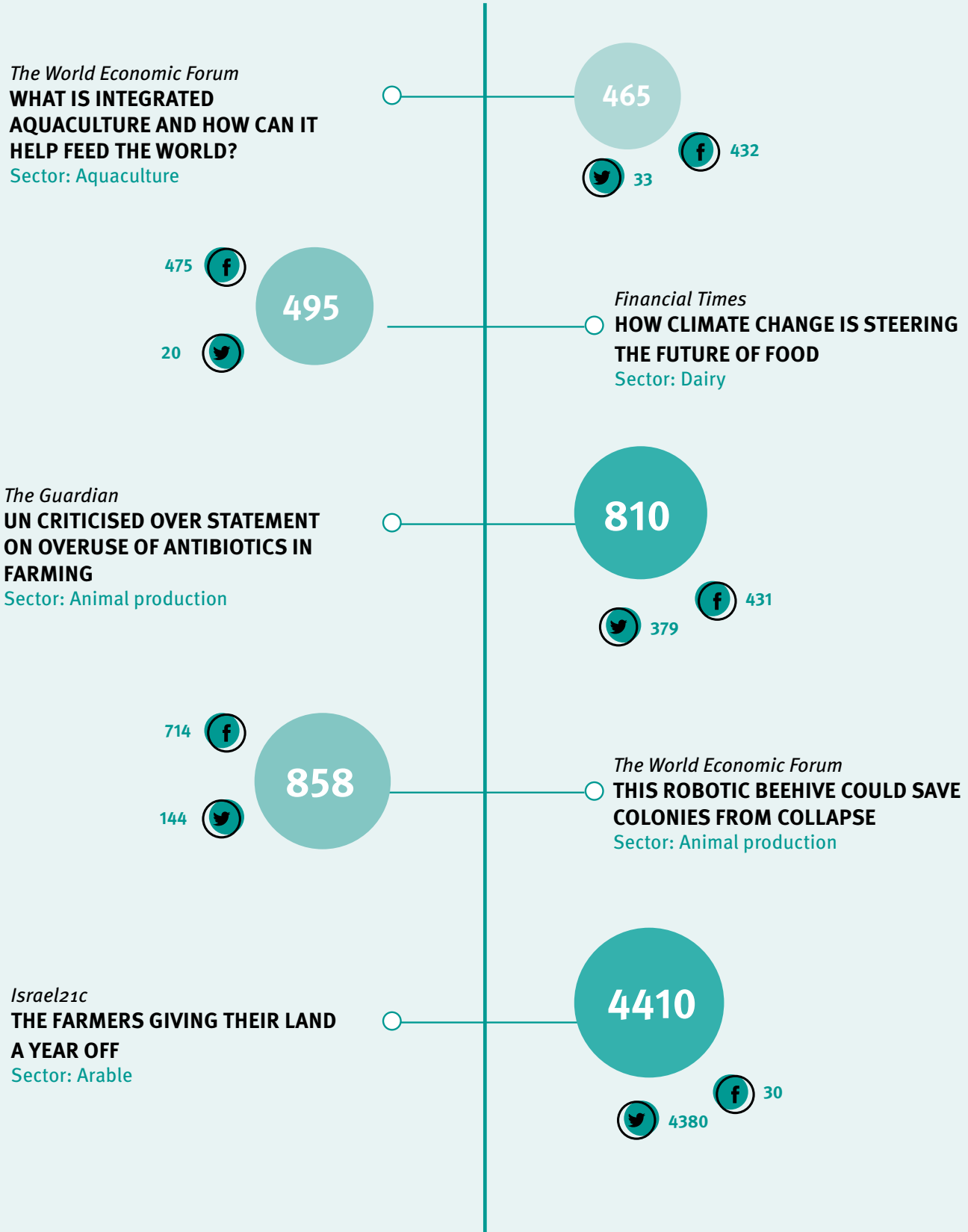
A division of articles per sector



* Number of articles

SOCIAL MEDIA IMPACT

Most relevant news by the number of times that they have been shared in social media platforms (Facebook or Twitter)



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