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Abstract

Public Open Agri Data in The Netherlands; accelerating new business

The product location (the farm location and the position of the field) and the identification of the farm and the field are key elements in the agriculture and food chain. Essential for market access, product information and certification, planning and operation the production process, for sustainability and for food safety. Transparent and reliable information exchange through out the food chain is required. Standard messages for track and trace , plant production eCROP, laboratory observations eLAB, and certificate eCERT are the fundamental in the food chain. Also identification and coding of products, production location and parties are essential. Open information resources helps the flow of information, and supports innovation and new services. Examples are the the national registry for agriculture fields, field and farm identifiers, use of code lists, and electronic certification (farm digital).

Bio

Frans works for the Ministry of Economic Affairs - the National Service for Enterprises, as a business consultant. He is involved in the standardisation and harmonisation of the information exchange in the agri food branche, B2B, G2G and B2G. with focus traceability, foodsafety and geographical information. He is for UN/CEFACT the coordinator for Agriculture.