

**Hungarian farm advisors acting as “innovation hubs” in EIP-Agri type operational group project applying interactive innovation methods and digital tools to track grey cattle herds using IoT technology**

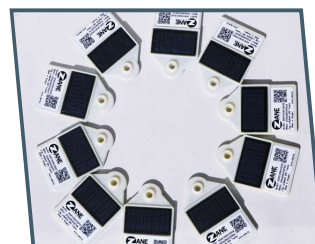


In the Hungarian Puszta, grey cattle are grazing without fences in very large areas. A group of advisors had the idea to test an IT-system which allows them to monitor the movement of the cattle. The sensors - developed by the project especially for this rough breed - have similar size like normal ear tags. They are powered by a solar cell and communicate via LoRaWAN which enables long-life, long-distance operation. The geo-location of the cattle and the temperature can be followed in real time via map view interface on a mobile device, and the collected data be analysed for various purposes.

### The advantages are:

- ✓ No need to travel
- ✓ Information on animal health
- ✓ Improved pasture management
- ✓ Virtual fencing

The key role for advisors in innovation processes is to develop a trustful network between all partners. Building trust with a farmer especially requires time and sustained service with good performance, which may also develop strong informal ties with the advisor.



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