



A mediterranean highly connected farm to show the potential of digital agriculture

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A significant change

with important innovation potential



Ready to use
technology



Change in
user behaviours



Political
willpower

A new challenging context

with its bunch of questions

- **New digital stakeholders** with new technologies and services
- A **new place** to find for historical players in the coming digital agriculture
- **New relevant services** to be developped for all of them
- **New skills** to be integrated for end-users, advisors, agronomists to perform



A mediterranean highly connected farm to show
the potential of digital agriculture

Le Mas Numérique

A mediterranean farm, working with **operationnal** and **commercialized solutions**, up to date and daily used in order to :

- Show what is possible today
- Imagine how new and classical stakeholders will fit with digital agriculture
- Imagine new services & new uses
- Welcome, visit and teach, including lifelong learning



A mediterranean farm

The « Domaine du Chapitre » of Montpellier SupAgro – Villeneuve-lès-Maguelone (Hérault)



Vineyard 35 ha (8,6 acres)



Olive 5 ha (1,25 acres)



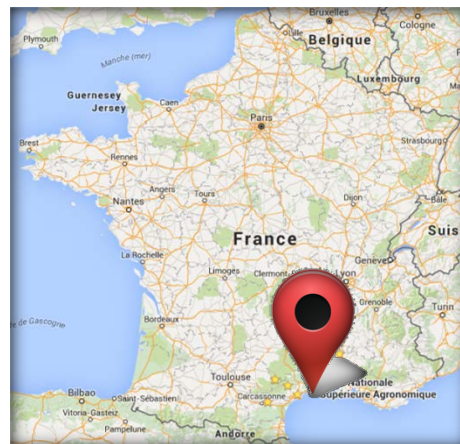
Arable crops 40 ha (10 acres)



Wine production 700hL



10km from Montpellier



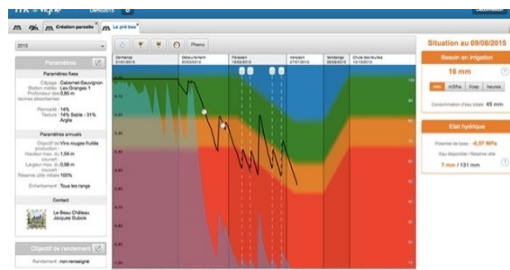
Start in 2016 with 3 demonstrations lines



Digital for **optimized resource management**

Focus on water management

- Vineyard



Weather

Water stress
model

Information
system

Irrigation
control

Agriculture profession - Users

Digital for **optimized resource managment**

Focus on water managment

- Olives



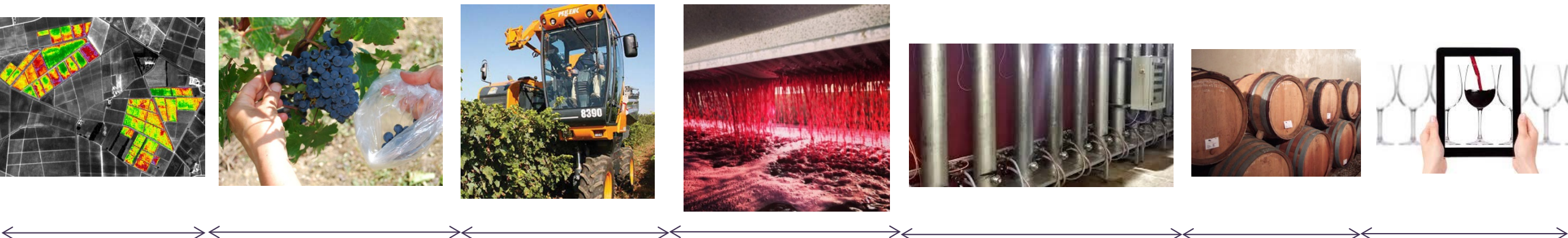
Weather

Consultation, alerts,
Information system

Irrigation
control

Agriculture profession - Users

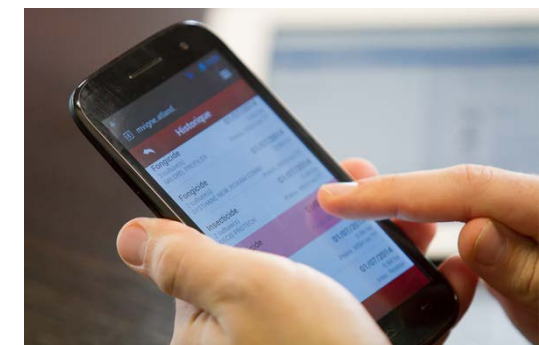
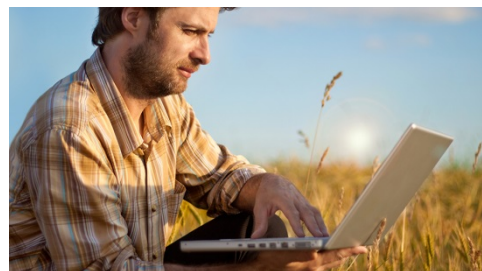
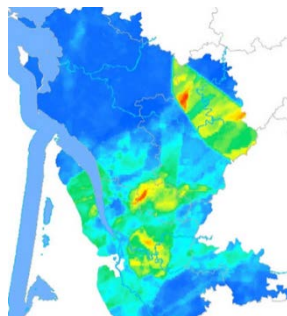
Digital for wine quality management from plot to sale



Agriculture profession - Users

Digital for **ergonomic and efficient process**

Focus on phytosanitary treatments



Weather

Pest model

Information system

Precision intervention

Reporting



Agriculture profession - Users



Institut des
hautes études de
la vigne et du vin

Specific activities about the « Mas Numérique »

- **Demonstration activities**
 - Visit the farm with prospects, clients, partners
 - Guided rounds, illustrated, informative and interactive
 - Welcome plan, a room available



Specific activities about the « Mas Numérique »

- **Teaching and learning activities**

- Master, Licences, Institut des Hautes Etudes de la Vigne et du Vin (IHEV)
- On-site and virtual visit with agricultural technical education
- Realisation and welcome of lifelong learning for advisers, expert and farmers



A partnership being established

- 5 members



Answer to
come

Answer to
come

- Partners



Answer to
come

Answer to
come

Answer to
come

Answer to
come

Answer to
come

- Users representatives

Our concerns

Is keeping AgroTIC master up to date in this quick evolving environment



Teaching
tools and methods
used in companies



Identifying **skills**
needed by companies



Offering a master as
professionalizing
as possible

3 key points

- Le Mas Numérique : A open farm to **promote and make appropriation easier** about digital agriculture
- A project included in a larger dynamic : « **Chaire Agriculture Numérique** »
- Expected to be **launched in septembre 2016**



Thank you
See you soon on Mas Numérique

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