

## **CowSignals Training Company on We'll 2013**

*We need to feed more and more people every day, which means the agricultural sector is facing both challenges and opportunities.*

*We'll generate momentum to maximise the benefits of agriculture. Are you interested in the future of agriculture?*

### About We'll 2013

Given the fact that demand for food will only increase, the agricultural sector is facing challenges as well as opportunities. It is a huge responsibility to make the right decisions and to determine the right strategy, in order to make it possible to feed nine billion people in both a sustainable and animal friendly way by 2050. By joining forces we aim for the symposium to become a kind of flywheel. Generating momentum and a clear direction to maximize the benefits of the agricultural sector, for mankind, for animals and for the environment. The collaboration of this platform is a promise to the agricultural industry. We'll make steps forward and we'll offer a catalyst for change. We'll listen, we'll challenge and we'll connect.

Joep Driessen, CowSignals Training Company was the opening speaker of this symposium in s'Hertogenbosch, the Netherlands. He did give a presentation about CowSignals. Listen to the cow. Cows know how and farmers know how. Let your cows live happily and twice as long...

Some interesting notes from the speakers:

*Rene Boender:*

- Dare to Share
- No IQ but EQ
- From the head to the heart (and only then to the wallet)
- If you have everything in control, you don't drive hard enough.
- Google is the 3th half of your brain.
- 3 seconds to get people interested, 12 second to understand.
- KISS: Keep it Smart and Simple
- KISS: Keep it Speedy with a Smile
- ROI: Return on Ideas, Return on Involvement
- Johan Crujff: Don't go where the ball is, Go where the ball will be.
- Intuition = knowledge in a hurry Innovation. It is not about making plans, it is about start doing something.

*Martijn Aslander:*

- In 15 years energy will be free. Then water will be free, then food will be free.
- Internet is cutting out the middle man.
- Self organisation

*Martin Scholten, Wageningen University:*

- 2050: Double production and cut in half the economic footprint.
- Fungus to pretreat fiber in cow feed, to brake down lignine to have more amino acids.
- The Netherlands is the second largest agricultural product export country in the world
- Two good solutions, wurms and insects as a new protein source (for chicken feed).
- Dutch weed (eendenkroos) is as rich in protein as soya
- Manure valuation opportunities
- Separate the bio active enzymes
- Bring the knowleldge from indoor to outdoor: Amazing Grazing

4 pillars for the future: Wageningen University

- Lifestock farming with care, one health for people and animals
  - Custumize care (what animals need)
  - No nonsense (for human and nature by pollution)
  - Be honest
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- If all farms of the world will reach the efficiency of Dutch pig farms, we only need 1 third of the pigs.

*Rod Claycomb:*

Milk production worldwide:

Cow 730 million ton

Goat: 15 million ton

Sheep: 9 million ton

Camels, donkeys horses etc. 1-5 million ton

Reindeer has 22% fat.

Buffalo milk 93 million ton, 50 % of the milk in India.

Did you know, that you can even milk a mouse?

*Pierre Berntsen* ABN/ AMRO bank

- 2050: 67% from half to 2/3 living in cities
- Half of the food is wasted.

*Christel Cederberg*, Sweden

- Nitrogen losses. Only 50% is used by the cow.
- Nitrogen losses: On the land 50% is used by the plants. So 50 % goes down the drain.
- Africa 50% too little fertilizer, China is using 2 x too much.
- 57% of Beef comes from the dairy industry.
- Dual purpose cows need less land and uses more grass and less concentrate...

*Karel Noordzij*

- Cradle to cradle, circle economy.
- Why should you: Corporate Social Responsibility CSR (MVO in Dutch)
  - Save the world
  - Licence to produce
  - Attract human talent
- 90% of products is wasted in 6 months
- 60% of minerals are not recycled
- Success stories: Mud Jeans, Sell light instead of bulbs.

*Jonathan Foley* The other inconvenient truth

- Stop deforestation
- More land better used
- More food with less water
- Less waste

*Joep Driessen*:

- Let your cows live happily and twice as long.
- If all the cows in the world will reach the efficiency of the best 1% Dutch farmers, we will need less than half the amount of youngstock. This will have a big impact on environment
- World: 2.5 lactation only. Holland 3,4 lactations.
- It is easy to go to 3,5 to 5 lactations. Give the cow a soft bed, a stress free calving line and a place to eat.

- Farmers listen to farmers. They don't listen to advisors. So start with facilitating farmers in on farm study groups.

Thanks for reading this, and keep up the good work!