



Objectives of the tool

EU CPM farms competitiveness improvement via holistic (economic, milk production, herd management, sustainability) kpis benchmark.

Note: the project is about automate the data collection, not developing a tool as such



Business value

- *Improve competitiveness*
- *Raise awareness of farm performance vs similar peers*
- *Shared solutions across farms and countries*
- *Central data consolidation feeding Danone tool(s) (today Farmbook, tomorrow...)*



Roles & responsibilities

- *Danoner in charge: Lorenzo Luong Thanh for EU consolidation*
- *SPOCs in the countries (Transformers team in the CBUs)*
- *Internal support (IS/IT)*

Geo footprint and end users

- *CBUs where it is implemented: ES,FR,D,BE,RO,PL*
- *CBUs where it is being developed:*
- *Number of farms: 25, target 50. Benchmarking 40% of the milk collect volume*
- *End users: FRM teams, Farmbook*

Implementation & connection to other tools

- *Format of the tool: excel, BI tool*
- *Frequency of data collection: once a quarter (could be on monthly basis depending on automation process)*
- *Timing for data collection: End of quarter +1 month*
- *Connexion to other tools: Farmbook*



Budget

- *For development (CAPEX in Eur): circa 10 keuro for data collectio automation*
- *For maintenance (OPEX in Eur) per year: tbd depending on changes, development*