

Luova opens to new technology



In recent years, the market has been opened to a lot of new applications and software solutions for data and IT in the fur industry. Professionals along with system developers are constantly working to find new methods to facilitate the management and monitoring of daily routines and regulatory chores on the farm.

The development has been fast and powerful and more and more farmers today walk around with applications in their phones that give them instant control and overview of the most basic features and phenomena on the farm. Even many feedingkitchens has actively promoted themselves with application-aided feed delivery.

Within the activities of Luova, not only is there being work done on to assess how the new systems work in farm environments, but also work in evaluating the long-term benefits of systems in farm management and how it affects the daily work when they put the systems fully into use as a natural part of the breeding process.

The Furanimal Federation's own application for mortality- and disease monitoring are used in the daily work of all animal keepers at the research farm. The system is free, and it is intensively being worked on getting furproducer to take the system into use. Counseling and follow-up of commissioning is

being supervised by the union's own auditors. Other strengths of the system is that it acts as a work diary and enables effective work delegation on the farm.

Private operators in the application industry has also designed systems for farm management and currently Farmplanner, an application developed by the Nykarleby company FoxCraft, is one of the products that is being tested in the farm environment. The experience obtained by the two systems are very good from Luovas side and both can advantageously be used in farm management.

The Furanimal Federation's largest strategic initiatives and support efforts to improve the monitoring and development of animal health is the introduction of their own health care system "Fureva". Fureva consists of a custom web-based monitoring program where farmers, with their own veterinary, follows a plan established for the monitoring of the health status on the farm.

The benefit of the system is very large in an environment where the fur industry is constantly subjected to critical examinations of the media, political opponents and the public. The furproducers has every reason in the world to be open to the new technological possibilities offered. Support services and consultations are available for those in need of it, and we gladly share the information and experience the team of Luova has accumulated.