CONTEXT PROFILE

FRANCE

FARMER
Tangi Tréhen

INNOVATION
Connected plate meter and decision support tool for precise grazing management

Video

MAIN DOMAIN OF THE INNOVATION
Improvement of grassland management

AGROCLIMATIC AREA
Atlantic north

CLIMATE
Moderate rainfall

SOIL TYPE
Clay

MANAGEMENT
Pasture Dairy

TECHNICAL
Computer-based

FINANCE/INVESTMENT
Low

MARKET
Local-rural

SOCIAL
Full-time farmer

All contents of this document are expert opinions of the G4AE Scientific Technical Working Group

CONTEXT PROFILE

FRANCE

Case Study: FR_12	Agroclimatic Zone								
Item (Key Innovation Elements)	**Alpine**	**Atlantic Central**	**Atlantic North**	**Atlantic South**	**Boreal**	**Continental North**	**Continental South**	**Mediterranean North**	**Mediterranean South**
Purchase and use of a digital support decision tool (pasture meter and related software) to monitor grass growth	+++	+++	+++	++	+++	+++	+++	+++	++
Invest time and energy to learn the use of the digital tool	++	+++	+++	+++	+++	+++	+++	+++	+++
Readiness to invest time for frequent, periodical measurements of grass growth in the pasture	++	+++	+++	+++	+++	+++	+++	+++	+++

+++ **Strong transferability**

++ **Slightly limited transferability**

\+ **Very limited transferability**

× **Generic information/not relevant**

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Implementation Gaps

- The algorithms of Herb'Avenir are adapted to ryegrass pastures in temperate climates, which are very different from the annual cycle of pastures typical of the Mediterranean area

Research Gaps

- Develop algorithms to be implemented in Herb'Avenir to adapt the tool to other pastures not being ryegrass-dominated

Suggestions to Adapt

- Use other available methods to monitor grass growth

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COST-BENEFIT ANALYSIS

INVESTMENT COSTS

Total initial investment costs at start up:	low
• Initial authorisation costs (e.g. sanitary, veterinary, etc.)	low
• Initial advisory costs	low
• Initial buildings and machineries	low
• Initial certification costs	low
• Initial working capital (personal qualification, marketing and promotion, etc.)	low

ON-GOING COSTS

On-going advisory costs	low
On-going certification costs	low
On-going buildings and machinery costs	low
On-going working capital	low

BENEFITS RELATIVE TO ORIGINAL SYSTEM

- **Economic**

Reduction in energy consumption (electricity; fuel consumption)	high
Reduction in input use (fertilizers; pesticides; feed) etc.	high
Payback period	high
Product value added	high
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

- **Environmental**

Animal feed self-sufficiency increase	high
Biodiversity increase	mid
Improved nitrogen cycling	high
Soil regeneration	high
Animal health and welfare improvement	high

- **Social**

Workload reduction	high
Engagement of young generation	mid

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Literature

National language

- https://bretagne.chambres-agriculture.fr/mes-productions/elevage/bovins-lait/fourrages-et-paturage/2-outils-pour-la-gestion-du-paturage/

English

- https://hal.science/hal-01211030/

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