

## **ZLTO: Integrative Smart-Farming 2.0**

**Mrs E. Lemkes-Straver**, CEO, ZLTO, The Netherlands

Mrs E. Lemkes-Straver, CEO at ZLTO, gives an outline of the context and application of geospatial technologies that are being used in the Netherlands in order to assure continuity and sustainability of the agricultural sector and livelihood. She focuses on the challenges and solutions that lay ahead of us as a globalized civilization, such as fighting rural poverty by raising productivity, realise careful trade & logistics and realise challenging employment. Mrs. Lemkes-Straver introduces ZLTO smart-farming 2.0, our vision on innovative cooperative farming. Furthermore, examples are shown, where the use of Geospace & Communication Technology motivates young professionals to play a role in farming and that they significantly stimulate smart-farming R&D. Subsequently, the role that our organisation plays in overcoming these challenges is described. In 2001, ZLTO took on the role as a first mover on using big and open data. This gained experience as a forerunner has resulted in the participation of ZLTO in the prestigious H2020 project of the European Union. Concluding, Mrs. Lemkes-Straver invites participants to join in and use the Netherlands as a living lab to test new ideas and findings regarding precision agriculture and smart-farming, through ZLTO.