



## **Lely and fodjan partner in developing feeding software for cows**

**Lely Group in the Netherlands and German-based fodjan enter into a partnership aimed at accelerating developments in feeding software by 1 November 2016. Feeding is an essential factor of success for dairy farms as efficient feeding has a positive effect on both cow health and milk yield. Therefore Lely and fodjan have made intelligent feeding a key priority.**

Lely chief executive Alexander van der Lely says that 'Lely is always looking at interesting technologies which help farmers to perform better. Together with fodjan, as a specialised tech start-up in the area of cloud based livestock management and feeding, we want to take the software to the next level'.

'Our program provides a simple, practical outlet for applying the extensive scientific knowledge available on feeding,' explains Carsten Gieseler, who originally dreamed up the concept. The program makes available options and comparisons that individual farmers would not previously have been able to see.

While feeding programs have traditionally worked on a linear model, fodjan smart feeding works with an algorithm that allows for 'multiple-objective optimization'. It weighs all factors relevant for feeding, providing the user with an overview of the different realistic feeding strategies. The software accounts for feed inventories and the needs of the herd itself, and suggests optional rationing.

---

### **About the Lely Group**

Lely, founded in 1948, directs all its efforts towards creating a sustainable, profitable and enjoyable future in farming for its customers. Lely is the only company worldwide to supply the agricultural sector with a complete portfolio of products and services ranging from forage harvesting to automated feeding systems, barn cleaners and milking robots. Lely also works on business concepts to ensure energy-neutral operations in the dairy sector. Every day we inspire our people to bring innovative solutions to our customers, from advice to support executing the choices they make.

For many years Lely has been leading in automated milking systems. The company has a strong position in forage harvesting products, with over 65 years of acquired knowledge of the agricultural cycle. The Lely Group is active in more than 60 countries and employs around 2,000 people.

More information: [www.lely.com](http://www.lely.com).

### **About fodjan**

fodjan was founded in September 2014 in Dresden/ Germany. Carsten Gieseler, CEO and Co-Founder of fodjan, developed the idea of the smart feeding software during his studies of agricultural science and management. Honoured with the sponsored price of agricultural economy 2015 and the GIL-Price 2015 (Association for informatics in agriculture) fodjan set a milestone for the ongoing digitalization in farming with its innovative software product.

More information: [www.fodjan.com](http://www.fodjan.com)

### **Editorial note**

For more information, please contact Mellanie Vellekoop, Marketing & Communications Lely International, [mvellekoop@lely.com](mailto:mvellekoop@lely.com), + 31 (0)6 23501476.