

Faster and more secure data transfer from farm to partner organizations

## **GEA creates interface for exchange of milk and animal data with iDDEN**

- GEA starts cooperation with iDDEN for optimized transfer of dairy cattle data
- Introduction of a data exchange interface for GEA DairyNet as of Q1/2023
- Data transfer via iDDEN to organizations will initially be available for GEA customers in Germany and Austria.

**Duesseldorf (Germany), December 20, 2022** – GEA and the International Dairy Data Exchange Network (iDDEN) have entered into partnership. This cooperation aims to optimize data exchange between DairyNet software for GEA equipment and international organizations for animal data collection and processing. With the activation of a corresponding DairyNet software module, a standardized interface will enable secure data exchange between the farm and the country control association coupled via iDDEN. The module will initially be available to GEA customers in Austria and Germany from the first quarter of 2023. GEA and iDDEN will continue to roll out the activities worldwide in the coming year.

For Martin Schnare, Product Manager Digital Solutions at GEA, such interfaces are an important step in the digitalization of the dairy industry. They automate and accelerate the entire data collection processes, making dairy production work easier. "Farmers today are generating more and more data on the farm and need solutions that solve the challenges of data integration. For GEA, iDDEN is therefore an important partner, because they precisely offer this IT service of connecting different systems and data sources in a suitably secure and globally standardized framework."

Reinhard Reents, Managing Director of iDDEN, underlines the importance of this partnership: "With GEA, we have gained one of the leading providers of milking and herd management solutions. Together with iDDEN, GEA customers' data can now communicate more easily, quickly and securely with the information systems of dairy performance testing organizations and breed associations via the Data Exchange Hub. We are pleased to be working with GEA to now drive this solution globally."

In addition to data protection and the secure transmission of authorized information, other services that are included for users of the system also play a role. For example, iDDEN also ensures that data collection complies with the guidelines and standards of the International Committee for Animal Recording (ICAR). "With the new module for DairyNet, GEA customers will soon be able to tick off this important item of batch and animal data transfer on their to-do list with a clear conscience. The automated solution gives them more time for other important things on the farm and ensures that the data arrives safely where it is supposed to," says Martin Schnare.

iDDEN is the largest international partnership network for data exchange in the context of dairy production and is currently active in 13 countries. Members of the network include leading farmer-owned organizations such as the Rinder Daten Verbund (RDV), IT-Solutions for Animal Production (vit),

Lactanet, DataGene, National Dairy Herd Information Association (DHIA), Nordic Cattle Data Exchange (NCDX) and Coöperatie Rundveeverbetering (CRV).



Image: GEA and iDDEN will cooperate in the future as part of a partnership to optimize data exchange between GEA DairyNet and international dairy performance testing organizations (image: iDDEN).

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#### About iDDEN

iDDEN is the largest international partnership network for dairy data collection. iDDEN is managed by a consortium of farmer-controlled member organizations active in 13 countries. Members of the network include the Rinder Daten Verbund (RDV), IT-Solutions for Animal Production (vit), Lactanet, DataGene, National Dairy Herd Information Association (DHIA), Nordic Cattle Data Exchange (NCDX) and CRV - Coöperatie Rundveeverbetering. They thus currently represent around 200,000 dairy herds with a total of 20 million dairy cows worldwide. More information can be found online at [idden.org](http://idden.org).

#### About GEA

GEA is one of the world's largest suppliers of systems and components to the food, beverage and pharmaceutical industries. The international technology group, founded in 1881, focuses on machinery and plants, as well as advanced process technology, components, and comprehensive services. With more than 18,000 employees working across five divisions and 62 countries, the group generated revenues of more than EUR 4.7 billion in fiscal year 2021. GEA plants, processes, components and services enhance the efficiency and sustainability of production processes across the globe. They contribute significantly to the reduction of CO<sub>2</sub> emissions, plastic usage and food waste. In doing so, GEA makes a key contribution toward a sustainable future, in line with the company's purpose: "Engineering for a better world".

GEA is listed in the German MDAX and the STOXX® Europe 600 Index and is also among the companies comprising the DAX 50 ESG and MSCI Global Sustainability Indices.

More information can be found online at [gea.com](http://gea.com).

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