

JURGEN MASSEN¹, PAUL BEE²

¹IRS (Institute of Sugar Beet Research), P.O. Box 32, NL – 4600 AA Bergen op Zoom

²BBRO British Beet Research Organisation, Norwich Research Park, Colney Lane, GB – Norwich NR4 7GJ, and British Sugar plc, Agriculture Communications, Sugar Way, GB – Peterborough PE2 9AY

MOBILE INFORMATION PROVISION INCLUDING ‘APPS’ TO ENABLE ‘ON THE SPOT’ DECISION MAKING

**Une provision mobile d'informations y compris des ‘Apps’ permet la prise de
décision sur place / Mobile Informationsbereitstellung einschließlich Apps
ermöglicht Entscheidungsfindung an Ort und Stelle**

ABSTRACT

Since the last IIRB Congress (Brussels 2012) a new technology came into practice of sugarbeet growers and advisors. In several European countries smartphones were introduced to the market. Mobile phones are very common amongst farmers, it will be a matter of time and those will be replaced by smartphones. Those new phones have the possibility to download small software programs/applications, so called Apps. The big advantage is that users can use those Apps whenever they have their phone with them. For instance when they have to make a decision in a sugar beet field, they can use the most up to date information for a thorough decision. Smartphones have several technical advantages which can be of help (in the near future), for instance registration of data, pictures, GPS-coordinates. There are already several interesting Apps for arable (i.e. sugar beet) farmers. The future needs for a successful App will also be discussed. This innovative approach makes the knowledge transfer even faster and on the right time and spot.
