

ProAgria

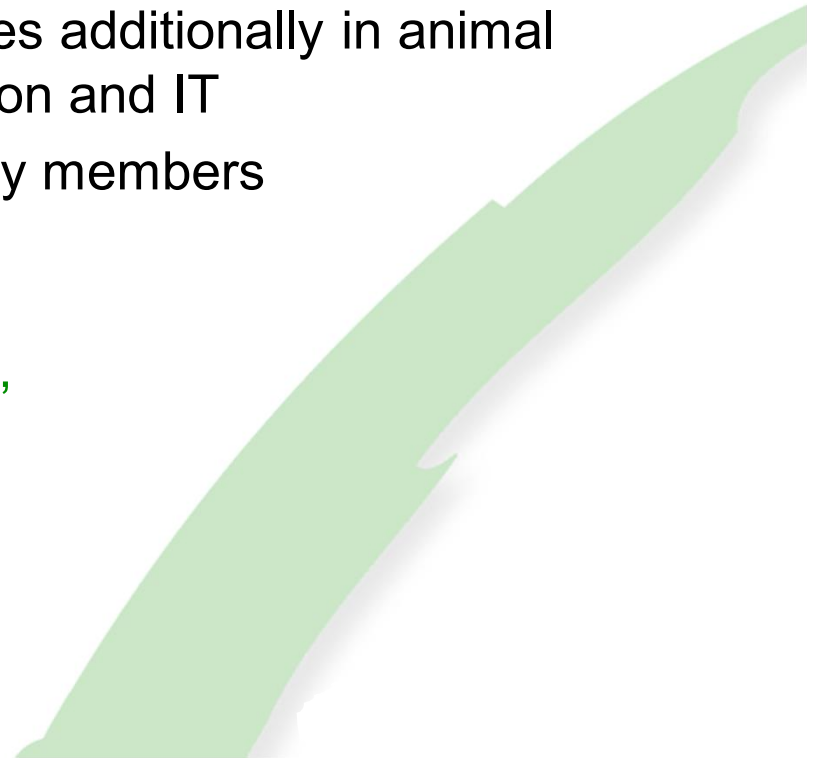
Let's Succeed Together



ProAgria in a nutshell

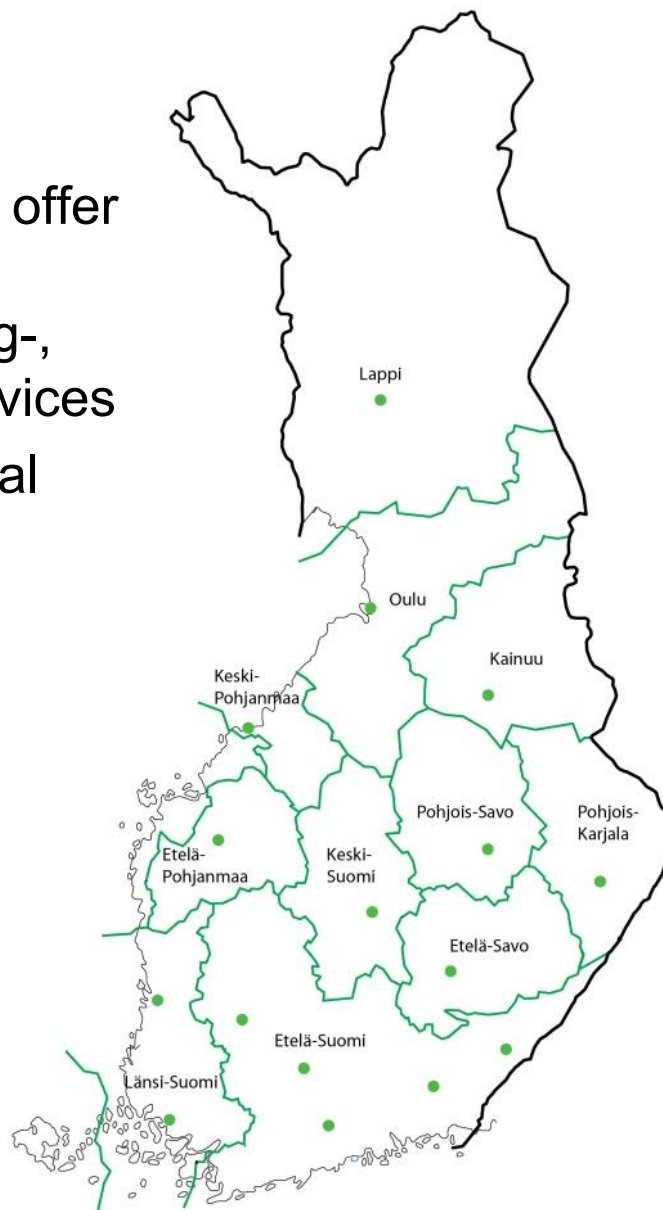
- Provides farm-and-agriculture entrepreneurs with services to enhance competitiveness in Finland and abroad
 - Development services for farms and rural businesses, SME's
 - Services for new businesses
- ProAgria Group has services additionally in animal breeding, artificial semination and IT
- Organisations are owned by members
- A large body of members

"221 years for the countryside"



ProAgria Centres

- 11 regional Finnish ProAgria Centres offer their members
 - Leadership-, planning-, monitoring-, development- and consulting services
- The services focus on developing rural and agricultural businesses
- The largest quality and environment educator and rural development organisation
- Turnover of 50 million euros
- 107 000 members
- 650 Employees



In numbers

Customer base

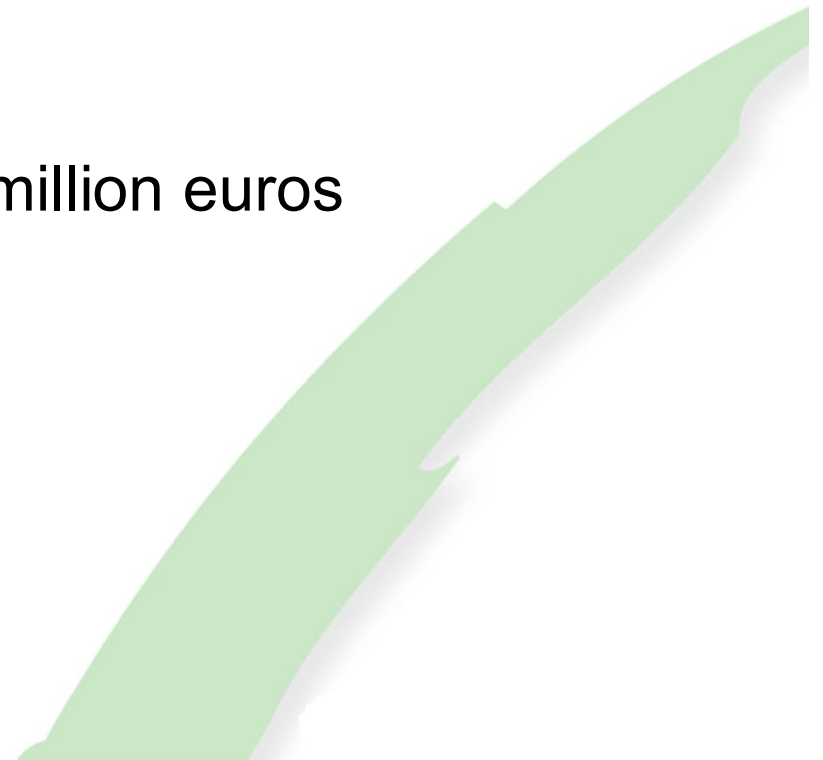
85% of all farms in Finland

Turnover

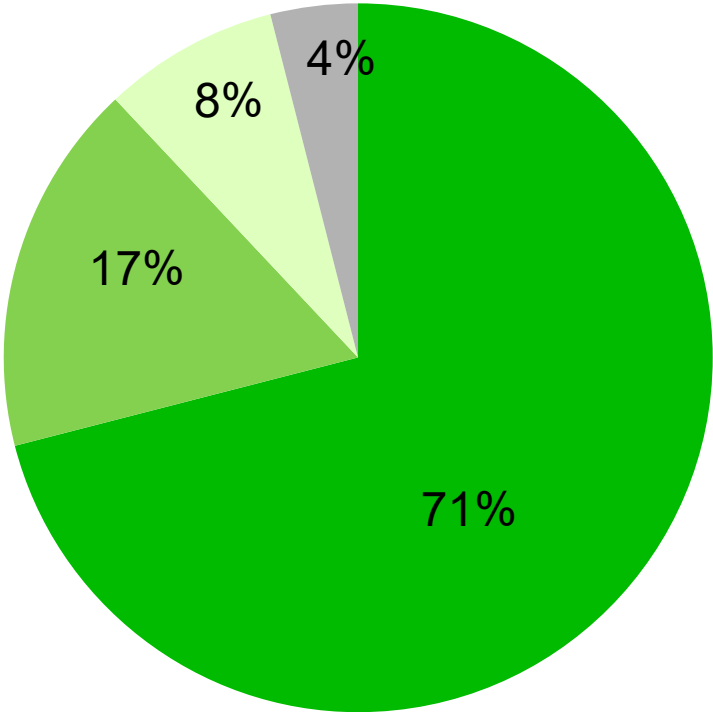
50 million euros

Staff

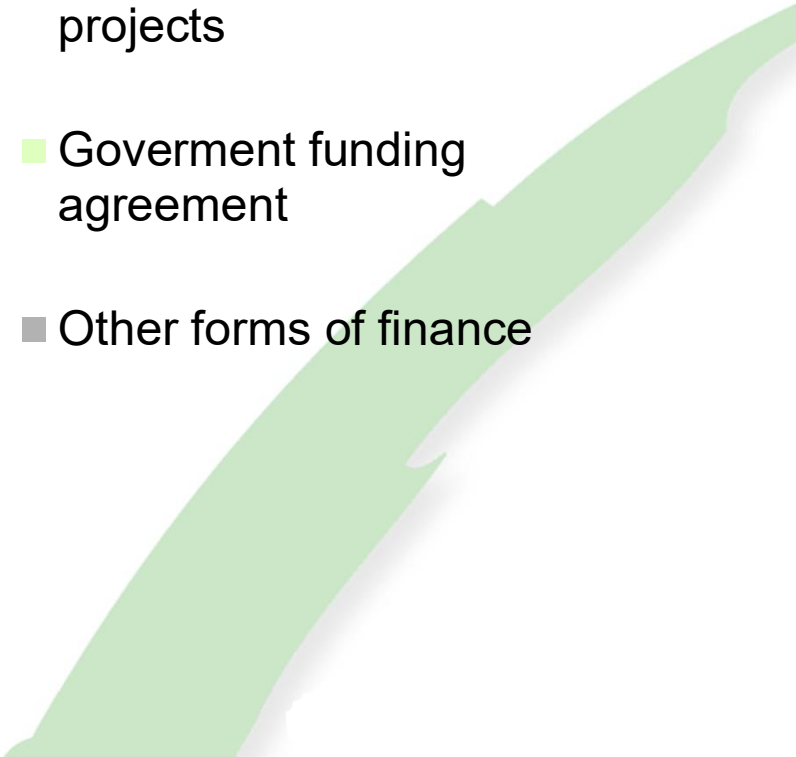
650



ProAgria Centres' revenue streams



- Customer sales
- Development and projects
- Government funding agreement
- Other forms of finance



What's our offer?

Tailored services for

- Dairy-, beefcattle- and sheep entrepreneurs
- Crop-, vegetable-, pig- and poultry entrepreneurs
- Business and accounting services

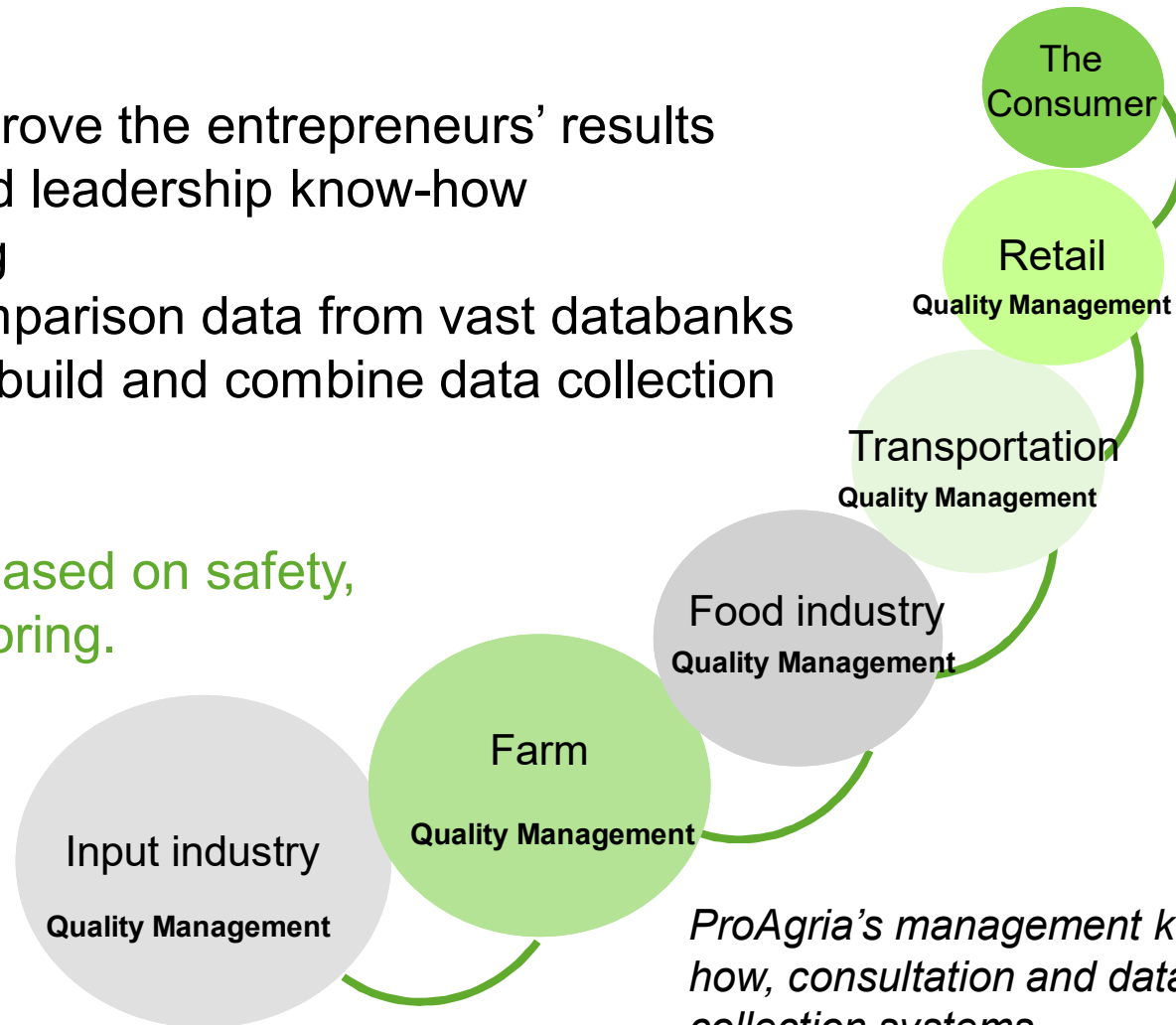


From the farm to the consumer: an unbreakable and invisible food chain

ProAgria offers

- services that improve the entrepreneurs' results
- management and leadership know-how
- quality consulting
- analysis and comparison data from vast databanks
- the possibility to build and combine data collection systems

Quality production based on safety,
reliability and monitoring.



Services to dairy farmers

We offer a versatile service selection for management, financial and production management, investment and the development of competences

- Milk Recording
- Herd Management
- Feed Management
- Heifer Services
- Udder Health and Fertility Services
- Grassland Management
- Economy Management
- Investment Services
- Energy solutions and efficient energy usage



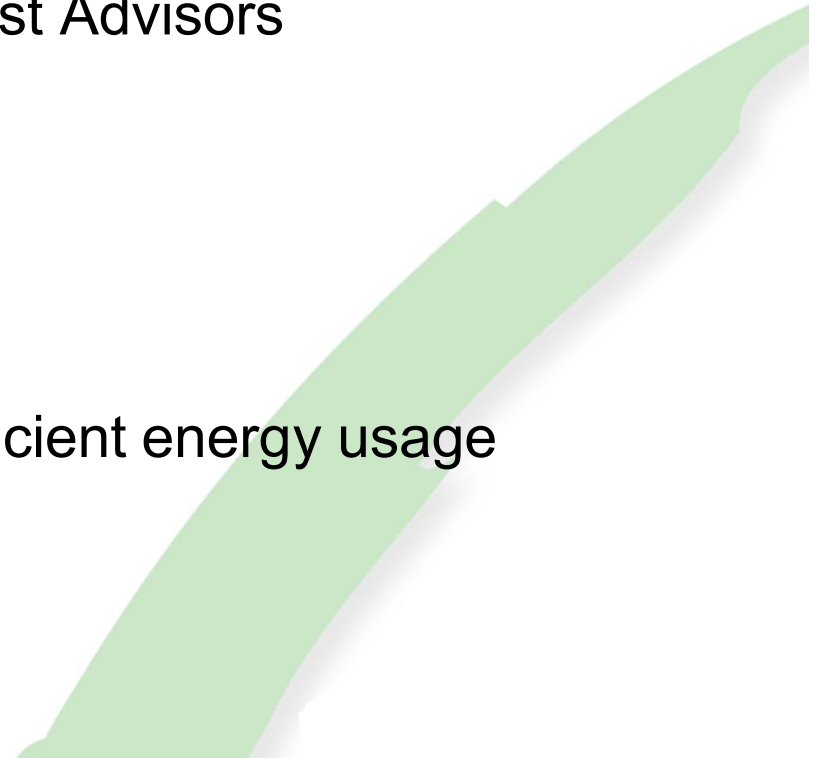
Our Financial Services unites the economy and production

- Budgeting and monitoring
- Milk production efficiency and productivity
- Comparison data from other milk producers' production and economy
- Assistance and a knowledge base to help set goals and lead a milk farm business
- Development in order to achieve improved milk production
- Strategic Planning and Investments

Services for crop-, vegetable-, pig- and poultry entrepreneurs

A versatile service set for leadership, financial and production management, investments and training

- Crop production plans
- Animal farm feeding and production plan
- Crop production Specialist Advisors
- Investment services
- Economy management
- Environmental services
- Organic services
- Energy solutions and efficient energy usage



Online and electronic services

- ProAgria provides together with Mtech Digital Solutions Ltd. a comprehensive variety of farm management software and various electronic services for day to day management of the farm
 - Interoperability and smooth transitions from one software to the next provides ease of use and better data for development
 - All software is unified under one common platform Bisnes+



Bisnes+ -online dashboard



Key benefits

- *Access to advisory services improves – “24/7 advice”*
 - Online client meetings
 - Chat services
 - Automated advice, forecasts and alerts
 - Traditional channels (phone, email)
- *Farmers’ access to information improves*
 - Key information collected on a single dashboard
 - Easy vessel for dissemination of latest knowledge (research, authorities etc.)
 - Promotion of new information sources
- *Enables measurable performance for the farm*
 - Sophisticated reports combining various production data – “no more flying in the dark”
 - Peer group benchmarking – enabling per-to-peer learning
 - Advisors as “sparring partners” for strategical planning

WebWisu

- Web-based crop production solution
 - Easy crop planning and nutrient calculations
 - Integration to leading soil analysis laboratories
 - Subsidy applications directly from the software
 - Economic calculations for crop production
 - Maps and satellite imagery as well as pest and yield forecasts



Minun maatilani

209021761.0000000 Pyyrin tila Neuvosori Jari > Viljelysuunnitelma ja lohkokirjanpito

Kasvit ja kylvöt: Viljelysuunnitelma Lannoitus Muokaus- ja hoitotyöt Kasvinsuojelu Sadonkorjuu

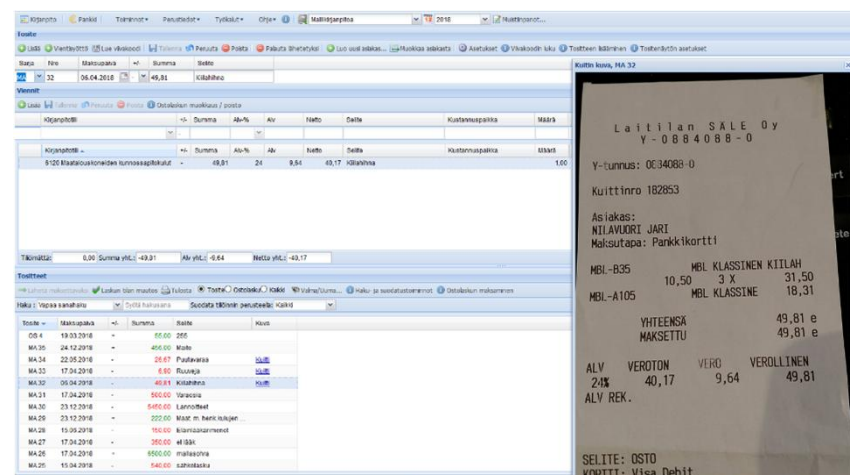
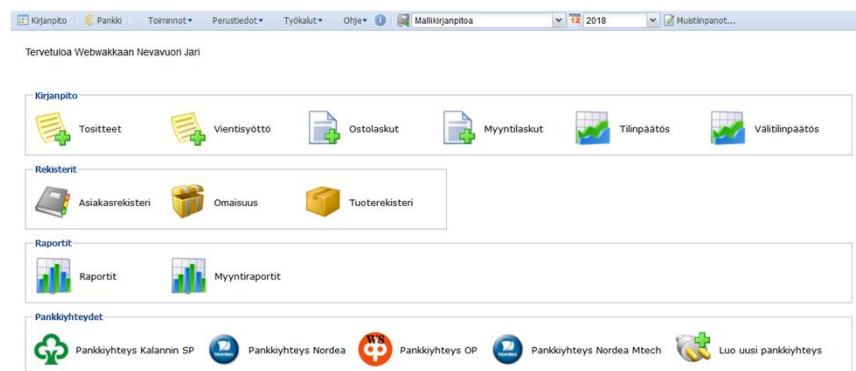
Kasvitoholko	Ala, ha	Kasvi 2017	Laji	Määrä/ha	Vaihe	Pvm
Ahtola Kolmio - A	0.05	Luonnonhoitopeltot, nurmikasvit väh. 2-v				
Kuusisto - A	0.97	Monivuotinen vierhesanto (nurmi ja nilitty)				
Karhonia Ylä - A	0.71	Mallasohra	NFC Tipple	270.0 kg	Toteutunut	07.05.2017
Kotovinlo - A	2.55	Mallasohra	KWS Irina	250.0 kg	Toteutunut	13.05.2017
Suolahdon - A	0.35	Suurimokaura	Belinda	220.0 kg	Toteutunut	16.05.2017
Näikkimä I - A	0.87	Mallasohra	NFC Tipple	270.0 kg	Toteutunut	07.05.2017
Näikkimä II - A	3.02	Mallasohra	NFC Tipple	270.0 kg	Toteutunut	07.05.2017
Karhonia - A	2.36	Mallasohra	NFC Tipple	296.7 kg	Toteutunut	13.05.2017
Kalkkuna - B	2.21	Mallasohra	NFC Tipple	296.7 kg	Toteutunut	19.05.2017
Kalkkuna - A	1.26	Sokerijuurikas, sokerintuotantoon	Callas Poncho Beta	1.0 yks	Toteutunut	04.05.2017
Kalkkuna - C	0.04	Kasvima				
Isänillyt - A	3.78	Syysvehnä	Olivin	290.0 kg	Toteutunut	12.09.2016
Isänillyt - D	3.16	Syysvehnä	Olivin	290.0 kg	Toteutunut	12.09.2016

Vaiitut lohkot (5): Kalkkuna - A (1.26) ❌ Kotiranta 1 - A (1.55) ❌ Isänillyt - C (4.32) ❌
Valittu 6.9 Sha / 8.91% kokonaispinta-alasta Työjensä valinnat

Kasvitoholkon muokaus Poista kasvi Lisää kasvi Muokkaa kylvöjä Tallenna

WebWakka

- Online farm accounting software
 - Comprehensive farm bookkeeping and financial accounting
 - Comprehensive reports on farm financials
 - Tax forms printable directly from the software



MyFarm.fi (Minun Maatilani)

- Online herd management solution
 - Recording of all life events for cattle
 - Integration to national cattle registry
 - Daily task lists for insemination, dry cows etc.
 - Comprehensive reports and performance indicators on herd and yield



ProAgria Keskusten ja ProAgria Keskusten Liiton johtamisjärjestelmälle on myönnetty ryhmäsertifikaatti

Thank you for your interest!

Jussi Juhola



Director, international relations
ProAgria, Finland

Member of board
European Forum for Agricultural
and Rural Advisory Services
(EUFRAS)

+358 40 728 0999

jussi.juhola@proagria.fi



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