

## International Virtual Event: Global Smart Villages

### Connecting IT technology – online sales of dairy products and farming

*Toni Kukenberger, organic dairy farmer*



When we talk about small farms, we mostly think about manual work, fork and a 40 years old tractor. On our farm, we look for a different way. We always search items for optimisation and making our work easier. Despite having smaller fields, we have an on-line data base of our field operations, pasture evidence, entered by the app on our smartphone. And ahead to our dairy products: all our processes are written and managed by remote access via smartphone. Also when we dry our hay, the whole process is supervised by a computer so we lower manual labour dependency and reduce room for mistakes. When we think about having the technology serving us, we plan to monitor our animals' health via smart collars and analysing data in real time, and also manage our pastures via smart fences, driven

by a GPS signal. In our b2c relationships via our webshop [www.ekosirarna.si](http://www.ekosirarna.si), we use our web shop, specially developed for our returning packages, to have online evidence and automatic monitoring of the customer's use of it – when he buys from us again, he or she just writes down a unique code and the shops either does or does not fee him/her for the packaging. It is important to have such a system so customers see it is very transparent and also we know exactly what is going on with our shop and packages.

### About the speaker

After finishing Animal Science study in 2011, I took over my grandpa's farm and started developing milk processing. I always search different ways, better ways to make better products for our customers. So I decided to transfer to organic farming and for last four years also haymilk production and processing. In eight years, we came from zero to processing nearly all of our milk from our Brown Swiss cows. In 2016, I received a title "Most innovative young farmer of Slovenia" with our systematic approach to our work from land to table. With a vast help of my family we completely renewed our farm, building new on-farm dairy etc. Nearly all of our products got golden awards on national farm judging of farm products, and in 2021, we also got a prize for The most innovative yoghurt of Slovenia. I am active in our national On-farm cheese makers' association, I am a member of initiative for hay milk and hay meet group in Slovenia and am always willing in learning new things, including new smart technologies. I always claim that we must do something for community if we want to do something good for us, too. And we must never forget on our family.