



fodjan

smart feeding of livestock

About fodjan smart feeding

fodjan smart feeding is an online platform for feed management. Via PC, tablet or app, farmers, consultants, veterinarians and other users can **plan, control, document and evaluate feeding**. **Ration suggestions** are provided based on the animal demand, the available feed on the farm, given basic conditions and the selected user goals.

The fodjan user can compile his rations from the **extensive feed database** or add his own feeds and adjust the feedstuff ratio in terms of health, performance and costs.

Among other things, the fodjan app shows the daily updated ration in a **step-by-step mixing recipe**. Thus supporting the **daily documentation of feeding** and creating **evaluations** of feed consumption and mixing accuracy. The activation of interfaces also makes it possible to get feed analyses directly on the app and integrate them into the rations or to evaluate the latest milk performance test.

A user can **invite other people** to work on his farm in fodjan and assign access rights, e.g. read-only rights. This makes coordination easier, saves time and everyone is up to date with what is currently being fed.



The founding of fodjan

Carsten Gieseler had the idea for fodjan during his studies. As a trained farmer and with a master's degree in agriculture and business administration, he recognized the challenges in feeding livestock. Livestock data lay in separate systems or just handwritten notes were left lying around without being used to improve feed management. Thereby feeding accounts are the main share of costs in the livestock business and is to a large extent crucial for success.

Together with the founding team, which still runs the company today, he is building an online platform for feeding management, which has now developed into a widely networked, cross-device tool. The platform provides connectivity options for feed mixer manufacturers, laboratories and other feed-related data producers, and thus intelligently linking and evaluating feeding data for farmers, consultants, veterinarians and the feed industry.

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The fodjan Story

2014
Founded in
Dresden (GE)

2015
GIL-price und
Subsidy price of
the agricultural
industry

2016
Cooperation with
BayWa, agrosom
and Lely

2017
Launch of the
fodjan App for
dairy

2018
fodjan Pro for
beef and pig

2018
Cooperation
with Schaumann
and Nutreco

The future
will be digital with
fodjan

fodjan | 360° of feeding

fodjan smart feeding brings together the data from farmer, feeding consultant, animal and technology on one platform, giving them the basis for making the best possible decision in feeding. We follow a 360° approach from planning, feeding and documentation to evaluation, which in turn allows us to collect implications for planning.



Increasing animal health and performance



Optimal use of self grown crops



Decrease of feeding costs



Fast and easy ration adaption



Stock and range management



Synchronous data for all users on all devices

fodjan smart feeding | Portfolio for Farmers

fodjan App (free) &
fodjan App Premium



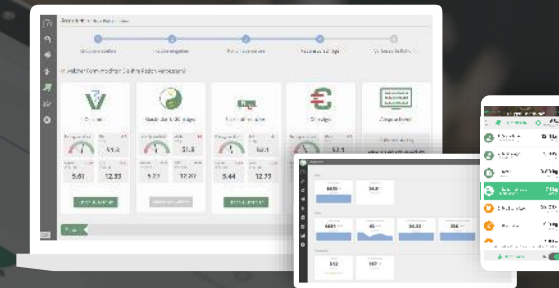
Laden im
App Store

JETZT BEI
Google Play

Starter Tool
Download in the appstore
for Smartphone



fodjan Pro &
fodjan Pro Consultant

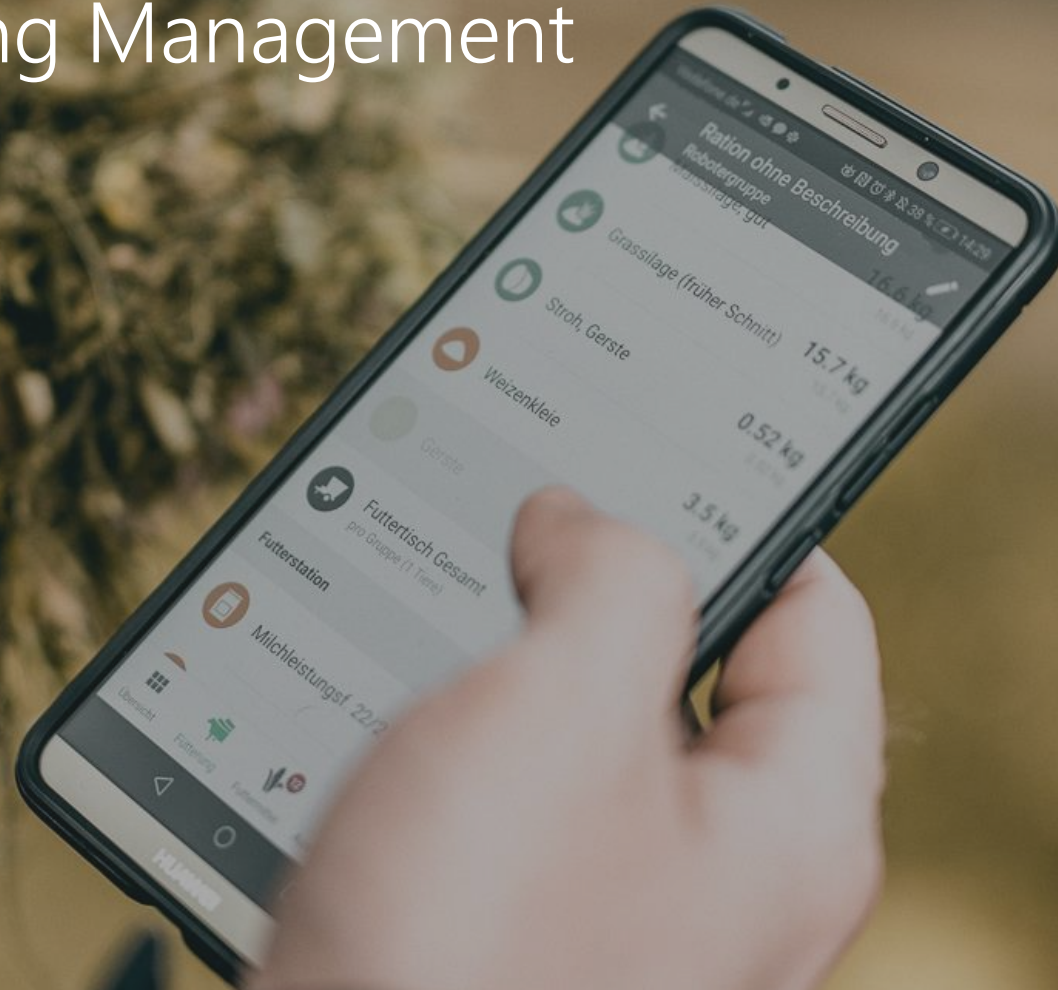


Expert tool
Registration on www.fodjan.de
incl. fodjan App (Premium)

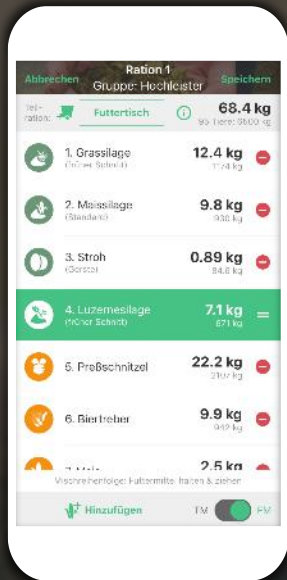


fodjan App

Mobile Feeding Management



fodjan App | Easy and Smart



Rations

- Adapting Rations
- Importing feed analysis
- Ration suggestions
- Feed health evaluation



Documentation

- Daily "Feed now"
- Key data to animal stock, milk performance and fodder



Evaluation

- Feeding (e.g. consumption)
- Milk yield

fodjan Pro

Smart Feeding for pros



fodjan Pro | Smart Feeding Professional



For Tablet & PC

Incl. fodjan App Premium, for pig, Beef and dairy cows

For Feeding Professionals

Consultants and motivierte farmers

Additional Functions

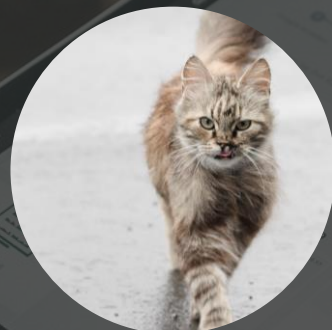
e.g. ration calender and manuelle ration calculation

Individuelle Settings

e.g. feed nutrients taken into account in the algorithms

Would you like to get more Information or do you need special contents for your publication?

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