



barto

Dein digitaler Hofmanager



**INTERCOOP EUROPE
67th ANIMAL FEED CONGRESS**

May 21 – 23 2025

SeminarHotel am Ägerisee, Unterägeri
(Switzerland)

Ulrich Ryser: **barto** – your digital farm manager

Topics

- Digitalisation – a fast-developing trend
- Sustainability with technology
- FMIS Barto: Swiss smart farming platform
- Functionality of barto
- barto is a LANDI brand by fenaco
- Added value by barto

Digitalisation – a fast-developing trend

Rapid change ... and the pace is still picking up ...

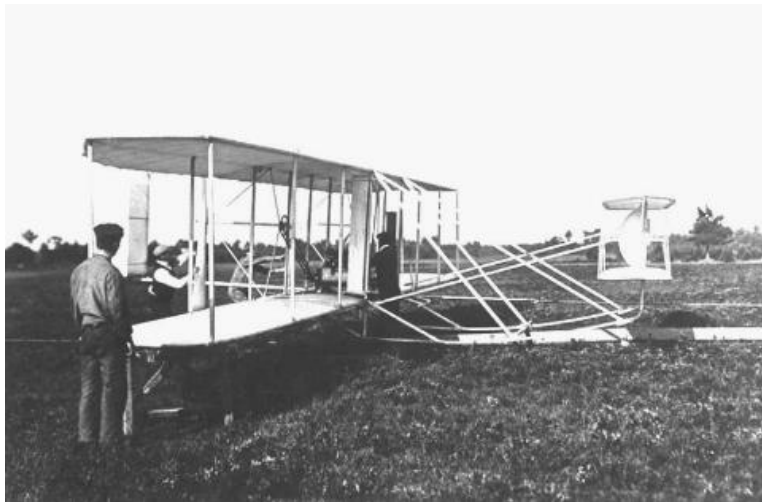


2005 (Benedict XVI)

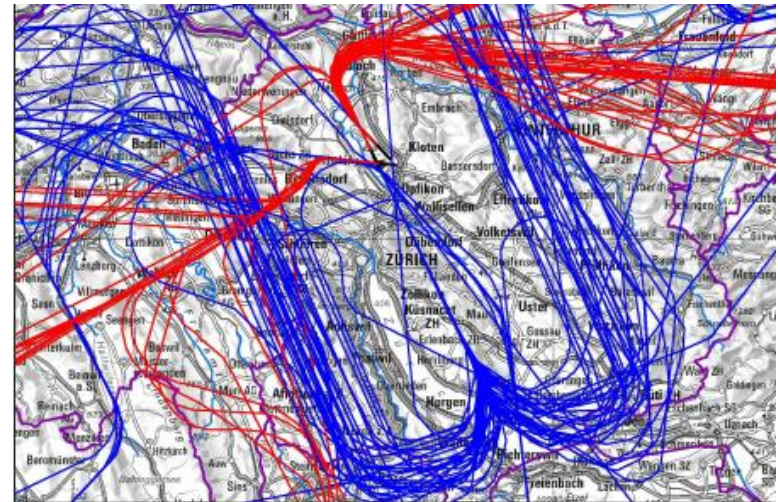


2013 (Francis I)

What starts small today can change the world tomorrow



1903



2023: 29'900'000
Passengers at Kloten Airport

Most people overestimate what happens in the short term and underestimate what is possible in the long term!

Digital Change

→ Changing the images in your mind



e.g.



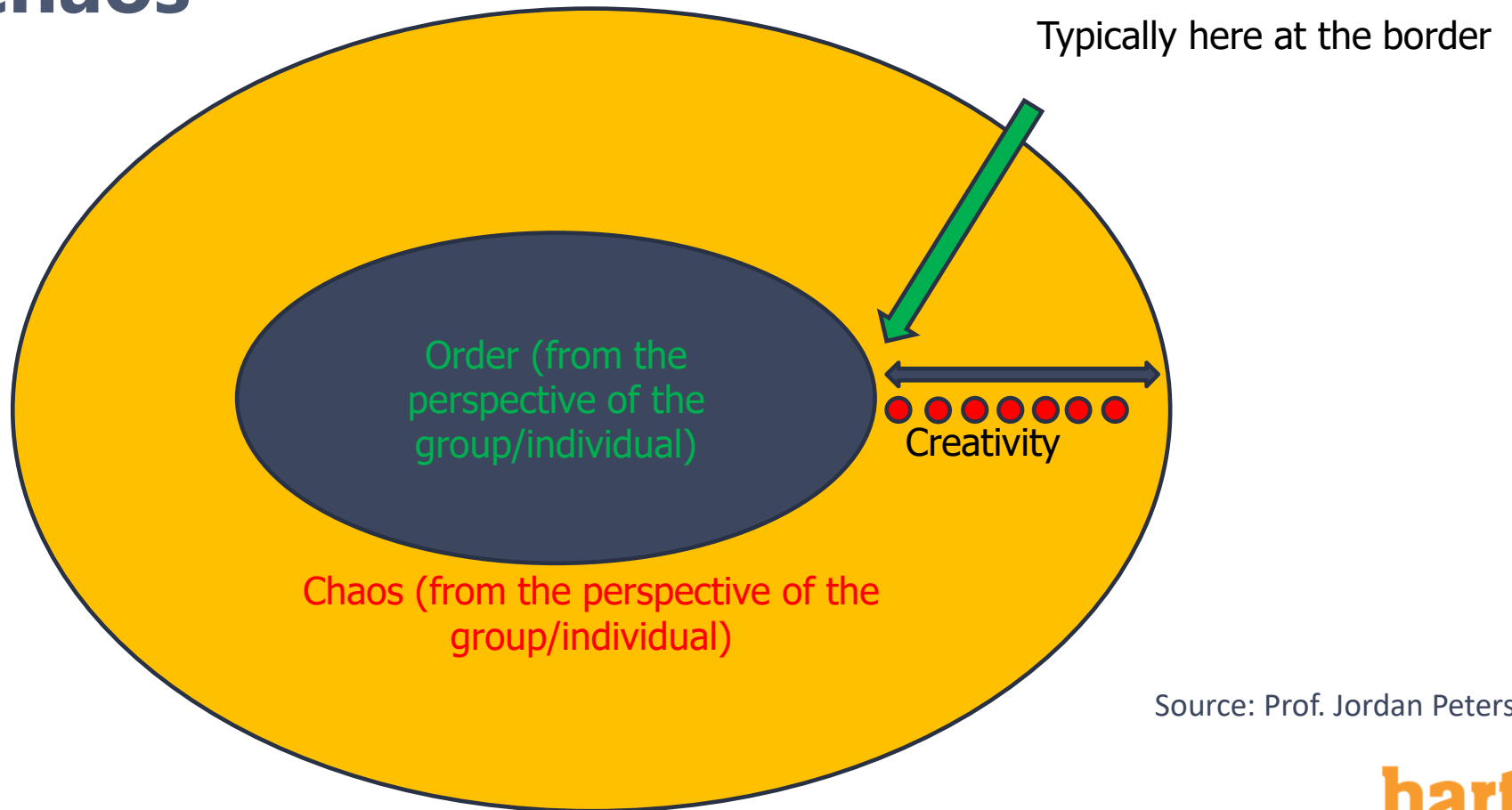
Dairy cows



Mother cows

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Creativity/change at the boundary of order/chaos



Source: Prof. Jordan Peterson

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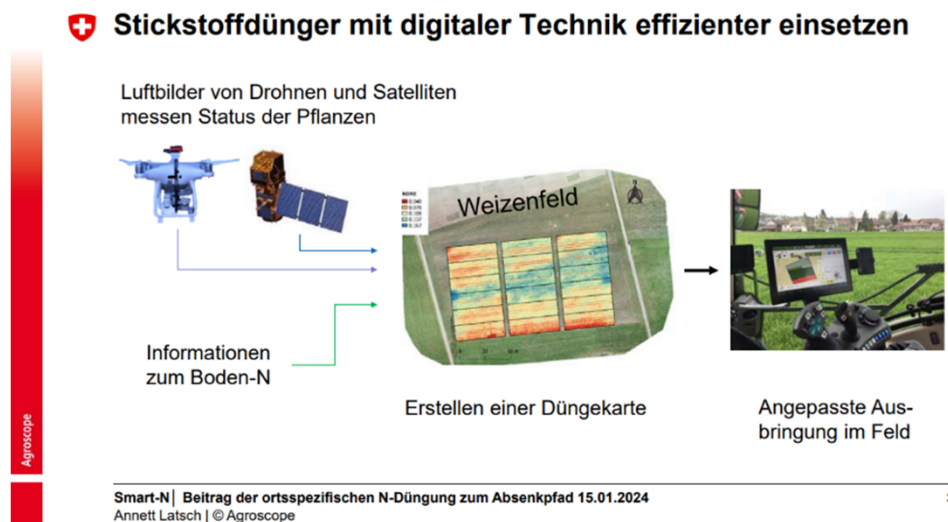
Sustainability with technology

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More sustainable production- thanks to new technologies

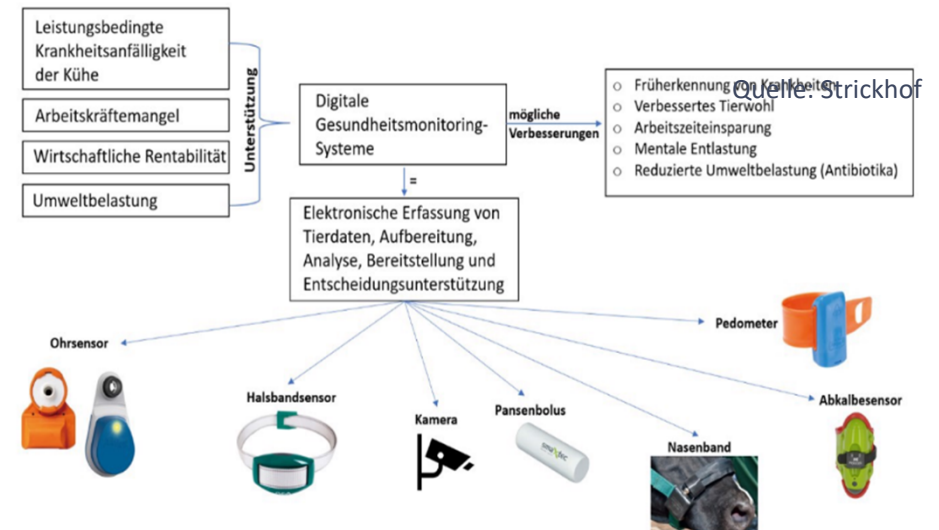
> Sub-area-specific fertilisation, spot spraying

> Early disease detection, feeding/greenhouse gas



> Up to minus 25% N with the same yield

> Spot spraying: up to minus 80% pesticides



> Recognise earlier, less medication

> Targeted feeding, less GHG

FMIS Barto: Swiss smart farming platform

FMIS = Farm Management Information System

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What is of concern to farmers?



Time spent on
administrative matters



Animal wellbeing

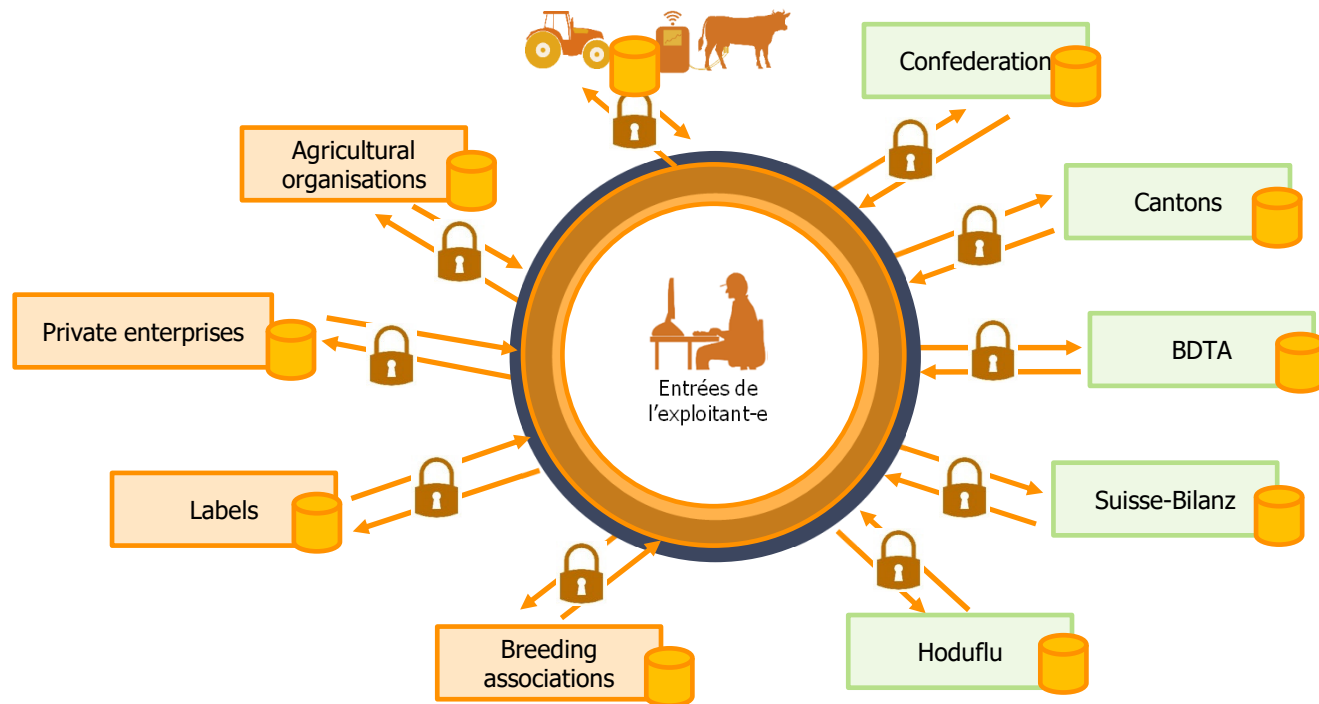


Climate change

A **digital instrument** is needed to make the increasing documentation requirements and the demanding **rules/regulations** manageable.

Vision FMIS barto: Once only

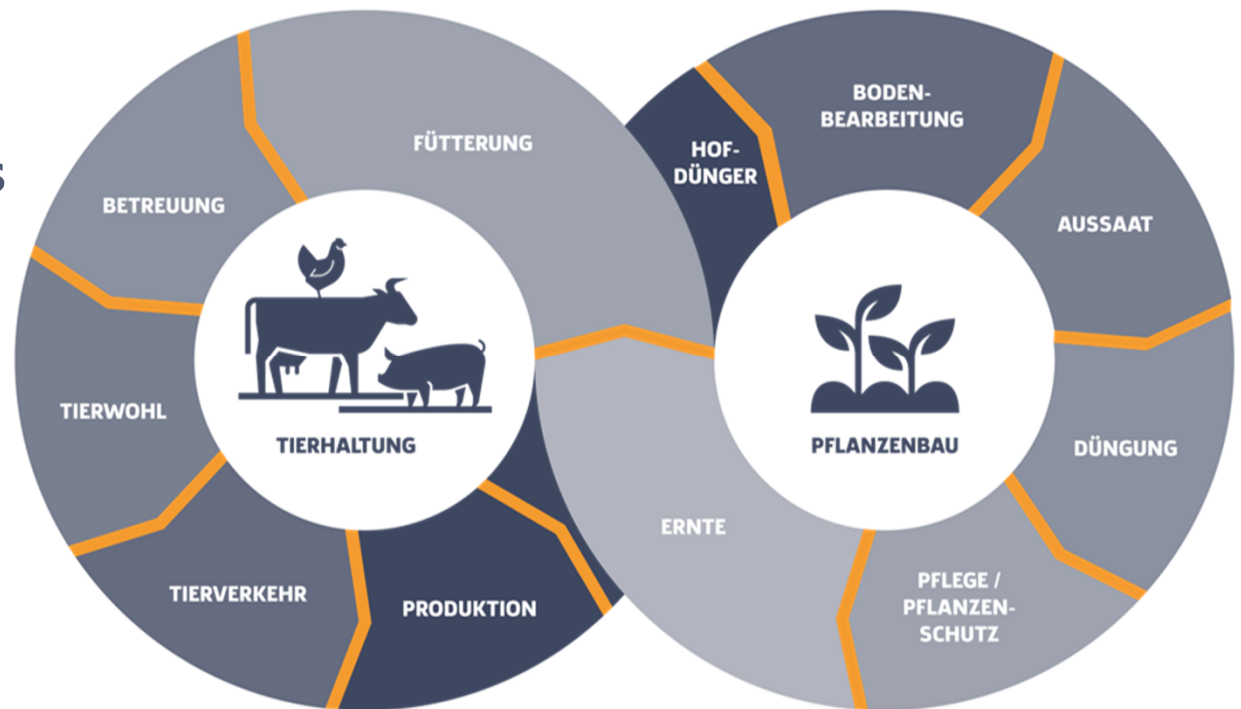
An interconnected system but with protected data.



Thanks to barto, we are
digitally creating the
agricultural production process

...

... and offering farming
families a tool to plan,
document and manage their
business efficiently



Barto - Swiss smart farming platform

Share company with broad shareholder base

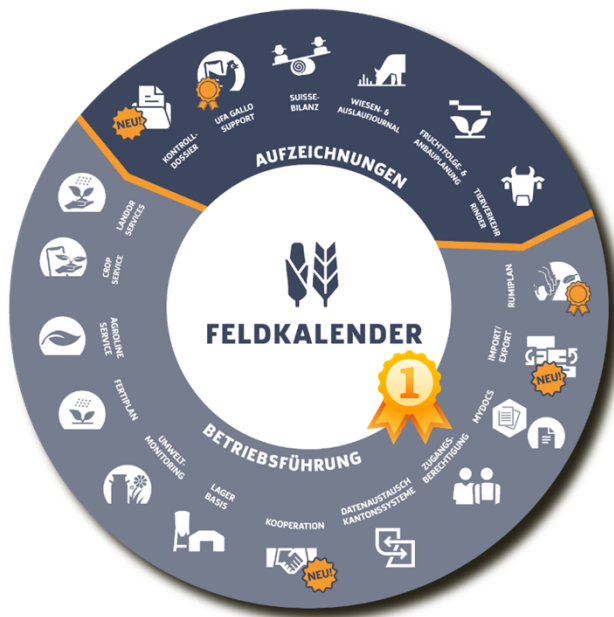


Sector solution:

- Broad shareholder base
- Platform open for all
- Majority of shares held by fenaco

barto - The number 1 FMIS

The leading field calendar / farm management tool in Switzerland



- Huge range of functions
- Great cross-linkage: Enter data once, and use it over and over again
- Concrete control assistance
- Really broad support network with LANDI
- Single provider with a data protection certificate
- Number 1 in terms of customers

The opinion of the Degen family...

"For me, it's the most advanced field calendar on the market today. It's forward-looking and always one step ahead. Its ease of use convinced me right from the start."

Reto Degen

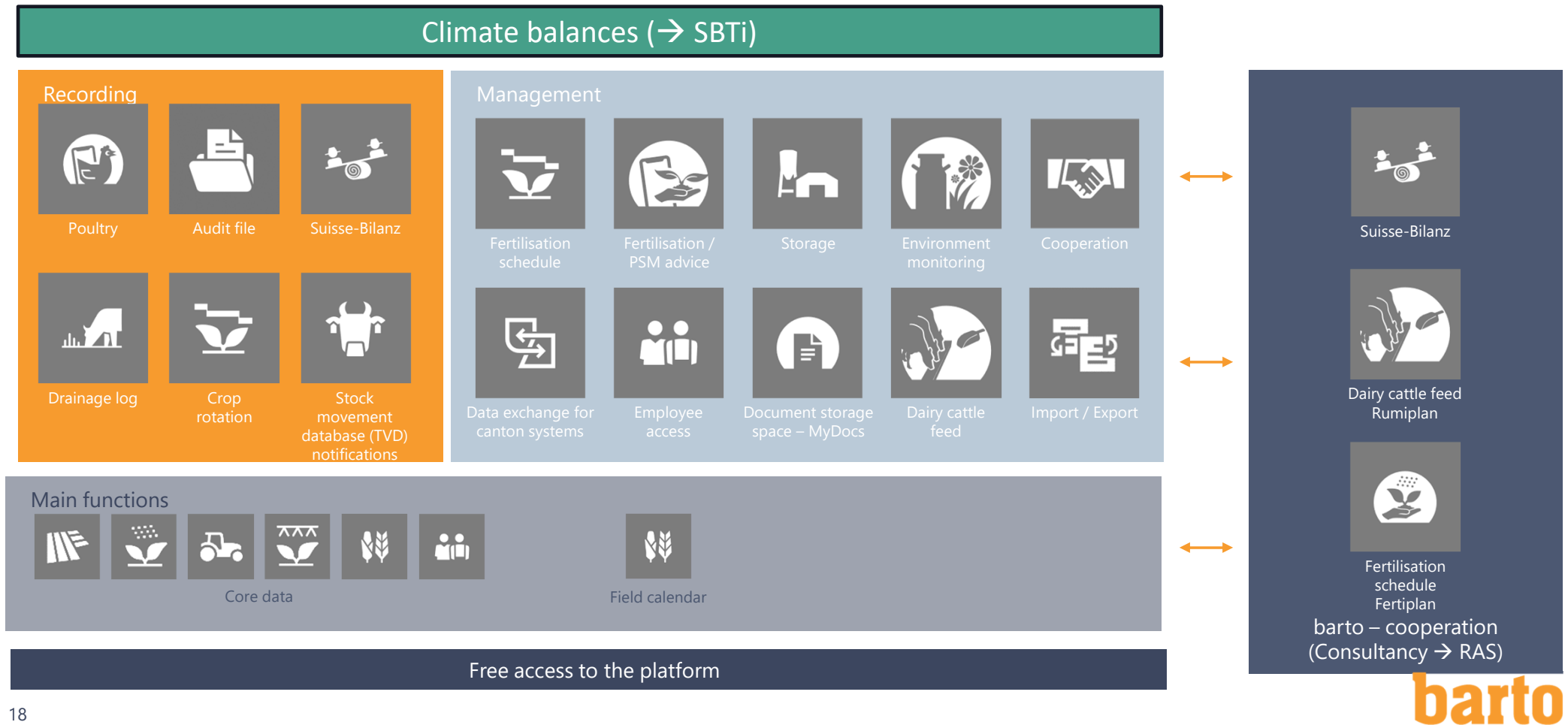


Less admin – more farming

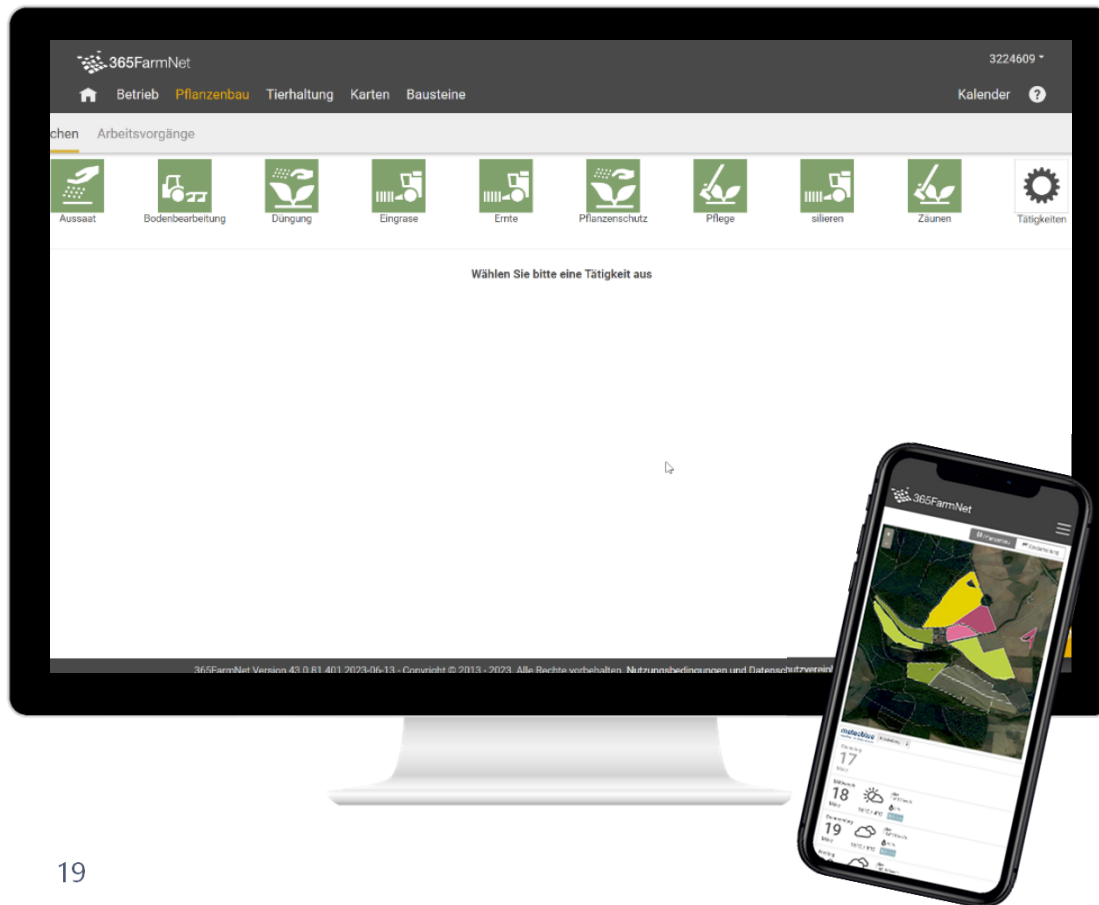
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The range of functionalities of the platform

Open to new partners
e.g. Swiss Hail

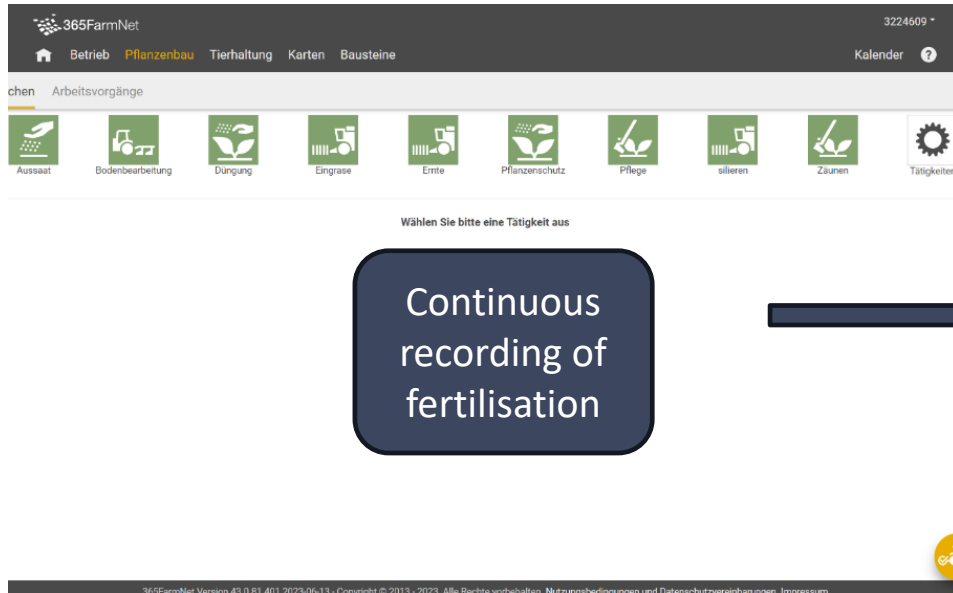


Field calendar



- Enter documentation on the PC or via the '365Crop' app
- Automatically generate plot sheets based on the documentation and divide them into harvest years
- Creating templates for usual field work

Field calendar and Fertiliser/nutrient balance



Continuous
recording of
fertilisation



Planned maximum



Total quantity of
fertiliser applied



Respecting the
maximum

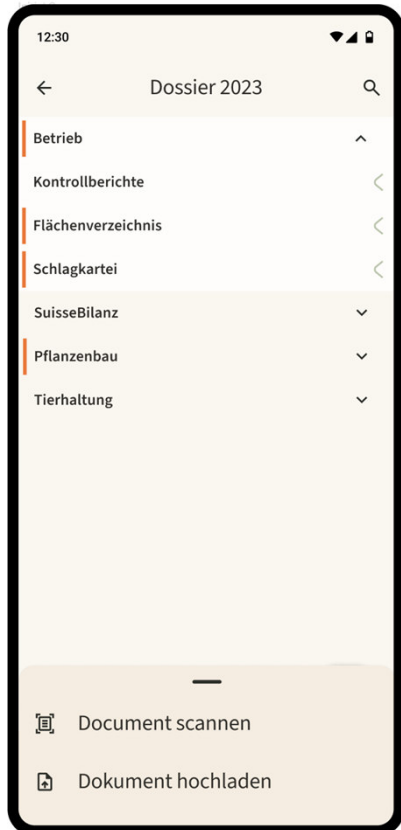


Balance:
Planning



Balance:
Controlling

barto – a new “audit file” component



Component for preparing for business audits:

- **Automatic creation of checklists** for the documents required for selected programmes
- **All documents relevant to the audit** are imported into the barto component **and stored in a single folder**
- **All required documents can be scanned by the app** (spray testing, soil samples, etc.)

If everything is “green”, the auditor can come ...

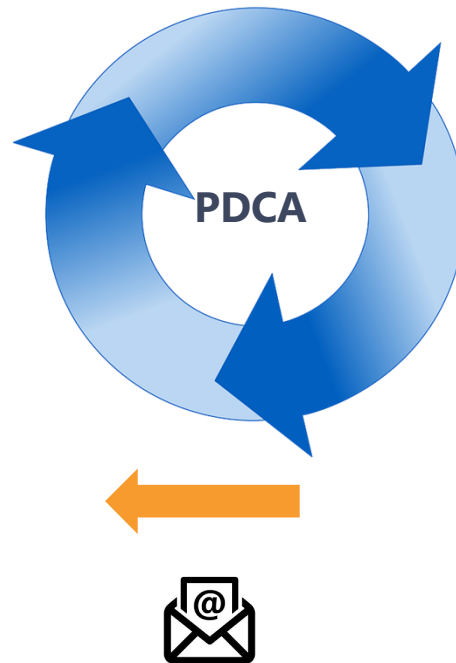
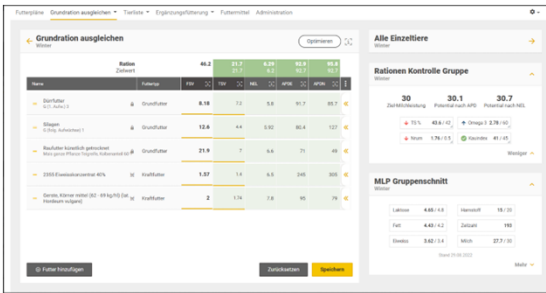


> Import/Export – data flow with John Deere

The farmer works with barto and uses JD Operations Centre



Farm Management: Example Feeding plan



- Further information:
Guest Speaker
- Dr. Markus Rombach



Interface between the canton systems and barto

Acorda (GE, VD, NE, JU)



Gelan (FR, BE, SO)



Agricola / NIKA






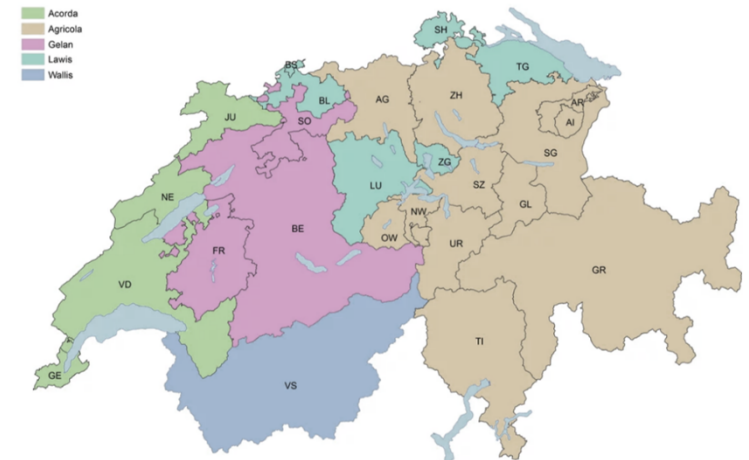
Lawis (BS, BL, LU, ZG, SH, TG)



Valais



-  Bidirectional comparison planned/being created
-  Bidirectional comparison of polygons and structural data
-  Unilateral handling of polygons (possible with all systems)



> In summary...

«We can fulfil our registration obligations in just a few clicks, and have a tool at our disposal to help us manage our business on a day-to-day basis».

Jonas Hunkeler



barto is a LANDI brand by fenaco

LANDI = agricultural cooperative

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LANDI and barto are strengthening farmer families

- LANDI is local, has a personal contact and enjoys a high level of trust.
- People buying from people.
- barto is the digital link to farming families, making the customer bond even stronger.
- barto is being totally incorporated into the LANDI implementation concepts
- Thanks to barto, digitalisation becomes real and gives farming families an instrument they can use to run the administrative and corporate side of their business easily.

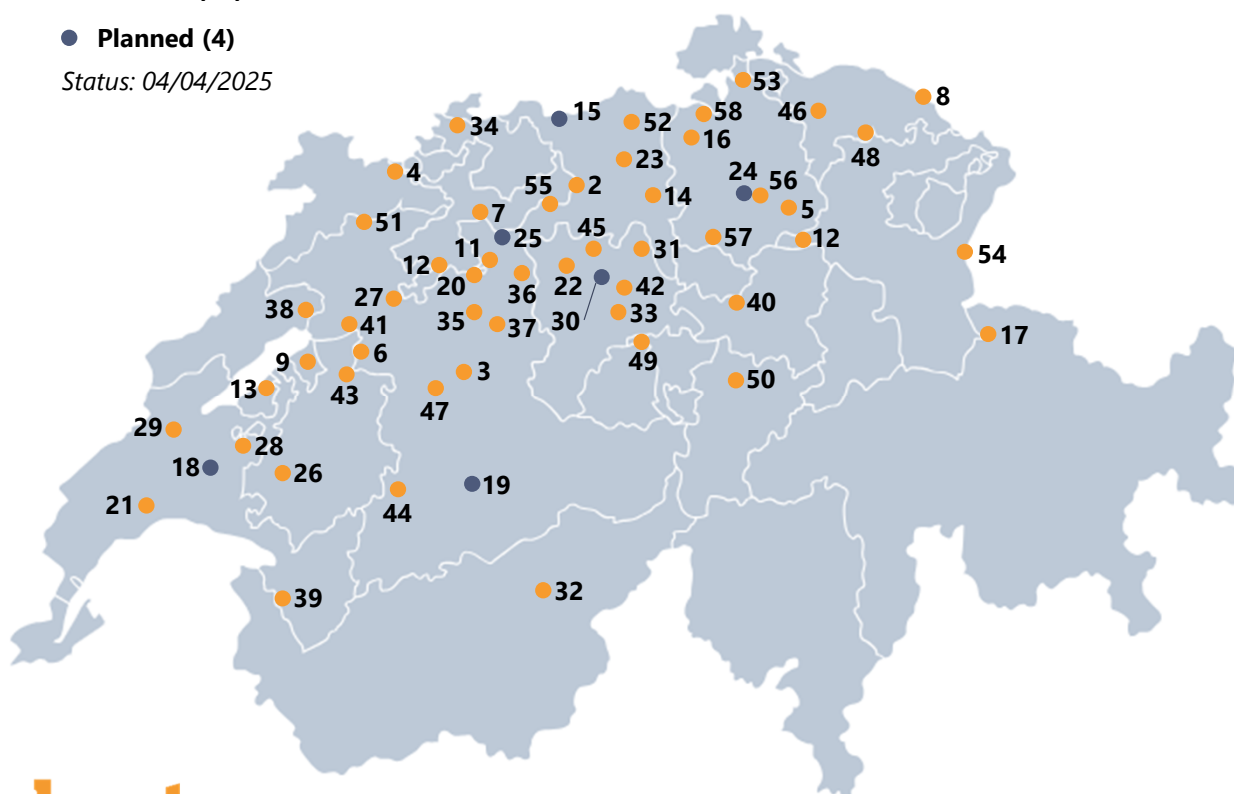
The LANDI network is strengthened if the barto LANDI help and advice centres do their job.

barto LANDI competence centres

● Trained (54)

● Planned (4)

Status: 04/04/2025



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Kompetenz-LANDI

2	ARGOVIA-WEST	30	NOTTWIL-BUTTISHOLZ
3	AARE	31	OBERSEETAL
4	JURA ARC	32	UPPER VALAID
5	BACHTEL	33	PILATUS
6	BERN-WEST	34	REBA
7	BIPPGÄUTHAL	35	AEMME REGION
8	LAKE CONSTANCE	36	HUTTWIL REGION
9	BROYE-VULLY	37	LANGNAU REGION
10	BUHEGGBERG-LANDSHUT	38	NEUCHATEL REGION
11	BUCHSI	39	RHONE-LAVAUX
12	BV MARCH	40	SCHWYZ
13	CENTRE-BROYE	41	SEELAND
14	FREIAMT	42	SEMPACH-EMMEN
15	FRILA	43	SENSE-DÜDINGEN
16	FURT- UND LIMMATTAL	44	SIMMENTAL-SAANENLAND
17	GRISONS	45	SURSEE
18	GROS-DE-VAUD	46	THULA
19	JUNGFRAU	47	THUN
20	KOWY	48	THUR
21	LA CÔTE	49	UNTERWALDEN
22	LUCERNE WEST	50	URI
23	MAIENGRÜN	51	TAVANNES VALLEY
24	MAUR	52	WASSERSCHLOSS
25	MELCHNAU-BÜTZBERG	53	WEINLAND
26	MOLESON-SARINE	54	WERDENBERG
27	MOOSSEE	55	ZOFINGEN
28	MOUDON	56	ZOLA
29	NORD VAUDOIS VENOG	57	ZUGERLAND
		58	ZÜRI UNTERLAND

Modular pricing system apply from 01.07.2025

barto components

Plug-in for import/export

Partner components

Documentation Field calendars, meadow and drainage log, canton information exchange, crop rotation and crop planning, TVD	139																					
Suisse Bilanz	49																					
Audit file	49																					
Cooperation	29																					
Access rights	29																					
Warehousing (existing)	0																					
Warehousing (new) (Q4 25)	49																					
App (auto documentation) (Q4 2025)	?																					
Import / Export	0																					
John Deere Op. Center	65																					
CLAAS / serco	?																					
Trimble / sevra	?																					
Rumiplan	150	fe																				
UFA Gallo Support	85	fe																				
Fertiplan	69	fe																				
MyDocs fenaco-LANDI	0	fe																				
MyDocs LAVEBA-LANDI	0																					
AGROLINE Service	0	fe																				
LANDOR Services	0	fe																				
Crop Service	39	fe																				
MAUS	0																					
Agrarmonitor connect	0																					
Ensemble (2025)	?																					
BOM climate calculator	0																					
Platform access																						

Start now - barto is worth it !

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Initial effort, maximum benefit

It's always hard to start...

- Getting started with barto is easy, but...a good basic structure is important
- an initial effort is required
- This is why we recommend initial support
 - LANDI barto competence centres
 - Barto Support



'We highly recommend the digital field book to our colleagues. It takes some getting used to and using it. But once we got used to it, it made our lives much easier.'.
Barbara et Urs Lüthi

Added value with barto...

With barto, you can

- Manage your business globally
- Document at any time, anywhere, thanks to the application
- View the fertiliser already spread and the amount still to be spread in real time in the Suisse-Bilanz application
- Create all the reports you need automatically, based on the data you've already entered
- Use the same data everywhere, without contradictions
- Automatically write the field notebook with the data from the machines
- Monitor herd feeding with Rumiplan, which includes integration of milk recording data.

Don't hesitate, get started now on www.barto.ch




//

We believe that barto is the only digital tool that is up to the task of organising farming businesses. No other product offers a comparable range of functionalities or the same potential.

Raphael Bernet and Christoph Jenni //

Training and testing operations manager at Strickhof

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Thank you for listening!

barto – your digital farm manager

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Questions?

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