



iHotraco
FARM DATA

Hotraco Agri is launching iHotraco

For more than 45 years, Hotraco Agri has been known for poultry automation solutions that ensure optimal operating conditions. We enable poultry farmers to regulate, control, and monitor all their barn processes. From feed, water, and climate control, to lighting, nest, egg flow control, and more. Our goal is to increase animal health and living conditions, productivity, and profits.

Today, we are taking farm optimization to a whole new level. We are committed to helping you take the first steps toward the practical use of big data for your poultry business. Introducing the foundation for modern farming:

iHotraco FARM DATA

Collect and organize your farm data:



Automatic



Secure



Reliable



Farmer in charge



How big data will change modern farming forever

In the coming years, smart farming will grow exponentially. The importance and usability of big data is rapidly increasing. We are moving from data, to information, to insight, to action, to results.

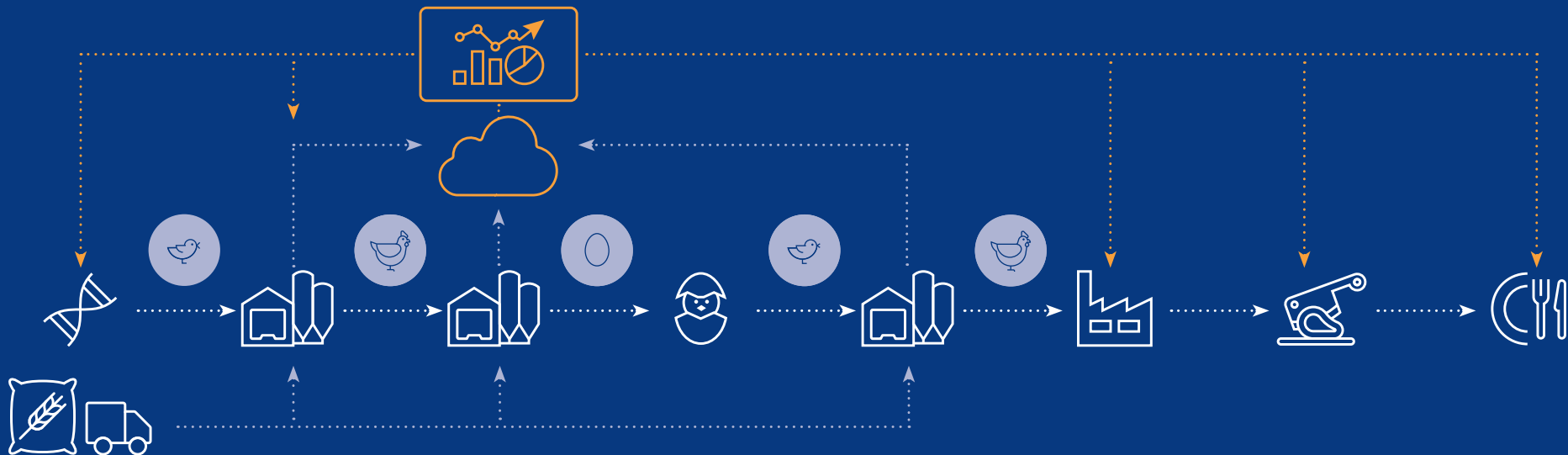
Automation systems like Fortica® allow farmers to remotely monitor and control all their processes, from anywhere in the world. The more data these systems collect, the more insights farmers can gain. These data systems will grow increasingly intelligent. They will be capable of storing daily decisions made by farmers, and over time provide farmers with practical advice that will help them make their farms more efficient and profitable. The future possibilities are very exciting. When farmers decide to share certain data with the supply chain, the entire poultry industry will benefit tremendously. However, for this to become a reality, there is still a long way to go.

That's why Hotraco Agri is now helping farmers and dashboard developers with the first and most important step: Collecting and organizing all your data automatically, reliably, and securely, by using the latest data-sharing technology. However, it goes without saying that farmers will always decide for themselves whether they share their data or not.

Because before you can safely and easily draw conclusions from your data, you need to have a complete set of data that is:

- **collected automatically;**
- **stored centrally in a standardized format;**
- **and organized in an efficient, reliable, and secure way.**

That's the foundation of smart farming. That's iHotraco Farm Data.



iHotraco Farm Data

all your data in one place

Reliable, secure, and automatic farm data collection and organizing

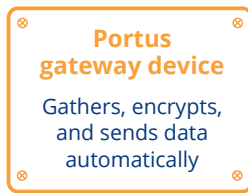


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Easily retrievable data

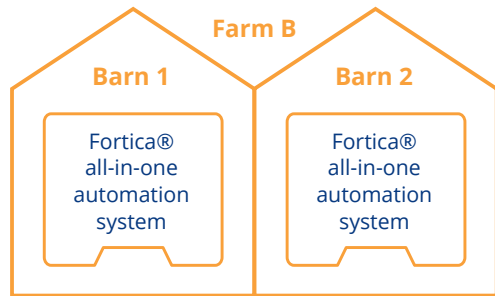
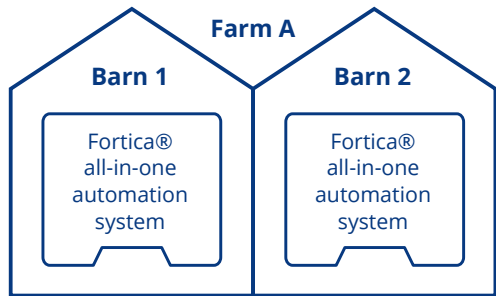
Secure data

2



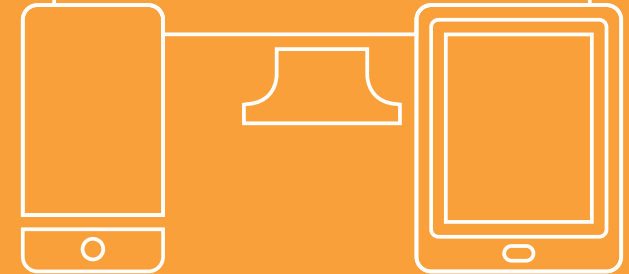
Raw data

1



Third-party dashboards

- iHotraco provides a 100% complete, real-time data set that works with any third-party dashboards
- Allows farmers to monitor performance, compare results, and control all farm processes remotely, from anywhere and from any device



iHotraco
FARM DATA



Why use iHotraco Farm Data as your first step towards smart farming



Automatic

Save time and labor costs

Fully automatic data collection and organizing process, no more manually entering flock charts or CSV exports.

Latest data-sharing technology (REST API).



Reliable

Always a 100% complete data set

No data loss in case of connection interruption, data is stored even without internet.

Eliminates less reliable collection and storage systems (e.g. PCs and hard drives).



Secure

Keep your data safe

Portus encrypts your data before uploading.

Your data is stored by the highest safety and reliability standards.



Farmer in charge

Always in control of your data

It goes without saying that farmers will always decide for themselves whether they share their data or not.



www.hotraco-agri.com