

# PRESS RELEASE

## 3<sup>rd</sup> IFCN Global Dairy Tech Mapping 2025



KIEL, 15<sup>TH</sup> OF JANUARY 2025

### IFCN DAIRY RESEARCH NETWORK AND PROGRESSIVE DAIRY PRESENT TRANSFORMATIVE INSIGHTS AT 3<sup>RD</sup> GLOBAL DAIRY TECH MAPPING WEBINAR

The IFCN Dairy Research Network, in collaboration with Progressive Dairy, successfully hosted a two-hour online event to spotlight the latest advancements in dairy technology. This event was designed to enhance the visibility of ag-tech firms, provide a comprehensive overview of the dairy tech sector, and offer invaluable insights to an international audience.

Under the topic "How Technology Drives Farm Profitability," the event brought together industry leaders and innovators to explore groundbreaking solutions that increase efficiency, sustainability, and profitability in dairy farming.

#### Key Highlights Global Dairy Tech Map

The event underscored a shared mission: to connect and inspire stakeholders across the dairy industry, enabling better decision-making and fostering innovation. One of the key highlights was the updated mapping of 251 companies active in dairy technology - an increase of 27 companies' vs the 2024 edition.

The dairy farm tech landscape comprises 113 small companies managing less than 100,000 cows, 70 medium-sized companies handling between 100,000 and 1 million cows, and 68 large companies working with over 1 million cows. This distribution highlights the diverse scale of operations across the industry.

#### Introducing Dairy Farm Tech Categories

New to this year's mapping are specific Dairy Farm Tech Categories, which provide an overview of companies active across various areas of dairy farming.

The **Activity Monitoring** category highlights 31 companies focusing on tracking cow behavior and vital signs. **Business Management** includes 27 companies providing financial and transactional solutions, while **People Management** features 6 companies offering staff training and management tools.

In **Facilities**, 25 companies specialize in on-farm technologies, excluding milking parlors. **Feed** and **Grazing** categories, with 49 and 8 companies respectively, focus on advancements in feeding technologies. **Herd Health** includes 29 companies dedicated to monitoring and treatment, and **Herd Management** features 47 companies innovating daily management and hoof health.

**Milk Quality** and **Milking Equipment** categories, with 28 and 27 companies respectively, work on enhancing milk quality and milking technologies. Finally, **Reproduction** showcases 11 companies innovating in cattle genetics and reproduction, reflecting the diverse technological progress in dairy farming.

#### The 3rd Global Dairy Tech Mapping Webinar has once again provided crucial insights into the future of the dairy industry.

Under the title "How Technology Drives Farm Profitability" groundbreaking technological innovations were presented that help make dairy farming more economically efficient and sustainable.

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### **Technological Innovations to Increase Efficiency**

The webinar brought together experts who presented the latest technological developments in dairy farming. Key focus areas included technologies such as wearables for animal health monitoring, enabling more precise herd management and increasing productivity. In addition, new genetic technologies and precision farming approaches were discussed, allowing farmers to optimize their resources while reducing their carbon footprint.

### **Automation and Smart Solutions**

Another key theme of the event was the introduction of innovative solutions based on automation and artificial intelligence. From automated feeding systems to AI-powered monitoring technologies, these systems help optimize operations, minimize labor, and increase profitability.

### **Economic Benefits from Sustainable Technologies**

The webinar also highlighted the use of technologies aimed at resource conservation and cost reduction. Notably, solutions for phosphorus recovery from manure were discussed, which not only reduce environmental impact but also create new revenue streams for dairy farmers. The presentation of innovative feeding systems that optimize operations while improving milk production efficiency also garnered significant interest.

### **Consumer Communication and Market Dynamics**

Lastly, the webinar addressed the challenge of introducing innovative technologies to the public and consumers. Discussions explored how transparent communication and better understanding of technological developments can increase consumer acceptance and influence market dynamics.

### **Summary**

The webinar clearly demonstrated how technological innovations have the potential to make dairy farming more profitable and sustainable. The solutions presented not only offer concrete cost-saving opportunities but also long-term benefits for the entire industry.

About: IFCN is a global dairy research and consultancy network based in Kiel, Germany. Founded in 2000, it now brings together more than 100 researchers and provides expertise in the form of data services to more than 140 companies in the global dairy supply chain. Clients use IFCN's fact-based analyses to manage risk and adapt to the rapidly changing industry landscape. In addition, the focus is on exchange with industry peers at numerous networking events.

### **IFCN Dairy Research Network**

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