Acelera pyme

Real case
Digitanimal

September 2024

Financiado por la Unión Europea NextGenerationEU
GOBIERNO DE ESPAÑA MINISTERIO PARA LA TRANSFORMACIÓN DIGITAL Y DE LA FUNCIÓN PÚBLICA
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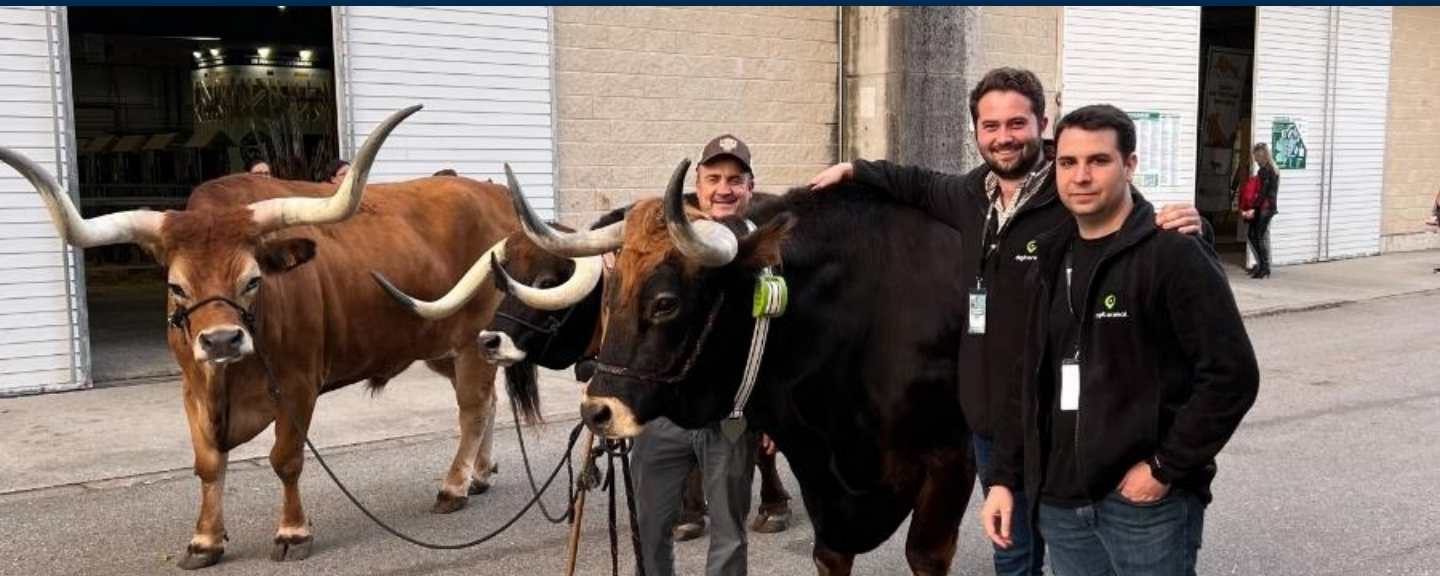
Plan de Recuperación, Transformación y Resiliencia
KIT DIGITAL

Real case

Spanish livestock farming is the largest in the European Union. According to Eurostat data from 2022, Spain has the highest number of livestock, with over 55 million heads, representing more than 20% of the total within the European Union. Consequently, it is vital for this sector to have sufficient resources to maintain its relevance, and digitalization can offer various solutions to achieve this goal.

Next, we will present the case of Digitanimal, a SME born out of the need of a family livestock farm with 130 heads of cattle to monitor their livestock to prevent losses. The problem they identified was that calving within their farm was high-risk due to the lack of monitoring of their animals, and the solution they found was to design and manufacture GPS tracking collars to improve preventive care and livestock maintenance.

The most relevant aspect of this case is, on the one hand, presenting an innovative solution for the livestock sector, which is a highly traditional sector with few opportunities for digitalization compared to other sectors, and on the other hand, encouraging small and medium-sized livestock farmers to adopt similar solutions to simplify the maintenance and care of their animals.



01.

Digitanimal

Livestock

digitanimal

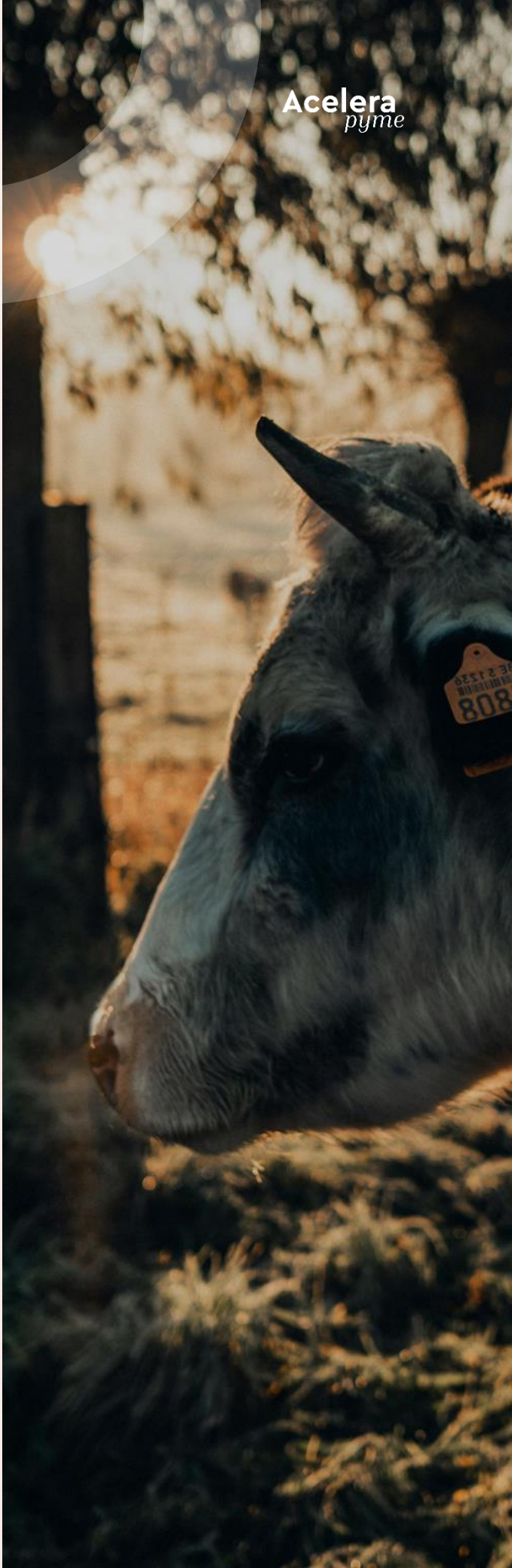
Website
https://digitanimal.com/

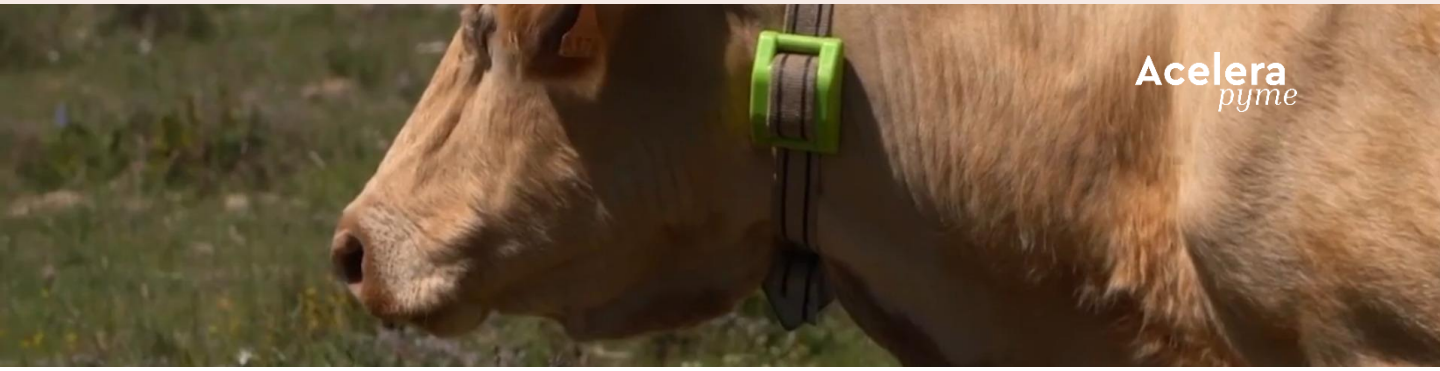
Location
Av. de Castilla, 1 – Oficina 7B
San Fernando de Henares
Madrid, 28830
Comunidad de Madrid

Number of employees
50 employees

Type of society
Limited liability company

Sector
Livestock





02.

Motivation and initial needs

Digitanimal is an SME founded in 2015 by a family of livestock farmers with over 40 years of experience. Before the establishment of **Digitanimal**, several farmers became partners to form a support network and increase their chances of success. In 2015, one of the partners faced a significant problem: complications during births, which posed a **substantial risk of losing** a considerable number of animals.

Given the high costs associated with caring for the animals and ensuring they were not lost, as well as the expenses of transportation, the situation was delicate for this farmer. With this reality in mind, Digitanimal **devised a solution**: enabling the permanent monitoring of livestock through a **GPS device.**

Soon, the benefits of this measure became evident, including a **lower mortality rate among newborns,** reduced time spent searching for animals, and fewer trips to the farm to check on the animals' condition. Considering these advantages, the farmers at **Digitanimal** and their partners adopted this measure. Upon seeing its success, the SME took the next step: to **commercialize and distribute this idea to other farmers.**

> *"Digitanimal was founded in 2015 primarily from an idea developed by livestock farmers, which later enabled them to assist other farmers. Thanks to this problem, the partners joined forces and developed and manufactured an initial prototype. By placing a device around the animal's neck, it allowed for the early detection of cows about to give birth, enabling timely intervention..."*

03.

GPS devices and their utility for farmers

GPS collars for livestock prove to be an effective tool in **controlling and monitoring animals**, offering vital information that helps improve farm management. Although the solution was initially designed for cattle, it is **applicable to any other type of livestock..**

A good option for livestock care is to use these collars, as they allow you to **know their location, health status, physical activity, and grazing time.**

FThey work by placing a locator on the animal's neck to track its location **in real time and also over a recent period**. Using satellite signals, the animal's coordinates are shown on a map. It is also possible to obtain some physical data of the animal, such as **its temperature or distance traveled**, which helps identify abnormal patterns and attend to the animal.

Another example

Ganados Higueras is a farm dedicated to cattle farming for 40 years, located in Vinuesa, Soria.

Since the implementation of these devices, they have **significantly reduced the search times for lost animals.** Before using the collars, these farmers could spend up to a month and a half searching for the animals, whereas now it is possible to reach their exact location **in less than five minutes..**

Ganados Higueras
GANADERÍA EXTENSIVA

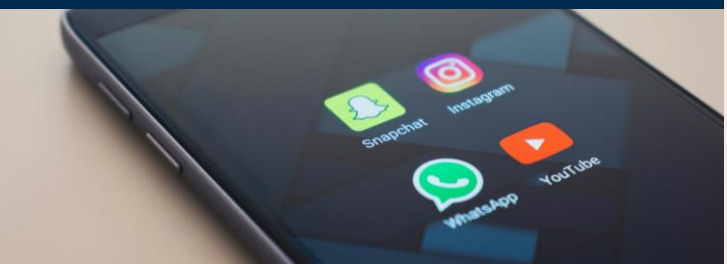
04.

Online presence in a rural setting

One of the challenges faced by the livestock sector is the difficulty of **meeting suppliers or clients in person** due to the distances between the farm and urban centers. Therefore, having a **solid digital marketing strategy** is crucial to make oneself known **beyond the rural environment,** thus spreading the name of the brand and its services.

Currently, many small businesses rely on digital marketing to promote their products or services, but this practice **is not common** in livestock farming.

In brief, digital marketing includes all those measures aimed at positioning **a brand, company, or service** on the Internet. **Digitanimal** has chosen to use platforms such as **Google and Meta**, as well as various social networks, to position the brand online and attract the attention of regional farmers and a broader audience.



Another example

Yeguada Guardiola is a stud farm located in Seville with **over 300 years** of history. They are exclusively dedicated to the care of **equine livestock,** which they market for various purposes..

To enhance their online presence, they hired a third party to design a strategy. The chosen measures included applying **SEO** techniques and redesigning the website **with a minimalist and luxury format**, followed by updating their social media profiles. Currently, they have over **35,000 followers on Instagram.**

Yeguada Guardiola

05.

Impact of new technologies in the livestock sector

A significant challenge for the digitalization of the livestock sector is **the lack of technology in its daily activities.** This lack presents a barrier when introducing tools and systems that may not be well-known within the sector. Therefore, it is essential **to identify needs and seek technological solutions to address them.**

Reviewing the history of **Digitanimal** highlights that it emerged to solve an internal problem, and today it provides support to many **farmers within and outside of Spain,** facilitating the commercialization of its devices. One of the developments in their business has been the incorporation of **artificial intelligence** to obtain more data about the animals they monitor, and the use **of Big Data** models, which are now great allies for analyzing data such as **temperature and animal feeding patte**rns to determine if there is any anomaly.

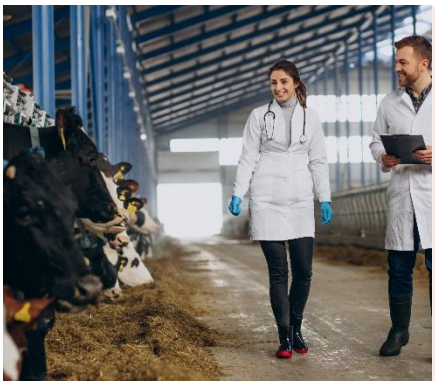
These solutions are also **extendable to other farms** that are in a phase of digitalization and have sufficient resources to **improve their productive processes.**

> *"In extensive livestock farming, there is barely any technology. Then, having Big Data along with artificial intelligence (...) will allow the farmers to be better because there will be better software, and the way they work will be much better..."*

06.

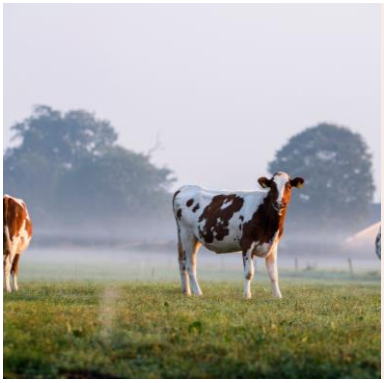
Obtained benefits

Digitanimal has leveraged an initial need to transform it into an opportunity to develop an ingenious solution for its own livestock and for other farmers. Since then, the main benefits obtained are::



01.

Improving the care, health, and quality of the animals by spending **less time and money**, thereby promoting **preventive reviews** to minimize the risk of disease.



02.

Building an **innovative, creative, and recognized** solution within the livestock sector, benefiting over **10,000 clients in more than 80 countries,** which has allowed them to diversify their business.

03.

Bringing the world closer to **technology**, enabling other farmers to appreciate the advantages offered by the **digitalization of their respective businesses.**

07.

Next steps and recommendations

El proceso de digitalización en **Digitanimal** es evidente, pero **todavía siguen apostando por desarrollar nuevas soluciones**. Una meta fundamental es **resolver el problema de la conectividad** en el campo español, aunque esta tarea requerirá el esfuerzo conjunto de diversos actores, ya que no cuentan con la capacidad de ofrecer una solución de largo alcance todavía.

As recommendations to other SMEs, **Digitanimal** emphasizes the importance of **investing in tools and technologies** that can reduce long-term costs, considering that these solutions are designed for clients who need them most. Although the acquisition cost can be high, **investing in these technologies can improve production standards, quality**, and livestock management.

In conclusion, the story of **Digitanimal** invites the opportunity to take advantage of any identified need within the business and turn it into a chance to grow or even diversify the company, as well as to look beyond the **digitalization of activities that have been less familiar** with technology up to now

> This real case highlights how the use of electronic devices and technology can help a livestock SME reduce costs, improve maintenance, and diversify its business.

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