

Reduce mycotoxins increase profits

Making a profit from farming can be highly dependent on the vagaries of the weather and the possible risks of fungal infection and crop damage. One of the biggest risks in growing cereal is the potential for fungal infection like 'Fusarium Head Blight' leading to lower yields and also contamination with mycotoxins. Costs of analytical testing, lower prices for contaminated grain and even grain being designated as unfit for food or feed can make a big hole in farming profits.

Science comes to the farm

Despite considerable scientific work to understand how these risks can be minimised, transferring this knowledge into practical advice for farmers has been slow to come. Now with a new EU-funded project, smart tools are being developed which will give advance warning of potential problems.



- ▶ REDUCE MYCOTOXINS
- ▶ INCREASE PROFITS



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www.mytoolbox.eu



Technology at your fingertips follow your crops @MyToolBox

When using MyToolBox, after registering and entering some basic information about your crop and your planned actions through the farming year, you can **get free advice even before sowing the seeds for next year's harvest**. Local weather station data will be used by MyToolBox to predict your risks of mycotoxin contamination at harvest with a simple traffic light system.

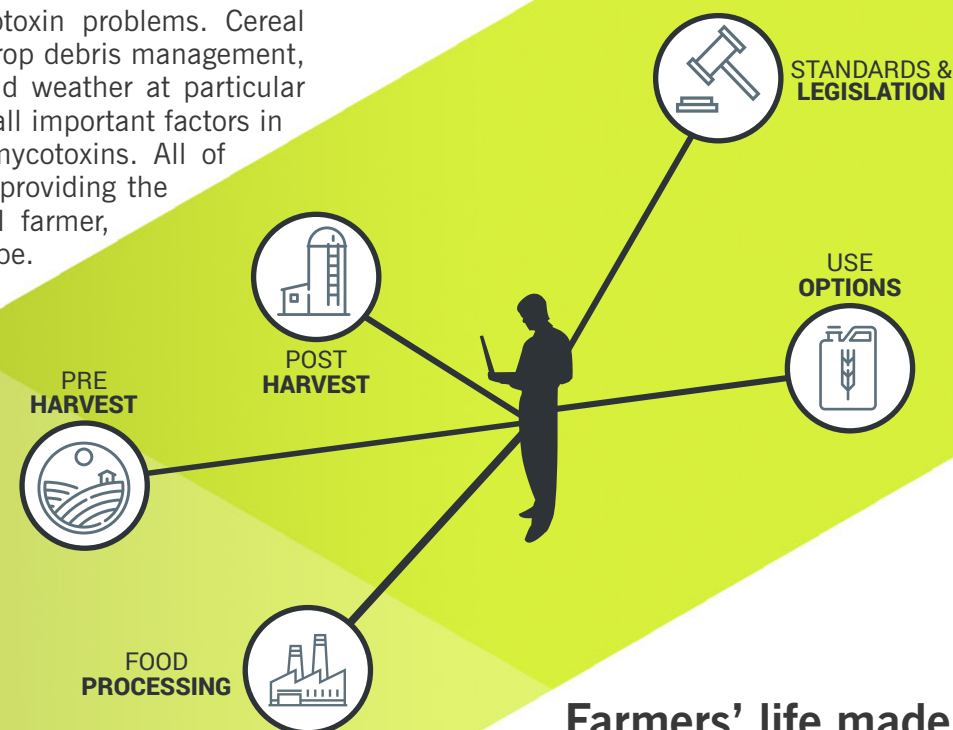
MyToolBox uses a simple traffic light system.

Visually simple a traffic light system is used where.

'**GREEN**' shows day-by-day that all is well with your crop; '**YELLOW**' that the risk of mycotoxins has increased and it is time to take action; and '**RED**' is the danger signal that there is a high risk of mycotoxins in the crop. **No need to login every day as you will get an e-mail alert if your status changes**. Enter the action you have taken, such as spraying and MyToolBox will re-assess your risks, and continue to monitor things for you. It is reassuring to know that with unpredictable events like the weather **MyToolBox is carefully monitoring for any changes that could affect your crop**.

Individual advice with customised options

To mitigate fungal and mycotoxin problems. Cereal varieties, tillage techniques, crop debris management, fungicide spraying regimes and weather at particular time in the growing cycle are all important factors in determining vulnerability to mycotoxins. All of these things are important in providing the right advice to the individual farmer, wherever he is located in Europe.



Farmers' life made easy @MyToolBox – it's free!

- ✓ Be one of the first to start applying smart technology to reducing cereal losses from mycotoxins.
- ✓ Be one of the first to try out the prototype and provide feedback to improve the design.
- ✓ Become one of the first users of this free-of-charge tool for farmers.

Simply visit MyToolBox at www.mytoolbox.eu and register to the newsletter to be updated on the development of this new tool. Initially the tool is being developed to provide pre-harvest advice to the farmer, and progressively the tool will be extended to provide interactive advice for grain storage, and then advice on novel milling techniques to minimize transfer of mycotoxins to human food.

