Tracing your forestry data

Why Internet will change forestry products management and commercialization

Rodrigo Gómez
From data to wisdom
24 hours on the Internet

BIG DATA
IN A SINGLE DAY ONLINE

ENOUGH INFORMATION IS CONSUMED TO FILL
168 MILLION DVDS
294bn E-MAILS ARE SENT
MINUTES SPENT ON FACEBOOK 4.7M
2 MILLION BLOG POSTS ARE WRITTEN
VIDEO UPLOADED TO YOUTUBE 864,000 HRS
MORE IPHONES ARE SOLD THAN BABIES BORN

Source: Digital buzz blog

Forestry?
Latest auctions

Filter auction

Current Prices

Reserves
- Ancares Leoneses
- Fuentes Carrionas
- Lagunas de Villafáfila
- Las Batuecas
- Mampodre
- Biano
- Sierra de Gredos
- Sierra de la Colebra
- Sierra de la Demanda
- Urbión

Game species
- Woodcock
- Ibex
- Deer
<table>
<thead>
<tr>
<th>Description</th>
<th>Reserve</th>
<th>Date of Hunting</th>
<th>Closing Date</th>
<th>Output Price</th>
<th>Current Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chamois Type A. Code: 376</strong></td>
<td>Ancares Leoneses</td>
<td>30/10/2015</td>
<td>01/18 Tuesday, March 17, 2015</td>
<td>€1,800</td>
<td>€2,050</td>
</tr>
<tr>
<td>Headquarters: Guadara. They may hunt chamois with over 78 tax points. ...</td>
<td></td>
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</tr>
<tr>
<td><strong>A. Corzo Type Code: 80</strong></td>
<td>Sierra de la Demanda</td>
<td>12/05/2015</td>
<td>01/18 Tuesday, March 17, 2015</td>
<td>€500</td>
<td></td>
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<tr>
<td>Headquarters: Valmala. Permit duration: 3 days. ...</td>
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<tr>
<td><strong>A. Corzo Type Code: 363</strong></td>
<td>Sierra de la Demanda</td>
<td>04/21/2015</td>
<td>01/18 Tuesday, March 17, 2015</td>
<td>€500</td>
<td>€550</td>
</tr>
<tr>
<td>Headquarters: Quintanar de la Sierra. Permit duration: 3 days. ...</td>
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<tr>
<td><strong>Chamois Type A. Code: 106</strong></td>
<td>Mampodre</td>
<td>10/16/2015</td>
<td>01/18 Tuesday, March 17, 2015</td>
<td>€1,500</td>
<td>€2,250</td>
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<td>Headquarters: Coñil. May be hunted chamois with over 78 tax points ...</td>
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</tr>
</tbody>
</table>
New services: Eg: Hunting offer on demand & Automatic bids

500 published auctions with a total value of 325,000€
(4 times more in 2015 expected)

1100 registered hunters made 850 bids 897,000€

Data mining & predictive information

Hunting game

Wisdom
Data-mining

Heat maps

Google Analytics
Data-mining

2014 Chamois bids spatial distribution
Other initiatives

www.micocyl.es

www.maderacyl.es
If you trace the data.. trace the product!
If you trace the data.. You are tracing your product!

Try the sample code at http://mesacastanea.cesefor.com
If you trace the data.. trace the product!
Internet of things

Source: Meetupstatic.com
Internet of things
Object mining
Internet of things

Object mining
Internet of things
Object mining

Analysis: Wood theft, Animal tracking, forest fires detection, public use analysis, diseases and much more!!
Internet of things
Internet of things
Internet of things

QUICK URBAN FORESTATION
This is how you can contact Rodrigo for further information

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