

Arla Foods use AI tool to predict milk supply

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Arla Foods has developed a new artificial intelligence tool to better predict their milk intake from farmer-owners. This means that 200 million kilos of milk can now be utilised better each year making Arla's value chain even more sustainable.

By using AI technology, Arla is able to create the milk intake forecast from a much richer data foundation. It includes things like seasonal changes, the number of farmers converting to new milk types, the farmers' geographical characteristics as well as how much milk they produce on a daily basis.

The new milk intake forecasting tool is implemented in all Arla's markets across Europe, including Denmark, Germany, Sweden, the UK, Belgium, Luxembourg and the Netherlands.

"The better we are at predicting what our milk intake will be, the better we can plan and optimise our entire value chain, which both improves profitability for our farmer-owners and drives sustainability. The new AI tool provides us with an insight into our supply of milk that we have never had before", says Michael Bøgh Linde Vinther, who is Director of Global Milk Planning in Arla.