



Marina de Bruin Appointed as Elda Manager

Rijen, The Netherlands | December 2021

As of January 1, 2022, Marina de Bruijn will be appointed as the new manager of ELDA. She has been working at ELDA since 2018 as manager of the support department and head of software projects.

Marina started her agricultural career as an operational manager on a sow farm. She was then responsible for logistics at Tellus Focus, before moving to Elda.

Marina takes over from interim manager Luuk Heuvelink. Of the new position, she said, “this appointment comes at the right time for me. In recent months we have built the foundations at ELDA in the field of our EGAM management software and MPR, in order to serve goat farmers even better. I am confident in the future of ELDA and look forward to contributing to the next step in the development of ELDA.”

ELDA is investing in the construction of the next version of the EGAM system, which will further improve Agrolink and the current EGAM system. EGAM is an online system where the customer has access everywhere and is less dependent on hardware. The new version supports the goat farmer even more in making management decisions and in complying with all laws and regulations.

The new EGAM version will be rolled out in the course of 2023. In addition, ELDA's focus is on further developing the MPR for goats. This service provides insight into the production data of each individual goat.

Relatedly, ELDA has decided to stop its RMO data processing and production of milk money statements. These products are less popular than the EGAM and MPR systems, and ELDA believes refocusing its efforts to bring the next version of EGAM and MPR to the market will create the largest positive impact for farmers. In the meantime, ELDA is working to make sure that the discontinuation is minimally impactful.

FarmTrace is enthusiastic about the future of subsidiary ELDA. CEO Chris van den Berg: “We see a lot of potential in the goat sector and with ELDA we play an important role in that. We hope to be able to implement improvements together with our customers and to further expand our position. In addition, with its new focus, ELDA fits seamlessly into the strategy of the entire FarmTrace group.”

Questions regarding this message can be asked to Luuk Heuvelink via Luuk@Farmtrace.com.

About FarmTrace

FarmTrace connects to and manages farm information for use by farm-partners across the food value chain. Their platform digitizes and integrates relevant records from farms, all the way down to the individual animal level. This enables agriculture and food companies to deliver more transparent, sustainable, and safer products at an unprecedented scale.