

Trusted data for smarter field operations.

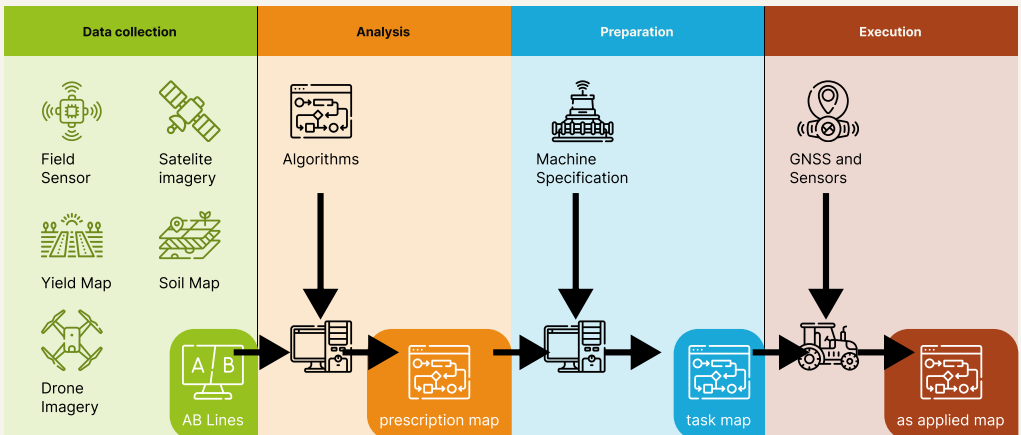
How can we make the data behind farms and farm operations more reliable, traceable and useful?

Modern farming is becoming more digital, precise and automated. Satellites, sensors, farm management platforms and smart machinery already help farmers plan, carry out and document field operations more efficiently.

But as more decisions, records and services are based on data, **one question becomes increasingly important:**

Can we trust the data?

HASHTAG is a European project developing trusted digital workflows for precision farming. The project explores how data from satellites, field systems and agricultural machinery can be connected, verified and used to create reliable evidence of field operations. The goal is to support better decision-making, machine guidance, documentation, compliance and future data-driven farming services.



Connecting source data, prescription maps, task maps and as-applied maps into a trusted data flow.

HASHTAG brings together three key building blocks:

01

Trusted machinery data flows

How prescription maps, task maps and as-applied maps can be connected in a more reliable way — including logging and verifying machine data so that field operations can be documented and used as reliable evidence.

02

High-accuracy authenticated positioning

Using Galileo services, including the High Accuracy Service and OSNMA (Open Service Navigation Message Authentication), to support precise and authenticated positioning and timing for machinery, robots and field observations.

03

Traceable Earth Observation workflows

An authenticated, traceable way to create prescription maps and task maps from satellite Earth Observation data — making the path from pixel to prescription transparent and verifiable.

HASHTAG develops an authenticated and traceable way to create prescription maps from Earth Observation satellite data.

WHY THIS MATTERS?

Trusted farm data can help farmers and the wider agri-food sector document field operations, reduce uncertainty in compliance monitoring, reporting and verification (MRV), support better use of prescription and as-applied maps, improve transparency in data flows, and prepare agricultural data for future digital and AI-based services. Correct and reliable positioning is also relevant for field observations, geotagged photos, sensor placement and soil sampling. In simple terms, HASHTAG is exploring how to make farm data more reliable – from satellite-based insights to machine-ready field operations and reliable records of what happened in the field.

Want to know more or share your perspective?

HASHTAG is looking for input from farmers, advisors, machinery providers and other agri-food stakeholders.

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