OR MASTER APP, THE UNIC SMARTPHONE APPLICATION TO FIGHT AGAINST *OROBANCHE CUMANA*

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ABSTRACT

Euralis Semences, one of the European leader sunflower seeds company in Europe, has developed an innovative smartphone application allowing the farmers to fight against Orobanche Cumana, a very dangerous parasite of the sunflower crop, affecting more than 60% of the European surfaces. Launched under the name OR MASTER App, this new application is based on a cross expertise of field observation and broomrape samples analysis. First of all we evaluated the broomrape risk level for each local administrative unit (NUTS 3) in the 8 main sunflower countries: Russia, Ukraine, Turkey, Romania, Bulgaria, Spain, France, Hungary and summarized the data collected in a risk scale (0= no risk to 4= high risk). According to the field information (crop rotation, previous variety and observation) entered by the farmer in OR MASTER app, the software calculates the risk level at farmer level by pooling the regional database and the local conditions of the farmer field. In this way, OR MASTER app suggests to the farmers a list of varieties well adapted with this risk level and helps them protecting themselves against the parasite by a fully personalized solution. The user can choose among different strategies using genetically OR resistant hybrids, Clearfield varieties, or combination of both technologies inside the same hybrids in order to get the maximum protection. In any case, the application will advise a tailor made strategy fitting with the OR pressure and with the farm needs.

Key Words : Orobanche Cumana, smartphone, Euralis Semences, Broomrape, OR MASTER, sunflower