

AGRIFAMILA IDEA

The European Cultural Heritage:
Opportunities for Citizens' Engagement and Social Inclusion



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AGENDA

1

IDEA AGRIFAMILA

What is Precision Farming?
Why is important for farmers?
What **benefits** can companies **obtain** from that?

2

OVERALL ANALYSIS

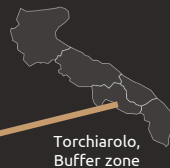
This section will show the **analysis conducted** and **problems** concerned agricultural system in Apulia with focus on Province of Lecce.

3

ORGANIZATIONS

Sections will explain the production and core activities, with focus on costs of investments and income from services and good sold.





Torchiarolo,
Buffer zone

xy

WORST
CONSEQUENCES

XYLELLA
OUTBREAK

“

If someone has
uprooted or **cut**
down an **olive tree**,
whether state-
owned or privately
owned, he will be
tried by the **court**
and if found guilty
he will be
punished with the
death penalty.

”

322 a.C. - ARISTOTELE
Constitution of the Athenians



350,000 hectares

APULIAN TERRITORY WITH OLIVE TREES CULTIVATION

4,000,000

NUMBER OF OLIVE TREES INFECTED WITH XYLELLA*

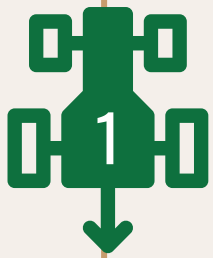
PROBLEM
&
DIRECT
CONSEQUENCES

**XYLELLA
OUTBREAK**

*in 2019

1. vertical fall in the production of quality
2. alteration of the agricultural landscape
3. desertification of the biodiversity





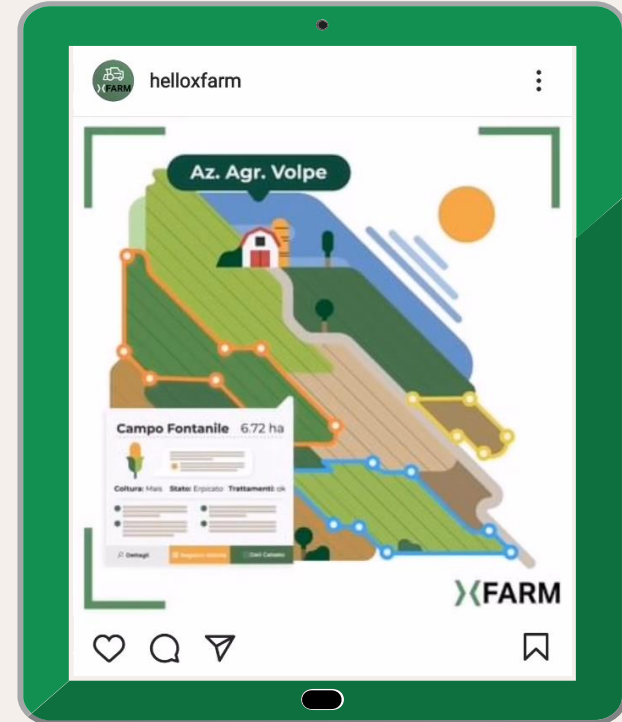
PRECISION FARMING

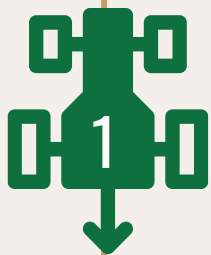
DEFINITION

P.F. is a management system integrated with observations, measures, and actions, related to dynamic factors and variables in production systems.

MAIN EXPECTED BENEFIT

- I. **Optimization** of production efficiency and quality.
- II. **Reduction** of business costs.
- III. **Optimization** of inputs, minimizing environmental impacts.
- IV. **Creation** of entrepreneurial opportunities such as consulting firms, contractors, and Innovation brokers.

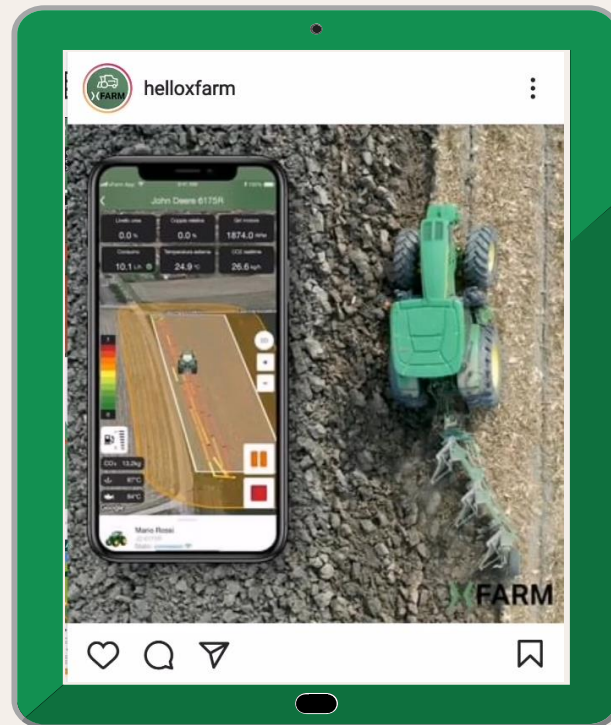




TECHNICAL-OPERATIONAL ASPECTS

In the technical-operational aspect two fundamental technologies:

1. **SEMI-AUTOMATIC DRIVING** using GPS on tractors allow to move with greater precision in the field
2. **VARIABLE DOSING:** allows the plants to provide the inputs they need precisely (water, fertilizers, plant protection products):





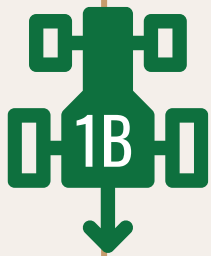
AGRIFAMILA PROJECT

- I. Images from cameras and satellites with multispectral detection technology
- II. Human resources and specialists
- III. Ethical Finance
- IV. Economic and tax advice:
- V. Open-Ecosystem to the supply chain

MAIN TECHNOLOGIES OF AGRICULTURE 4.0

1. **ELECTRONICS TECH.**
2. **POSITIONING TECH.**
3. **IT HARDWARE.**
4. **SOFTWARE INFORMATION.**





RESOURCES OPTIMIZATION

1. COST OF MACHINERY USAGE

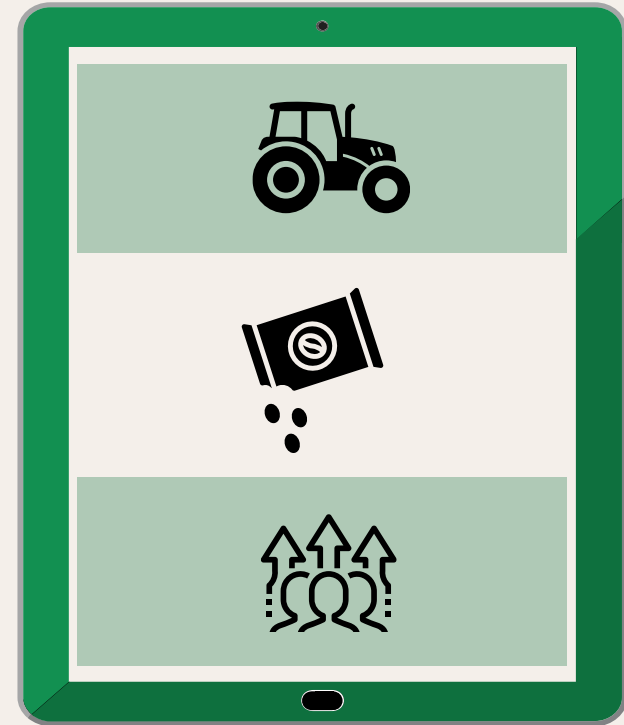
Reduction because of split of costs through different companies.

2. COSTS OF TECHNICAL RESOURCES

Resources are achieved in the savings in direct materials: seeds, fertilizers, pesticides, bio stimulants, irrigation water, fuels, lubricants.

3. COST OF LABOUR

The reduction of overlaps simultaneously implies a reduction in the driver's work time, increasing labour productivity

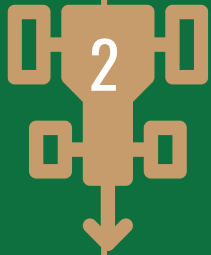


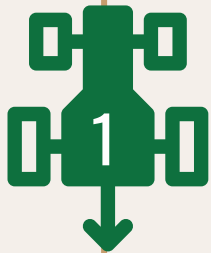
TOTAL APULIAN REGIONAL TERRITORY

1,954,050 hectares

1,430,000 hectares

APULIAN REGIONAL TERRITORY
USED FOR AGRICULTURE





SOCIAL SHOCK ABSORBERS

Reduce dependence on the social shock absorbers of the agricultural sector through the organization of tasks and the seasonal adjustment of the work service.

QUALITY CERTIFICATION

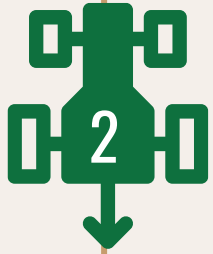
Collaboration increase the possibilities for company to obtain quality certification recognized from institution.





MARKETING

- Customers
- Sales & Communication
- Market & Competition
- Founders & Partner
- Key Partners

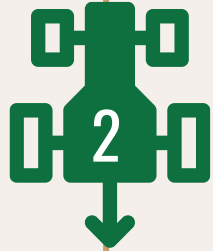


CUSTOMER PERSONA FOR SERVICES:

- I. Owners of less than 5 hectares
- II. Small farmers
- III. Family Run companies
- IV. Unorganized structure



MARKETING



DATA ANALYSIS
& STRATEGY

DATA COLLECTION

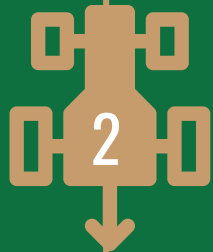
1. List of existing farm companies
2. List of owners of lands
3. Survey to understand needs

PROMOTION IN START UP

1. TRIAL CUSTOMER: as a spoke person to make understandable benefit and mechanism
2. Presentation events with existing consortium, farmers and key partners

TIME-LINE

- **6 MONTHS:** Create a NETWORK of potential customers
- **1 YEAR:** Adaptation of services according to real needs



MARKET SIZE
HIGH-LAND
FRAGMENTATION

* CONCEPT OF COMPANIES EXPANDED
DATA FROM REGIONAL
OBSERVATORY OF DEVELOPMENT

352,000

APULIAN FARM COMPANIES*

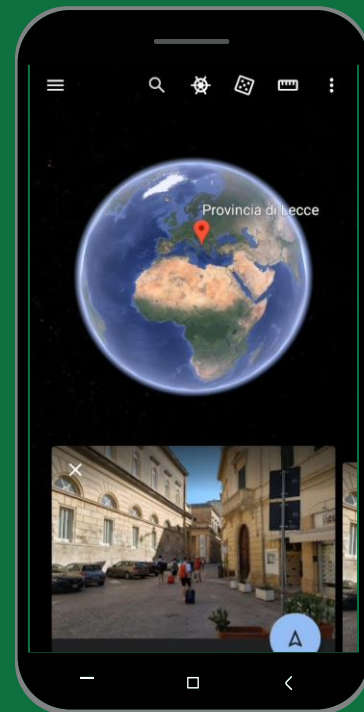
78,672

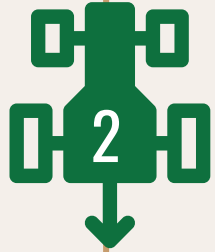
FARM COMPANIES IN PROVINCE OF LECCE*

70,274

FARM COMPANIES IN PROVINCE OF LECCE
FAMILY OWNED OR FAMILY RUN*

93 % OF COMPANIES HAVE LESS THAN 2 HECTARES OF LAND.





VALUES

- I. Community
- II. Transparency
- III. Honesty
- IV. Profitability
- V. Integrity
- VI. Collaboration





KEY PARTNER

1. Trade Associations of Agriculture

- a) CONFAGRICOLTURA
- b) Coldiretti
- c) COPAGRI
- d) CIA

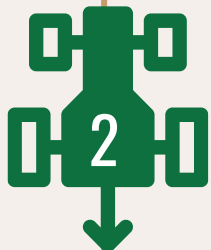
2. MANUFACTURERS OF TOOLS

3. HORECA SUPPLY CHAIN

4. OUR CUSTOMERS

- 1. Tools Owners
- 2. family farmer

5. LOCAL INSTITUTIONS



1

AGRIFAMILA IDEA

2

MARKETING

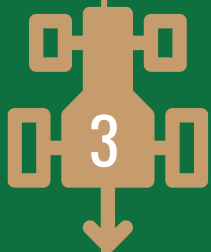
3

ORGANIZATIONS



ORGANIZATIONS

- Costs of investments
- Core activities
- Income
- Conclusions



COSTS INVESTMENTS

€ 73,500



TRACTORS WITH GPS AUTOMATIC DRIVING SYSTEM

€ 23,000



DRONES WITH MULTISPECTRAL CAMERA

€ 17,000



TECHNOLOGIES EQUIPMENT (COMPUTERS, TABLETS)

€ 112.300



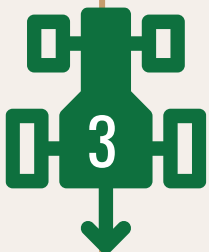
SHED EQUIPMENT (FURNITURE, FRIDGES, VARIOUS)



FINANCE



PRODUCTION CORE ACTIVITIES



INCOME

SERVICES

1. Rent of tools and machineries
2. Agrotechnical consultancy
3. Customer Services
4. Storage of goods
5. Maintenance of tools

SALE OF GOODS

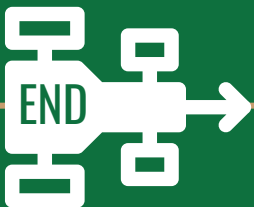
1. Agricultural products to
 - a) HORECA supply chain
 - b) Privates
2. Product offer demand meeting **platform** with real price system

FIXED PRICE

1. Membership budget per month
2. Price for rent of machinery
3. Price for storage of goods

PERCENTAGE

1. 15% of selling products
2. 10% of rent in case of sharing tools between privates



AGRIFAMILA TEAM

MUNICH, 10 November 2021

THANK YOU

CONCLUSIONS

Precision Farming is a key driver to obtain in province of Lecce a positive effects on long-term investments in welfare. In particular to aim to:

Integrates human and agricultural resources in a system that allows economic sustainability over time.

Increase business opportunities for young people who decide to invest in agriculture

Coordinates the activities of the different actors involved in the supply chain to increase efficiency in the use of inputs.

Reduces dependence on the social shock absorbers of the agricultural sector through the organization of tasks and the seasonal adjustment of the work service.

Increases the possibility of obtaining "Quality Certifications"

