



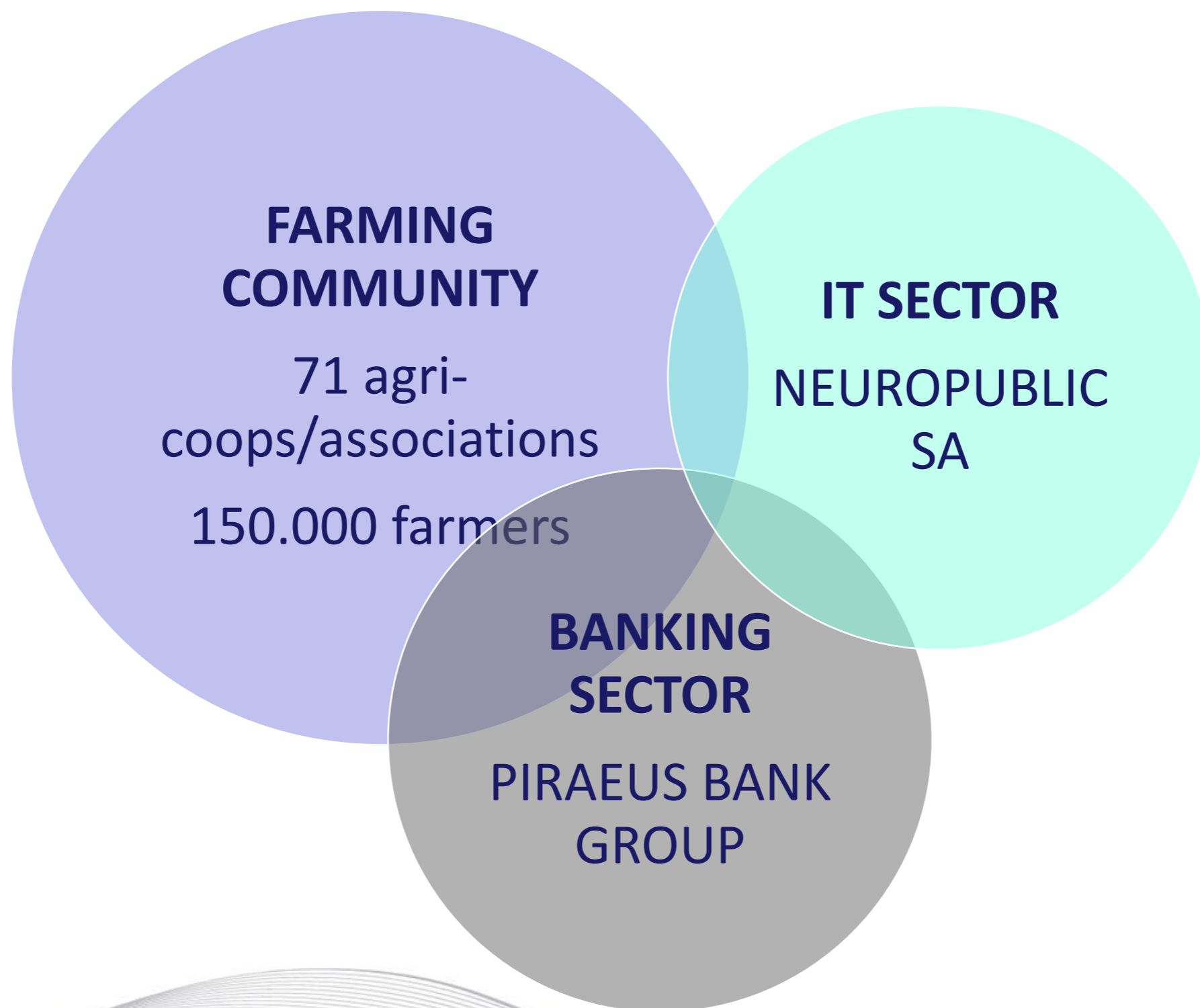
Paving the way
for tomorrow's
agriculture

EARSC & DG AGRI WORKSHOP
27/03/2019

*“Remote sensing to improve sustainability and
enhance policy making & monitoring”*

Elli Tsiforou, Head of Brussels Office

About

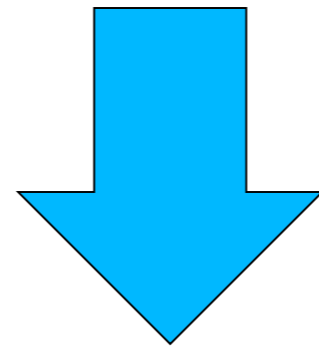


The Greek context

Comparative advantages: high differentiation, microclimates

Structural deficiencies: high fragmentation, less favored & mountainous areas

Conjunctural deficiencies: high production costs, decreasing productivity, low added value, severe impact of the recession on the primary sector

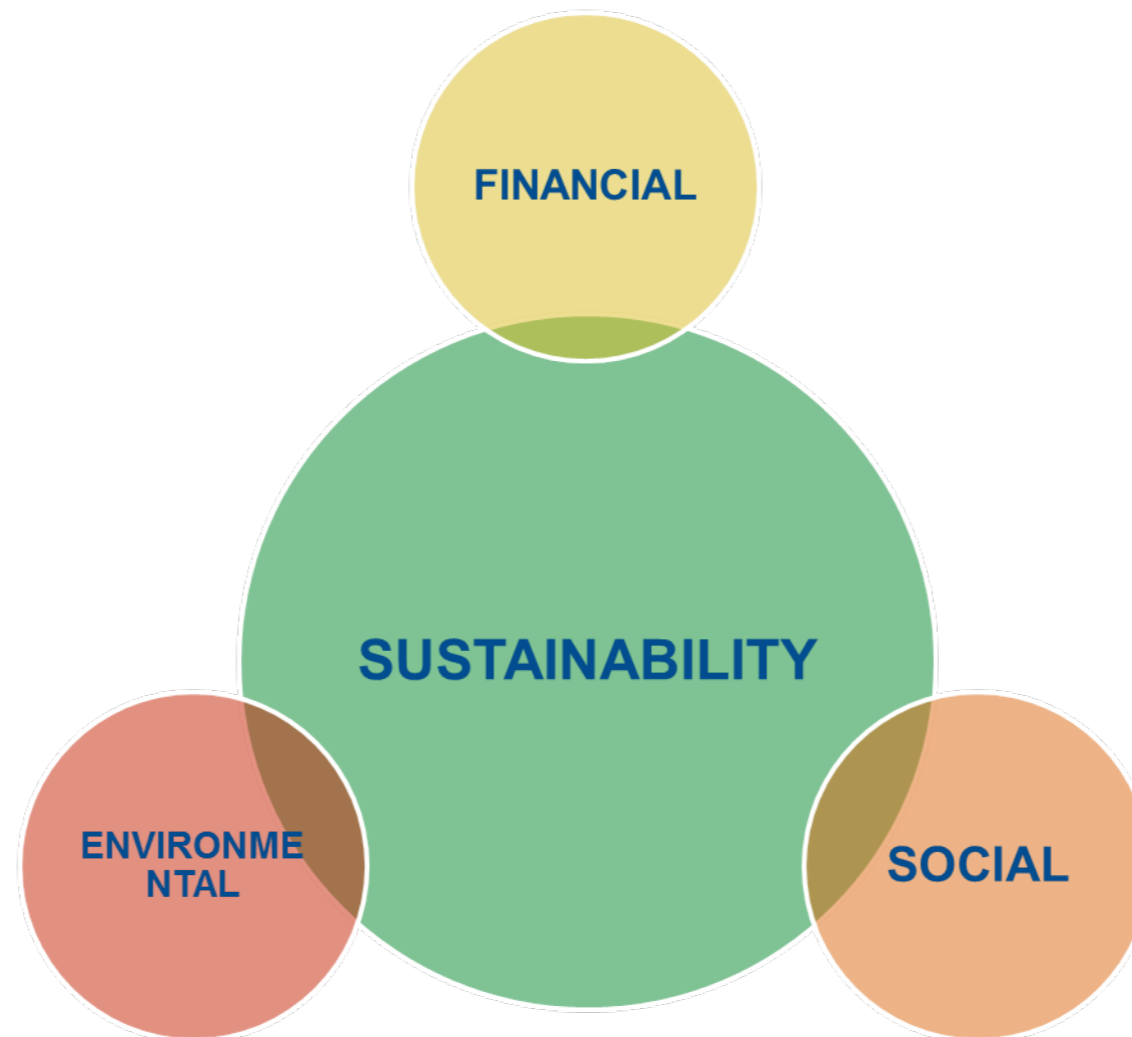


Need for a **sustainability catalyst** to face present & future challenges

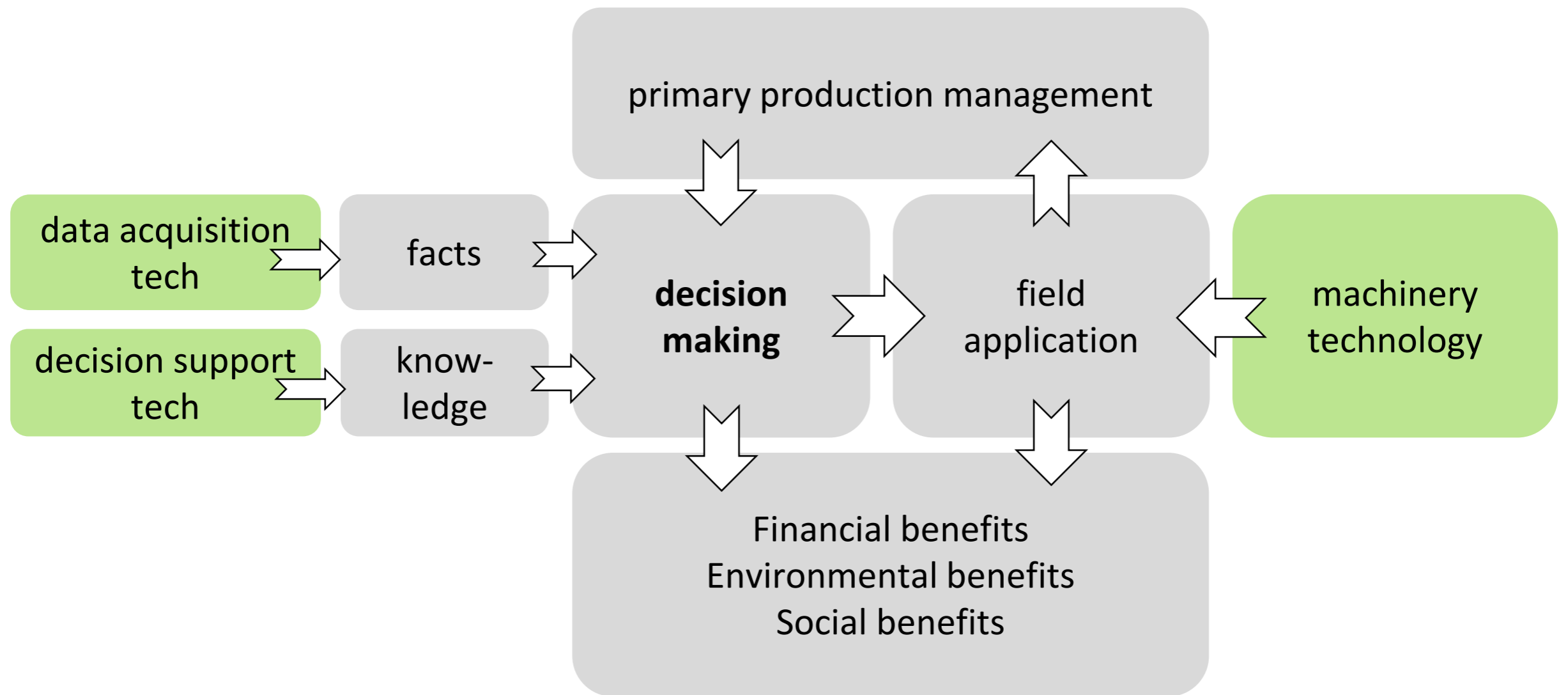
Mission

- ✓ To represent the interests of its farmers and agri-cooperative members by acting as their reference point in terms of policy support (EU & national level)
- ✓ To provide Greek farmers and agri-cooperatives with knowledge & innovation-based services in order to become more sustainable.

Smart Farming : a sustainability catalyst for Greek agriculture



What Smart Farming is about



A multidimensional, advice oriented & inclusive smart farming service



Multidimensional exploiting data from various sources

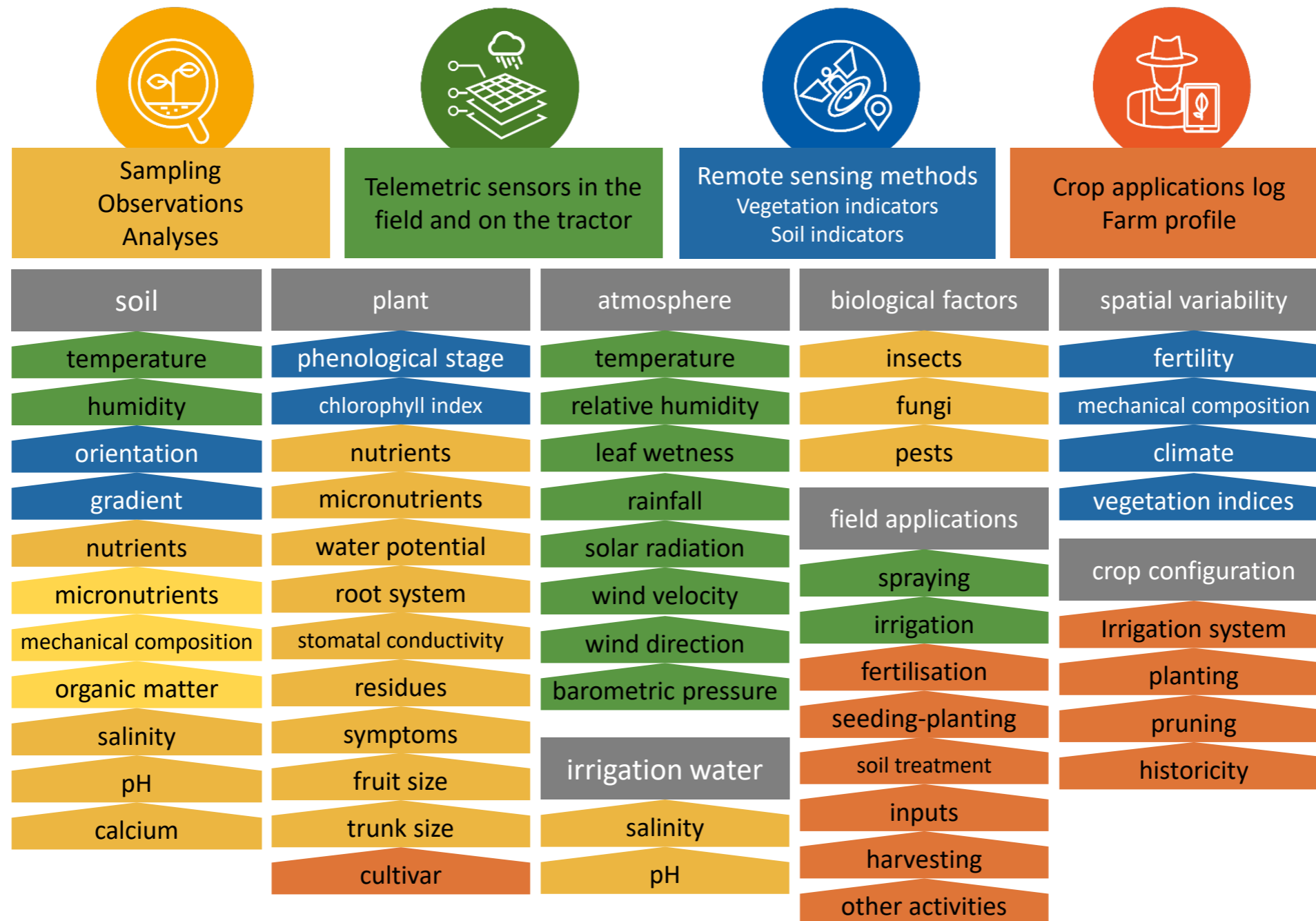
Advice oriented supporting farmers' decision making & accompanying them all along the production process

Inclusive tailored to the needs of smallholder farmers

Data acquisition : 4 dimensions



What do we measure?



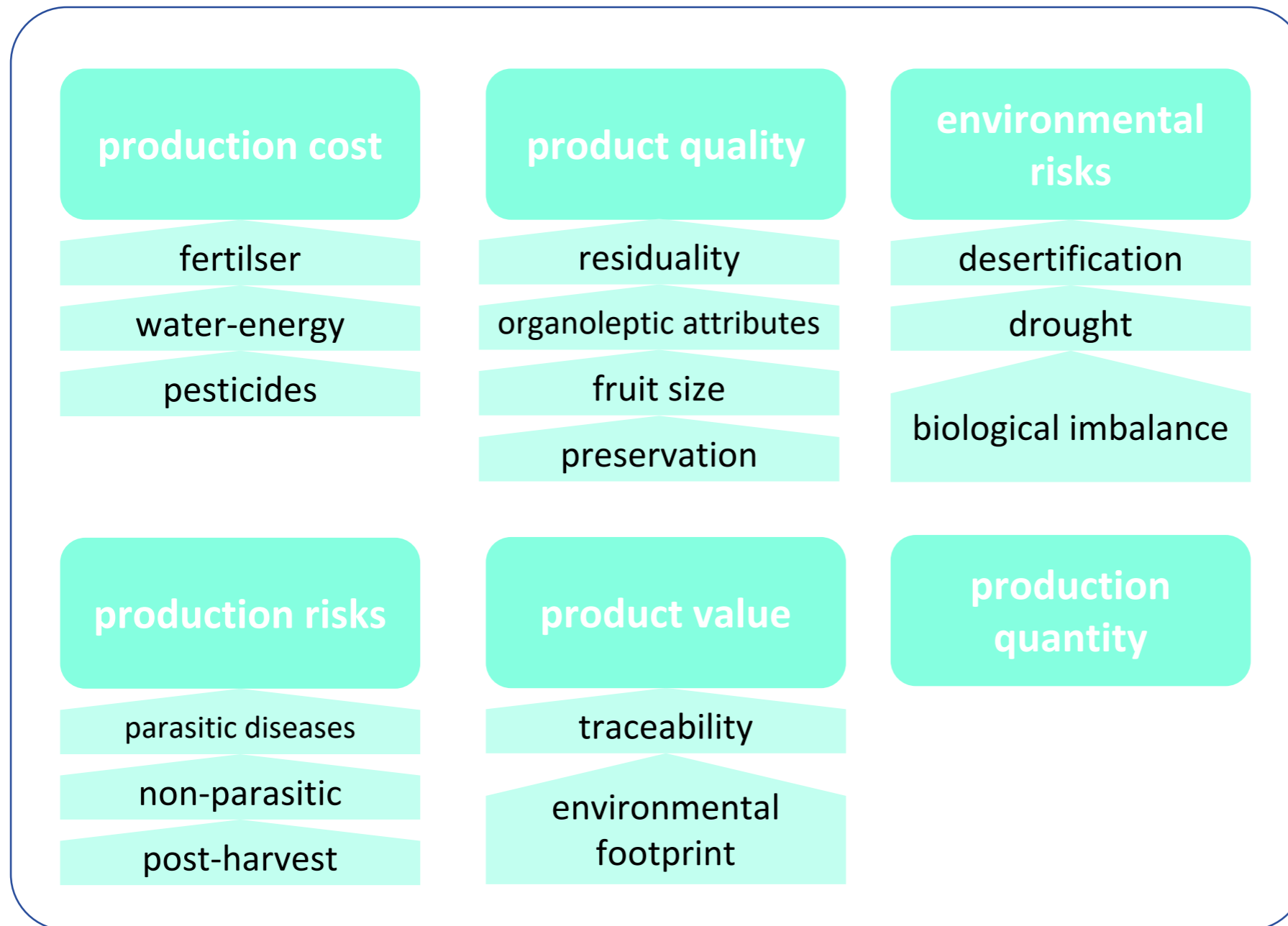
Reaching the farming community : Smart Farming As A Service

Features	Advantages
Central infrastructure of data collection	Investment free for the farmer
Subscription cost proportional to farm size	Low cost for the farmer
Exploitation of multiple data collection and validation procedures and sources	More complete and higher quality data
Advice and not product oriented	Centered around the needs & the reality of farmers

Quantified benefits of Gaiasense

Crop type	INPUT REDUCTION (%)			YIELD INCREASE (%)	BENEFIT INCREASE (%)	OTHER BENEFITS		TOTAL BENEFIT INCREASE (%)	SERVICE COST (%)
	Crop Protection	Irrigation	Fertilization			Risk Management	Quality Improvement		
Table Peaches 🍑	11,22%	14,10%	65,42%	12,00%	29%	6	6	48%	3,00%
Almonds 🌰	28,30%	31,70%	59,87%	12,00%	35%	1	2	40%	2,00%
Stewed Peaches 🍑	11,68%	24,90%	37,45%	12,00%	26%	4	3	37%	2,50%
Table Grapes 🍇	7,19%	42,70%	46,35%	8,00%	25%	6	6	41%	3,00%
Pistachios 🌿	0,00%	24,60%	12,30%	12,00%	18%	1	2	22%	2,00%
Olives 🌿	63,46%	33,67%	33,69%	8,00%	36%	2	3	43%	2,00%
Dry Beans 🌱	3,10%	27,80%	29,59%	16,00%	26%	2	3	35%	1,50%
Potatoes 🥔	9,05%	32,40%	14,67%	16,00%	26%	2	3	35%	1,50%
Cotton 🌱	0,00%	45,70%	28,85%	18,00%	30%	2	3	39%	1,50%

Overall sustainability benefits of Smart Farming





Smart Farming for CAP policy making & monitoring

- Sustainability is a priority for the EU agricultural sector dictated by the global challenges and driven by the CAP
- Holistic smart farming applications using EO data can deliver significant results in terms of sustainability performance (financial, environmental, social) : they can serve the CAP objectives & beyond
- The digital transformation of EU agriculture can and should be driven by holistic and inclusive smart farming applications : democratization of smart farming should be an objective of the CAP
- Data collected through smart farming can and should be used to enhance both policy making & monitoring

Take-away points

- EO data alone does not bring value, but creates it through the applications that derive from it.
- Smart Farming applications need EO data in order to bring value to the farmers.
- Best way to reach & serve the needs of farming community: holistic & service oriented smart farming approaches
- Smart farming :

a powerful sustainability tool

a powerful convergence tool between EU regions/MS

a powerful policy tool



Paving the way
for tomorrow's
agriculture

Thank you for your attention!
e_tsiforou@c-gaia.gr

<http://www.gaiasense.gr/en>