

Impact of digitalization in agrifood sector in the post-COVID19 era: The SmartAgriHubs Experience

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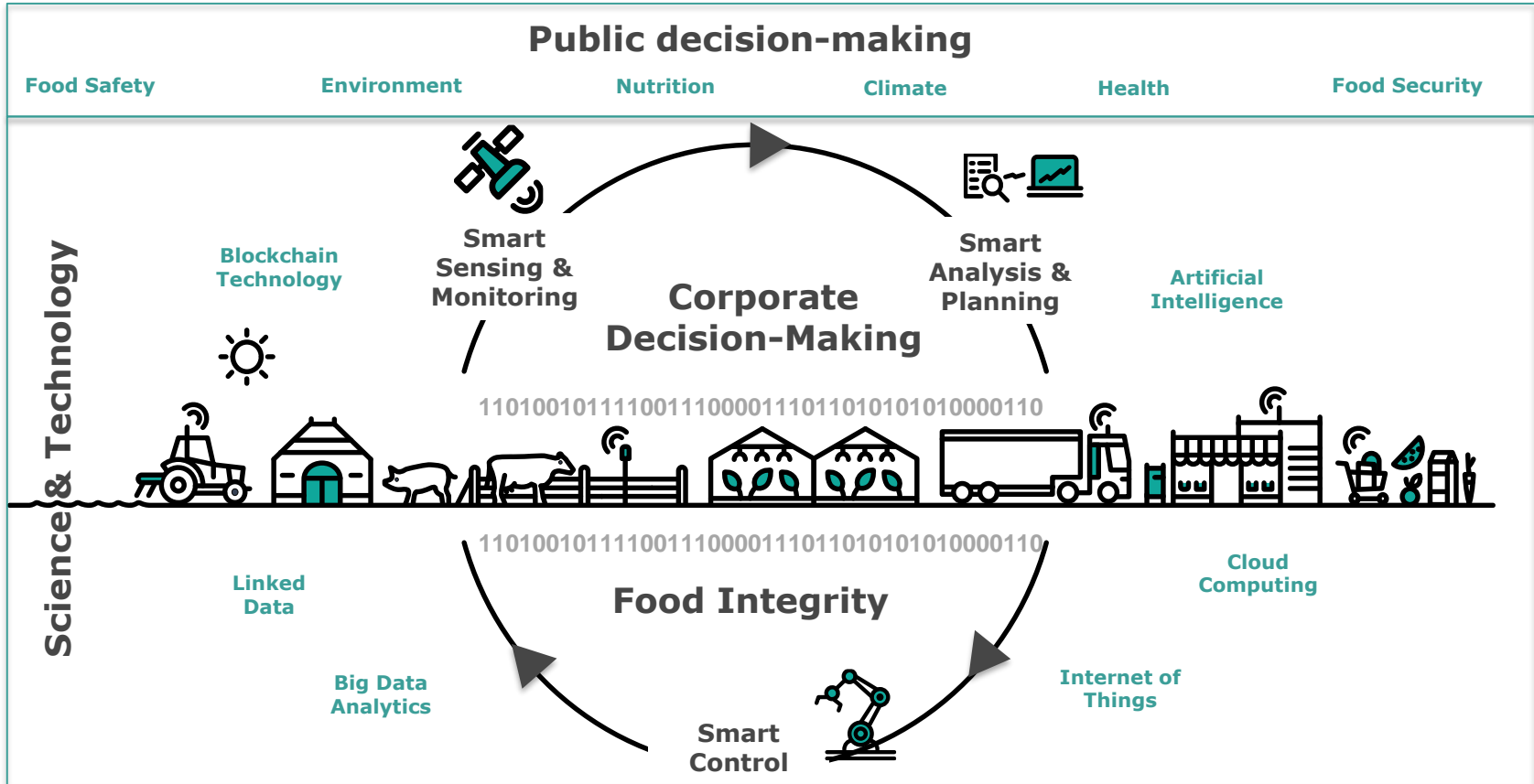
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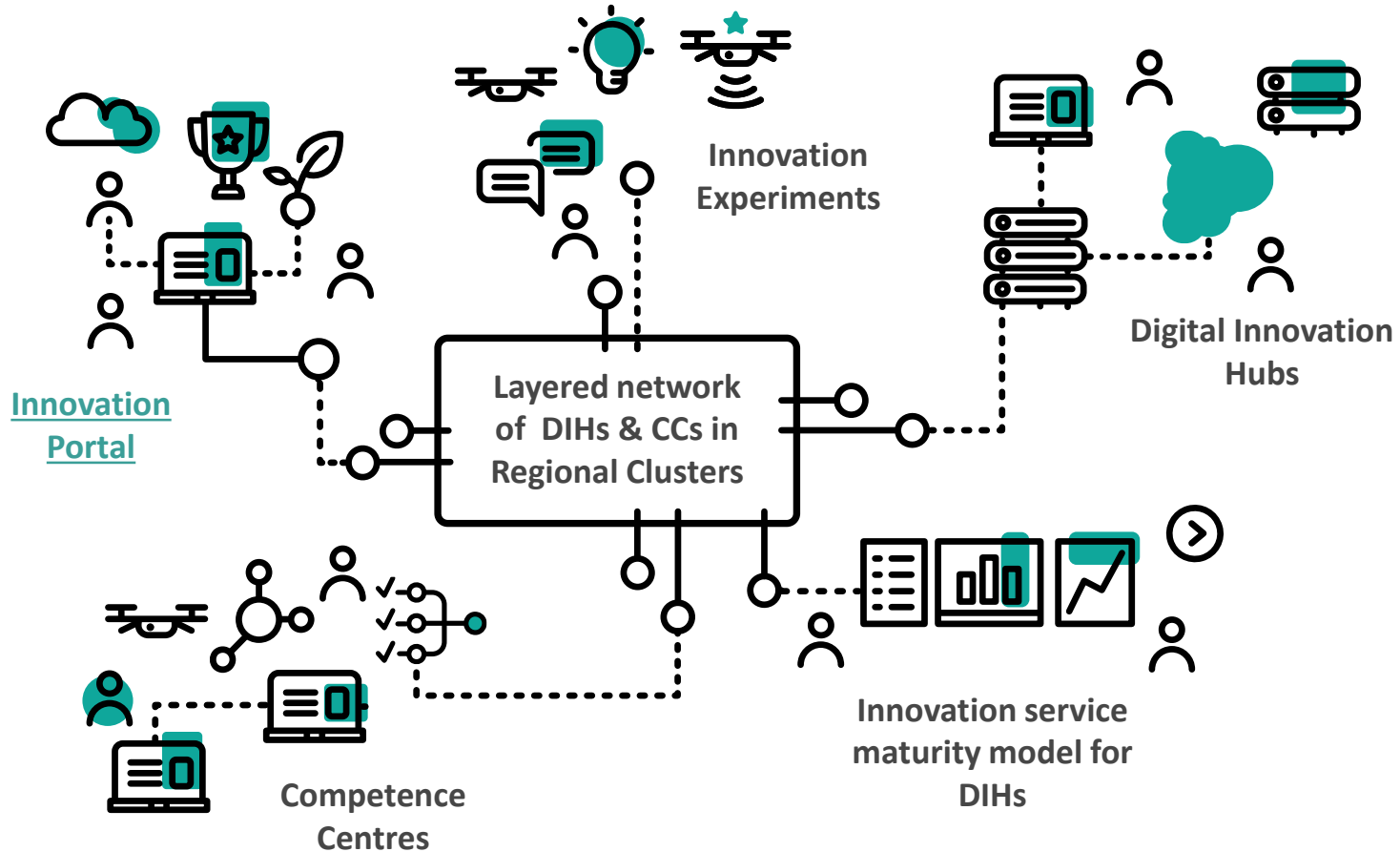
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The Digital Transformation of Agri-Food



The 5 basic concepts of SmartAgriHubs



SmartAgriHubs in numbers



Ecosystem

108 Partners

Involvement covering all EU

68 partners are SMEs

54% of budget allocated to SMEs



Digital Innovation hubs

140 DIHs in the existing Network covering all **28 Member States**

Regional Approach

9 Regional Clusters

Attract **260 New DIHs**



Flagship innovation experiments

28 FIEs

22 Countries involved

13 Cross-border collaboration FIEs (47%)



Impact

30M additional funding

Mobilized from other sources (public, regional, national and private)

80 new digital solutions

Introduced into the market

2M Farms involved in digitisation

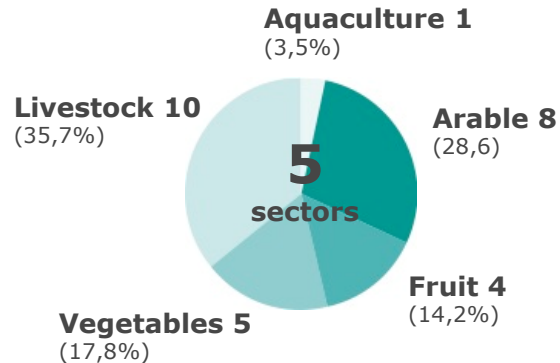


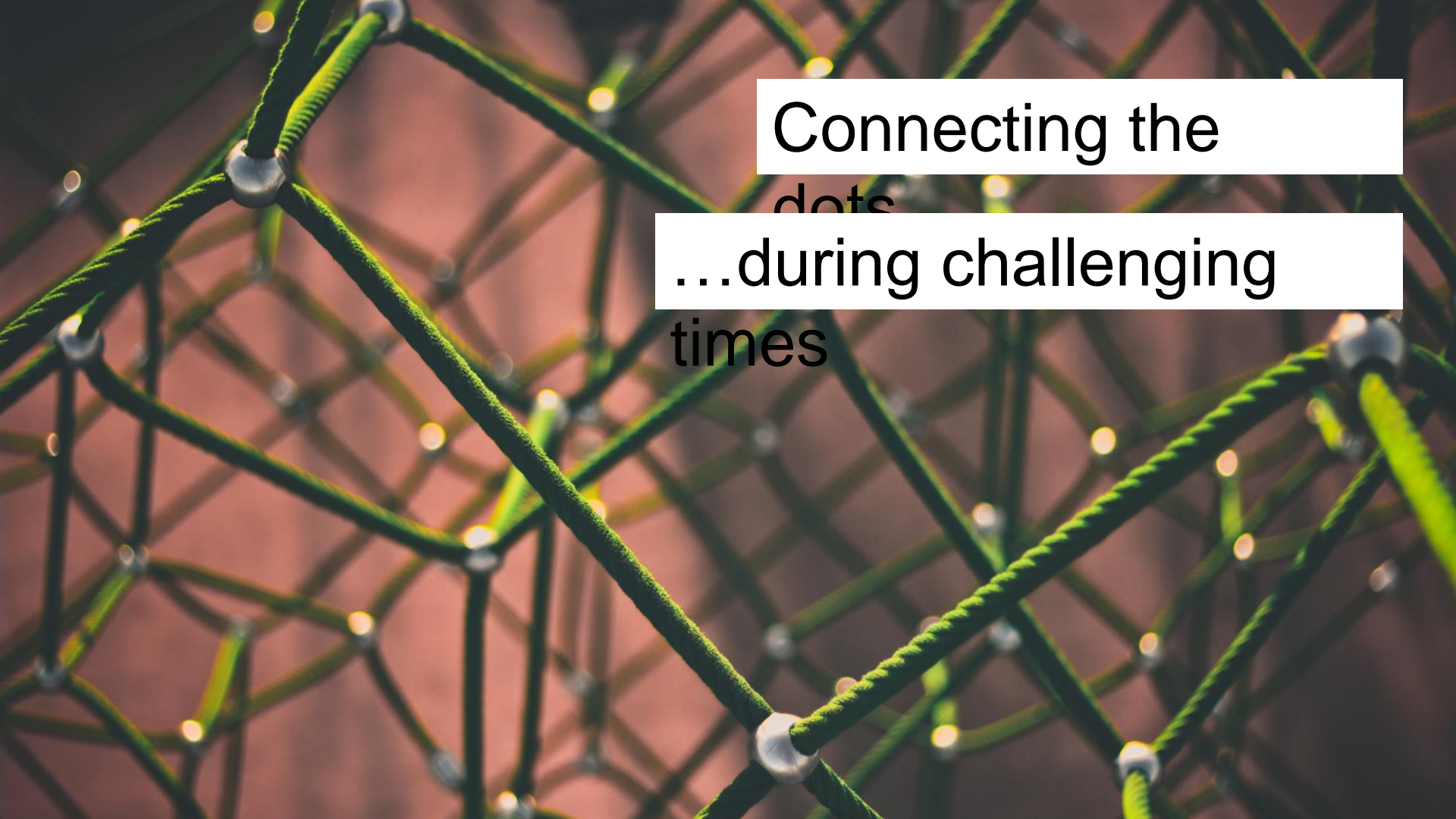
Open Calls

6M Euros distributed through Open Calls

75% Open Call budget to SMEs

70 New Innovation Experiments





Connecting the
dots

...during challenging
times



2 NO HUNGER

RESILIENT AND SUSTAINABLE FOOD SYSTEMS

Task Force Objectives/ Areas of Intervention

1. To support members of the ecosystem in coping with the challenges of COVID-19 (project implementation, everyday activities)
2. To provide possibilities to the agri-tech community to solve real problems arising from COVID-19 in times of capital scarcity.
3. To contribute towards resilience and sustainability of the European food system.



Knowledge



Funding



Challenges mentioned on the Forum

Moving farmers meetings to digital meetings

Labour deficit in the agricultural and horticultural sector

Trouble finding temporary/seasonal employees

Improving supply chain visibility in response to changes in demand and labour supply

Rethink the economic model of farms, especially for those which tended to sell everything to a one-stop shop, since for some farmers this strategy is a catastrophe right now

Automatisation: We rely too much on labour, need more digital solutions

Farmers need to assure healthy/safe food production, they need to know what protection measures are needed

A lack of digitalisation to interact and find out what society needs



Solutions mentioned on the Forum

Solutions mentioned on the Forum

Smart technology to produce more (organic) produce with less labour

Campaign inviting consumers to buy “locally” from farmers

Promote digital meetings and videoconferences, reach a bigger audience

Support local value chains

Set up a home delivery service for fresh agricultural products

Solidarity: Customers buying agricultural products for home delivery can donate products for people in need

Rapid European collaboration to develop a free deep learning model for automated detection and classification of COVID-19 on CT scans

The market and the economy will shift from an external outreach for revenue, towards a more local and internal approach



9.7% decrease in global trade

75 million jobs and \$2.1 trillion in revenue

LOST in global travel industry

596-HWK
COLORADO

SZ75

If people around the food value chain stop exchanging resources and knowledge at global level, the capacity of the system to produce safe and adequate food at affordable prices will be seriously undermined



Food value chains: social function

Business models rely on

people coming together



True food costs are not reflected in current food prices



Farmers cannot afford to be sustainable



The system cannot guarantee safe and adequate food for all



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



FAIR PAY FOR FAIR PLAY

IoT

Satellites

Blockchain

Artificial Intelligence





Community Supported Agriculture

CATALOG ABOUT US ABOUT OUR FOOD 

On-line sales

Trust

FOOD FROM THE PASTURE

Groce Family Farm

SHOP NOW →



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



LABOUR SHORTAGE IN RURAL AREAS = MOUNTAINS OF FOOD WASTED

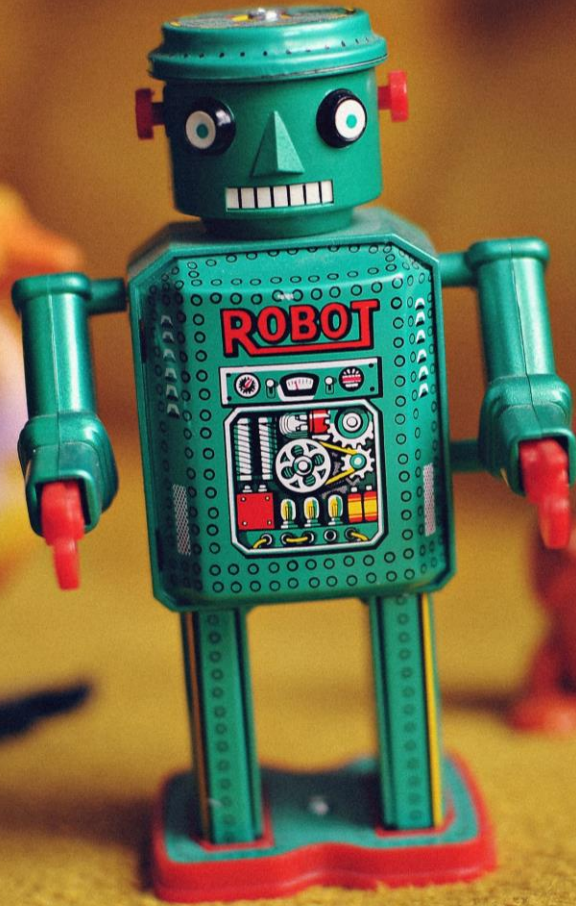


Rural - urban dependency

...works both ways

10 REDUCED INEQUALITIES





Robots can help



Some sectors are more automated than others



Robotic fruit pickers are not ready yet



Most farmers cannot afford robots



We need new business models (RaaS)



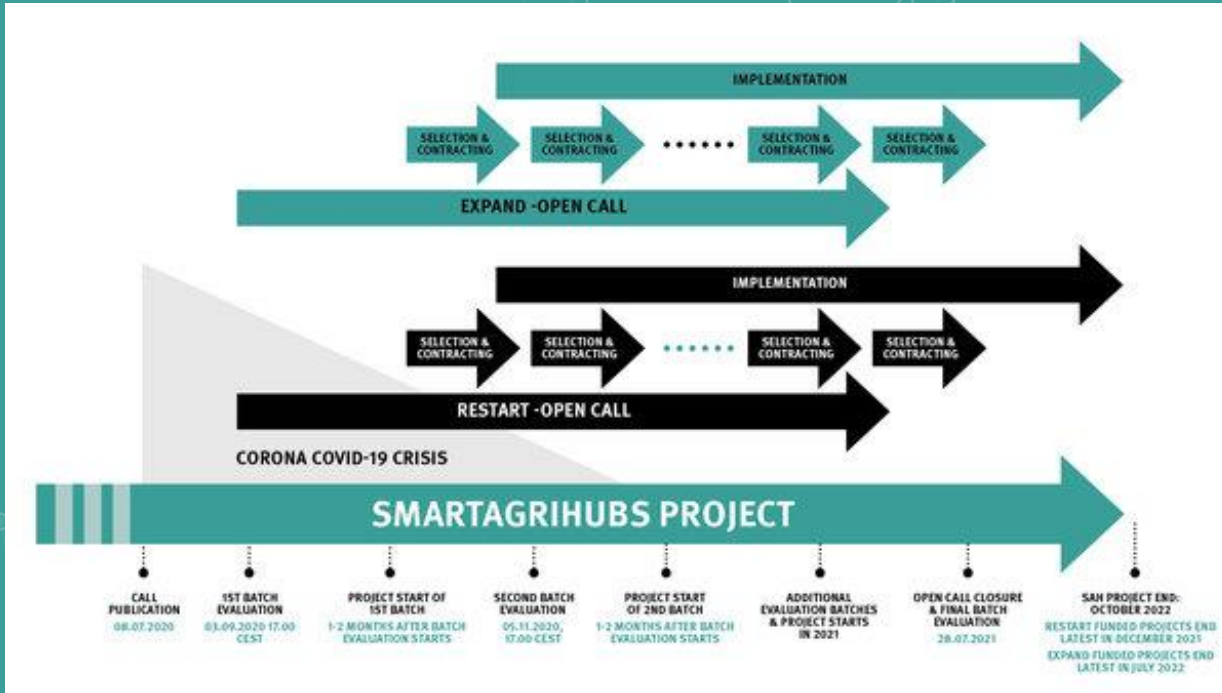
Should we blame factory farming?



3 GOOD HEALTH AND WELL-BEING



SAH Open Calls



Results to announced soon...



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AGRI-FOOD RECOVERY MEASURES

 SMART AGRI HUBS

PETROS KOKKALIS
Member of the European Parliament







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