



PRACTICE ABSTRACT

Use Case and Showcase technology

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ENHANCING WINE PRODUCTION SUPPLY CHAINS

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This use case is based on the development of the LL ‘Digital services for rural and farmers communities’ and is designed to specify functionalities and delineate tasks and actions that show how LL stakeholders and other relevant actors may adopt and exploit digital tools to achieve given goals. The overall scope of this use case is to enable information flows and facilitate data collection mechanisms throughout the entire winemaking production and distribution process.

The use case has been co-organised by the ATHENA Research Centre and the American Farming School of Thessaloniki and was tailored to the agricultural and winemaking processes of a wide group of grape cultivators and winemakers-owners located in Goumenissa (north-central Greece). The organisers and involved actors aimed to collaboratively experiment with new digital solutions that can provide quality guarantees for the creation and establishment of a distinct local wine product.

The goal of this use case is the development of a system responsible for the collection, gathering and analysis of data across the wine supply chain, starting from grape producers and moving towards vineyards, wineries and finally wine consumers. The system aims to enhance the traceability and security aspects of the products, as well as to increase resilience in the wine value chain while strengthening the position of farmers and wine producers in the market.

The use case proposes a shift from a business-as-usual management of grape growing, wine production and distribution, towards a customised, real-time and network-connected data-driven management. Data interpretation, decision support and assistance on specific tasks are aspects where demands should be met in terms of the actor’s process trust, capabilities, and technical requests. Local grape growers and winemakers call for a wider collaboration with regional authority, scientific, technology and consultancy institutions that operate or have interests in the region, to achieve the integration of new insights, methods, and ICT tools in the winemaking processes. Finally, this use case served as a testing ground to set the foundations and define the specificities that should be considered before adopting digital agricultural tools and services that demand active actor involvement in the winemaking business of Goumenissa.

Living Lab

Digital services for rural and farmers’ communities

Use case statement

Development of a system responsible for the collection, gathering and analysis of data across the wine supply chain.

Key Digital Technologies and Actors

On Farm IoT modules, Blockchain platforms, Farm Applications, Consumer Applications, Grape growers, Winemakers, Blockchain providers, wine wholesalers &retailers

Keywords

Wine production, traceability, supply chain, blockchain

More info: [LL Northern Greece](#)

