



Sustainable Precision Agriculture
Research and Knowledge for Learning
how to be an agri-Entrepreneur

GREECE

ARTATHES

BUSINESS MODEL CANVAS
in the field of SUSTAINABLE
PRECISION AGRICULTURE

STUDY CASES COLLECTION



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INFO COMPANY

ARTATHES

Address: AKROPOTAMIA ARTAS, Greece

Founding date: 2014

Extension: remote sensors

Crops: oranges, citrus, mandarins, lemons, kiwi, kumquat,

Number of employees: 2 owners- plus seasonal works (harvesting)

Contact

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Social: -

Date of the interview: 2.11.2018

Name of the interviewed person (specifying his/her role in the company): Nikos Ioannidis, co-founder / Agronomist MSc

Name of the interviewer: Maria Partalidou, Anastasios Michailidis [assistant: Dimitra Lazaridou, Nikos Tsakalos, Giatsidou V assiliki, Katerina Paltaki]

INFO PA INTRODUCED

What kind of PA innovation was introduced in the company?

The company sells fruits for table consumption that are handpicked and currently runs Precision irrigation (fixed irrigation system) and has just started to experiment with remote sensing digital images by unmanned aerial vehicles.

When? 2018

Why? What was the motivation/problem to solve?

This small company wants to be able to detect infected trees at early stages (with non-visible symptoms). They have for a long time trying to find ways to minimize inputs and use in an environmental friendly way all assets of the farm (especially water). They want to create also yield maps and gather soil data in order to create management zones and forecast yield variability. The problem is to have an effective – timely- management of the orchards and the prevention of food loss. In particular some of the problems to solve are:

- √ Assessment of infected trees and detection of non-visible symptoms at an early stage of the infection using multi-spectral images and special algorithms.
- √ Construction of hazard maps and their connection with a database in which the evolution of the disease will be recorded as well as the cultivation management for the trees' recovery.
- √ Prediction of the financial damage and estimation for the management cost.
- √ Recommendation services for taking the appropriate management measures for the treatment.

How did you learn about these new technological solutions?

Through the internet.

Have you been supported / assisted / trained by someone?

I am currently running the innovation – I am reading a lot and have asked for support by the private company that will run the project.



BMC - report

Value Proposition

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Fresh products (B₂C)
- Local products (B₂C)
- Affordable products (B₂C)
- Quality –price (B₂B)

Customer Segments

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

B₂C:

- alternative food networks (AFNs)
- local spots in the city (2 times per week)

B₂B:

- grocery shops
- Consumer's cooperative shop

Distribution Channels

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Direct Sales
- Pre-orders (telephone)

Customer Relationship

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Personal contact (time costly)
- Trust
- Consistency

Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Cash only
- Not fixed prices
- Sharing economy

Key Activities

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Standard programme
- Different types (within the same product-for the AFNs)
- Uniformity in the grocery shops (standartization)

Key Resources

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Farm assets
- Labour
- Land
- Capital
- Vehicles
- Tractors
- Knowledge (agronomical+marketing)

Key Partners

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Co-founder of the company
- Peers (farmers that provide fruits in periods with less produce)
- Volunteers groups of AFNs
- Solidarity networks

Cost Structure

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Fruit picking (5%)
- Farm costs (30%)
- Transportation costs (20%)
- Distribution costs (45%)

IMPACT ANALYSIS

