



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

GREECE

GOUTSIDIS GIORGOS
FARMER

BUSINESS MODEL CANVAS
in the field of SUSTAINABLE
PRECISION AGRICULTURE

STUDY CASES COLLECTION



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INFO COMPANY

GOUTSIDIS GIORGOS – FARMER

Address: Halastra, Thessalonikis, Greece

Founding date: 2005

Extension: *UAV & sensors*

Crops: *Bonnet and Ronaldo (rice)*

Number of employees: 6 permanent + 2 temporarily

Contact

Name: Giorgos Goutsidis

Telephone: -

Email: goutsidisg@yahoo.gr

Website: <https://www.youtube.com/watch?v=qsj6Hb3hqdE>

Social: -

Date of the interview: 20.12.2018

Name of the interviewed person (specifying his/her role in the company): Goutsidis Giorgos –farmer

Name of the interviewer: Maria Partalidou [assistant: Dimitra Lazaridou & Vasso Giatsidou]

INFO PA introduced

What kind of PA innovation was introduced in the company?

- ✓ Unmanned Aerial Vehicle (UAV) flights equipped with a multispectral sensor of very high resolution for the optimization of the zones
- ✓ Using analysis of last year multispectral satellite images, from three characteristic crop growth stages for the detection of preliminary management zones

- ✓ Soil sampling per zone and analysis of the soil samples
- ✓ Fertilizer recommendations per zone using a precision fertilizer software
- ✓ Fertilizer application using Variable Rate Technology (VRT)

When? 2017

Why? What was the motivation/problem to solve?

The motivation to exercise PA was improve quality and increase quantity of our produce. And overall reduce our costs. In addition, we wanted to reduce the amount of fertilizers escaping to the environment and minimize plant protection products during sprays. Another major aim and problem was the phosphorus and potassium deficiency (due to the fertilization).

[...] We wanted to see the birds back in the field, as it was in the past when our fathers used to grow the land [...]

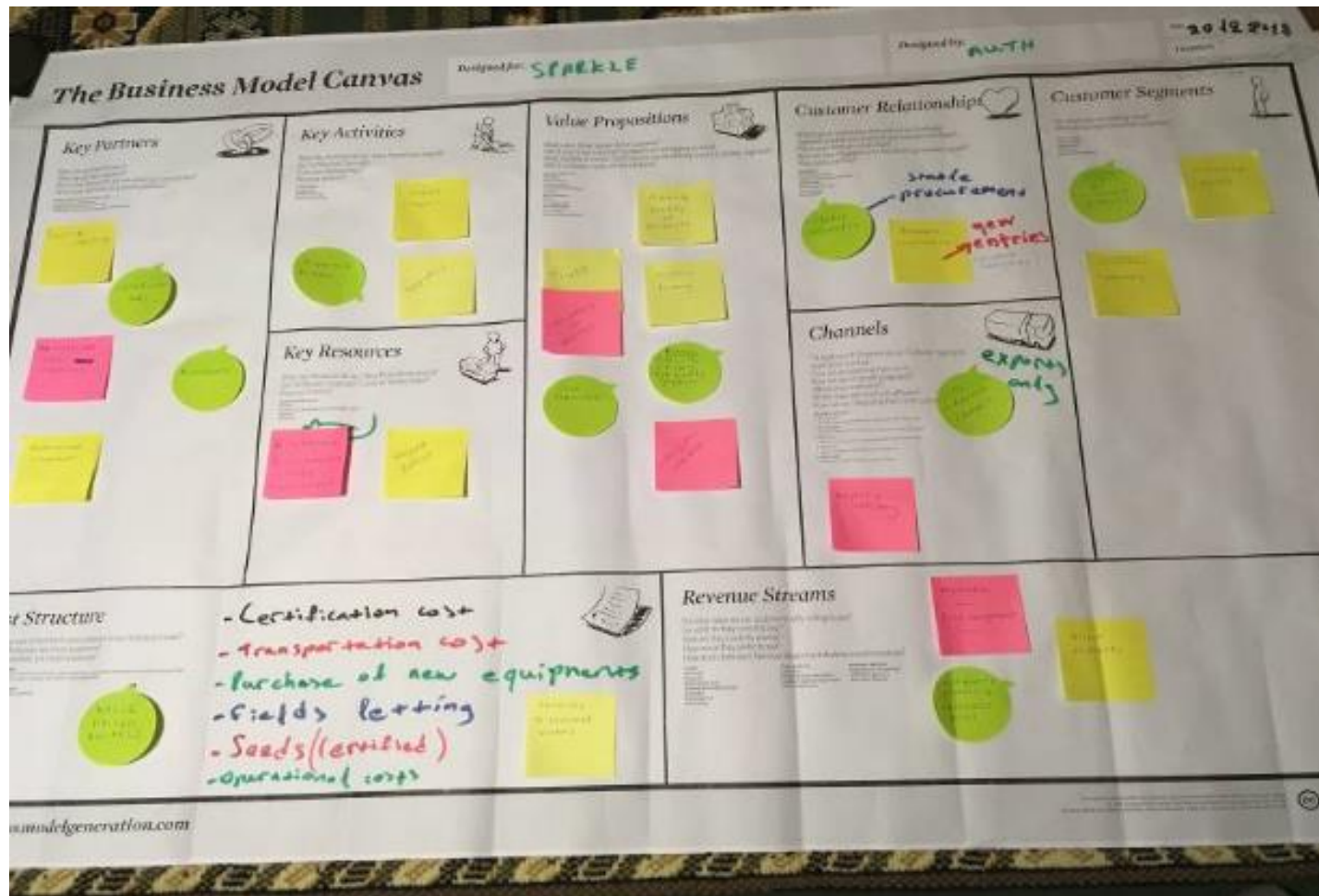
[...] Using the right data, it's easier to make decisions... now we know exactly what we do and when to do it! [...]

How did you learn about these new technological solutions?

It was from our producer's group –just established –and after a daily conference we attended.

Have you been supported / assisted / trained by someone?

We have been supported by a private company-expert in PA.



BMC - report

Value Proposition

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

- premium quality
- organic farming
- consistency to delivery
- trust

Customer Segments

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

Middle-men (they take all the produce)

Distribution Channels

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

Export company only

Customer Relationship

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

Stable cooperation

Revenue Streams

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

Direct payments (after negotiation)

Key Activities

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

- Logistics
- Farming

Key Resources

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

Skilled labour

Key Partners

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

- Certified body for the organic produce
- Accountant
- Export company
- Agricultural inputs suppliers
- Professional Chamber
- Private company dor PA

Cost Structure

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

- Certification costs
- Transportation costs
- Equipment
- Rents for land
- Certified seeds
- Operational costs
- Wages (seasonal)
- Value driven business

IMPACT ANALYSIS

