SPARKLE

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

SPAIN

SOCIEDAD COOPERATIVA
AGRARIA ORVALAIZ

BUSINESS MODEL CANVAS in the field of SUSTAINABLE PRECISION AGRICULTURE

STUDY CASES COLLECTION

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INFO COMPANY

SOCIEDAD COOPERATIVA AGRARIA ORVALAIZ

Address: NA-5008, 6, 31119 Noáin (Navarra)

Founding date: (ancient farm, inherited)

Extension: (not known)

Crops: Cereals, low profile crops (such as legumes, not maize), wine, livestock

Number of employees: (not known)

Contact

Name	Juan Labiano (coop member)
Telephone	686927484
Email	-
Website	(none)
Social	(none)

Date of the interview: 21/01/2019

Name of the interviewed person (specifying his/her role in the company):

Juan Labiano (coop member) and Pedro María Echarte (coop president)

Name of the interviewer: Constantino Valero, Guillermo Moreda, Natalia Hernandez, Anne Krus

INFO PA introduced

What kind of PA innovation was introduced in the company?

They are a coop, sharing machinery and PA solution amongst their members, with each different preferences in e.g. GIS software.

When?

The interviewed member of the cooperative uses autosteering and variable rate fertilizer since around 10 years ago, but sees problems in its application

Why? What was the motivation / problem to solve?

Cut in costs. They also like technologies and new challenges, they are early adopters.

How did you learn about these new technological solutions?

They read news and go to courses and trade fairs. They also visit other farmers.

Have you been supported / assisted / trained by someone?

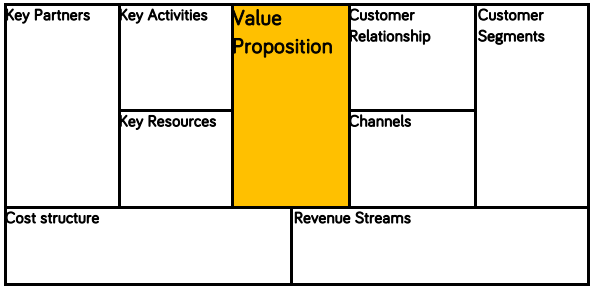
They have frequent contact with universities, researchers and farmers' associations. They also learn by themselves and teach other farmers to use it.

However they repeatedly say that the technology itself is not enough: more effort should be put in teaching how to use it and putting "more knowledge inside the device" in order to make it more intelligent and useful for the farmer.

Business Model
Diseñado para:
Diseñado por:
Socios clave
Propuestas de valor
Relaciones con clientes
Segmentos de cliente
Canales
Fuentes de ingresos
empresaagil.com

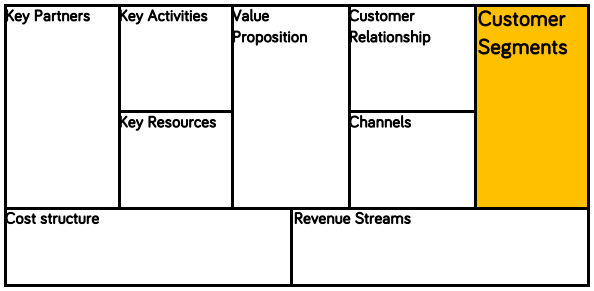
BMC - report

Value Proposition



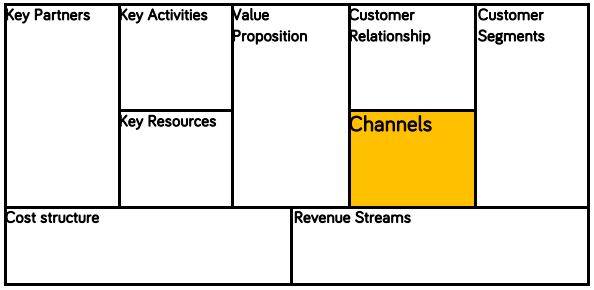
- Wheat (for flour, compound feed)
- Rotation crops: rapeseed, oats, peas, sunflower, pasture
- Straw for livestock
- Regadio (Corn, Horticulture)

Customer Segments



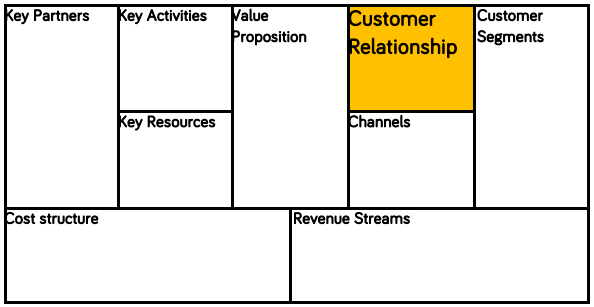
- Members of the coop
- Flour mills (local and French ones, when there's a surplus of wheat)
- Producers of frozen food
- Producers of compound feed

Distribution Channels



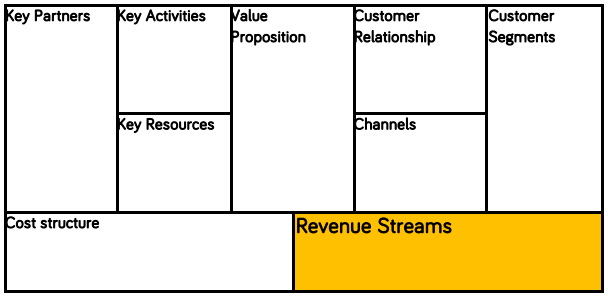
- Tractor
- Truck
- Harvester

Customer Relationship



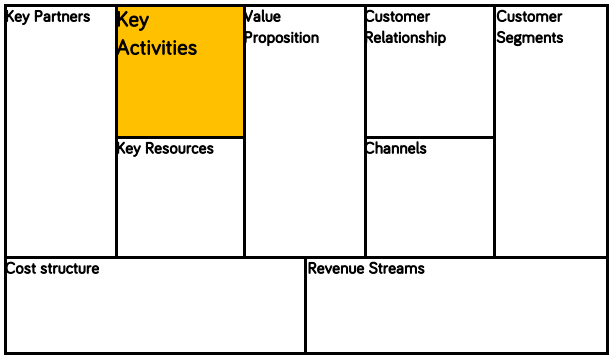
Being a member of the coop

Revenue Streams



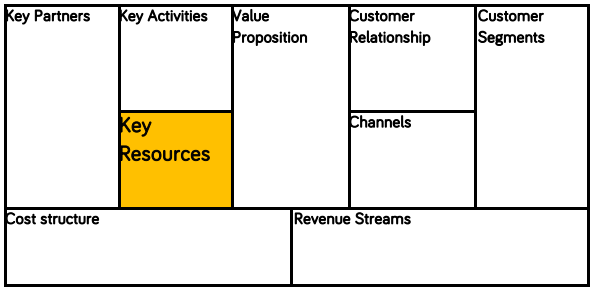
- Sell to the coop, prices based on quality measurements such as impurity, protein and fat content
- Prices are fixed once a year to shield individual farmers from market fluctuations

Key Activities



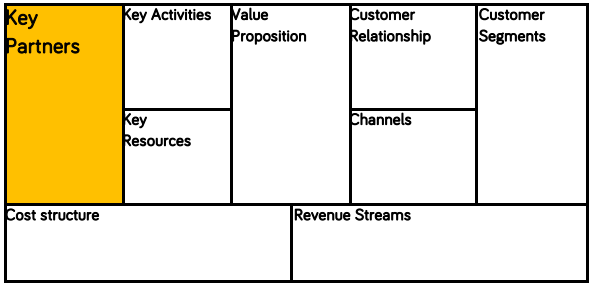
- Provide (university) courses in e.g. QGIS
- Controlled traffic farming
- Fertilizer maps, “RTO” maps
- Variable rate fertilization
- Schooling of its members
- Working the lands (seeding, fertilizing, tillage, weeding, harvesting, etc)

Key Resources



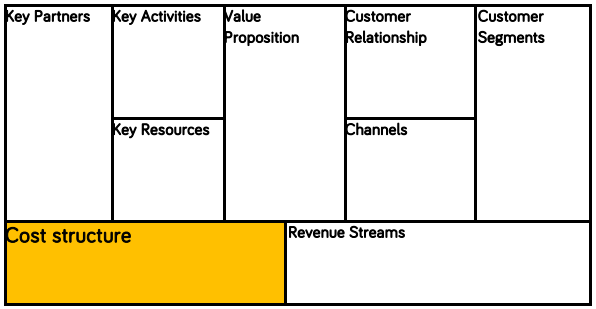
- Guidance systems (90% of farmers in this coop use this)
- Fields with GPS registered perimeters
- Fertilizing and spraying systems with “corte por tramos”
- Machinery of CUMA
- Herbicides, pesticides, fertilizers, seeds, coming from other coop
- Irrigation canals
- 2 technicians of the Coop + 1 of INTIA
- Machinery owned by the coop (2 tractors (isobus), fertilizer, sprayer, seeder, etc)
- MyJohnDeere
- QGIS

Key Partners



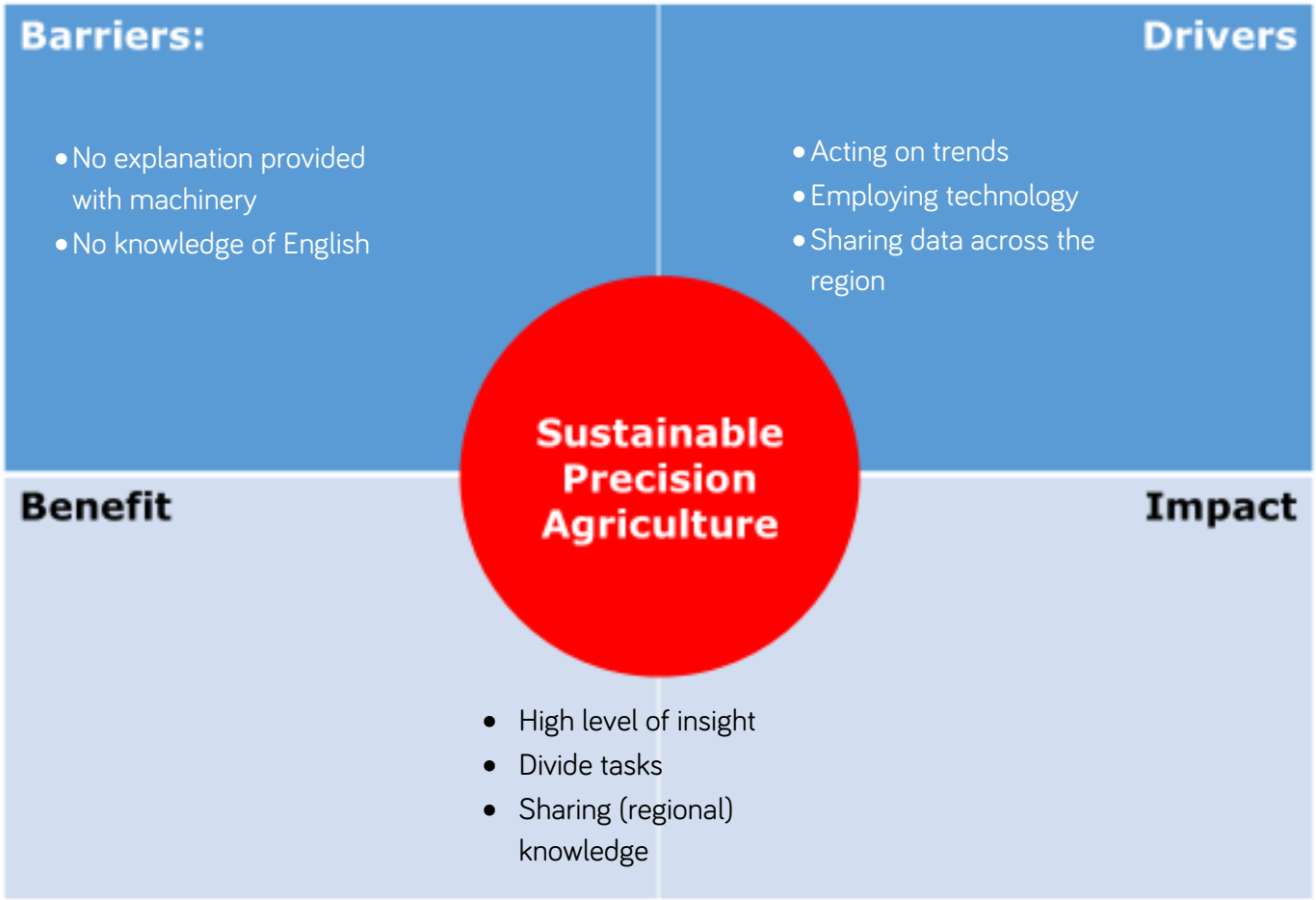
- Coop of fertilizers
- CUMAs (Cooperativas de utilización de maquinaria agrícola)
- Farmer coop (95% of all farmers of the area)
- INTIA (Navarre Institute of Transfer and Innovation in Agri-Food sector)
- Seed providers (casas de semillas R1, G4)

Cost Structure



- The RTK subscription of John Deere (SF1/SF2 €140??)
- Royalties to the other coops
- Buy or rent the fields
- Software licences (corte de tramos, fertilizer, herbicides, MyJohnDeere, RTK, SMS AgLeader)
- Fertilizer, seeds, etc

IMPACT ANALYSIS



Barriers

- The companies selling agricultural equipment are not aware of the potential of their own machinery, you need to learn its possibilities after buying. (A course isn't included with the machinery.)
- "[They] do not understand even a single word of English, which is a shame."
- Their application accuracy is 24x24m, so the trendy drone technologies don't give them any more information than they can take from the (free) satellite images, since they can't actuate with higher precision anyway. They're considering investing in more accurate implements.
- "This is what we need, that someone explains us [the software packages] and how to use them."
- The different treatment prescriptions in the software appear as rectangles, even though the fertilizer is applied with spinning disks, so circular. Triangle areas would already be an improvement from the squared areas they use now.
- Farmers in the coop are not allowed to buy or sell anything other than to/from their own coop. The only exception are things that are not available in the coop, such as e.g. ecological seedlings.

Drivers

- 20 years ago there was a sudden rise in demand for vineyards, so they built a bodega, but then because of the economic crisis they had to rent it out. (A driver would be acting on trends, being versatile.)
- In the last 2 years even the smallest farms have adopted GPS technologies, even part-time farmers are now using it.
- A CUMA is a group of farmers or coops sharing their machinery, a system that is very popular in the northern regions of Spain.
- They're currently using satellite images in QGIS and send it to AgLeader software for actuation. (This may depend per single farmer within the coop.)
- They combine soil analysis data of 15-20 different farmers in the area, 3 fields per farmer, to detect trends in the soil in their region.

Benefit a/o Impact

- A high level of insight in their own fields/crops, as well as in their region.
- Decentralise all the different aspects of farming, someone concerns themselves with market rates and pricing while another buys seeds or manages staff etc.
- Absorb shocks from the market, by fixing prices at the beginning of the year.
- Sharing knowledge on machinery and software with each other makes them a more helpful source than any machinery manufacturer could ever be.