SPARKLE

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

SPAIN

EXPLOTACIÓN AGRÍCOLA JESÚS GONZÁLEZ

BUSINESS MODEL CANVAS in the field of SUSTAINABLE PRECISION AGRICULTURE

STUDY CASES COLLECTION

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INFO COMPANY

EXPLOTACIÓN AGRÍCOLA JESÚS GONZÁLEZ

Address: San Llorente de la Vega 107, Burgos, 09121. Spain

Founding date: not known, several farms inherited from relatives (>50 years ago)

Extension: 140 ha

Crops: mainly winter cereals (wheat, barley), sunflower, sugar beet. He has tried growing many different crops, including maize, extensive horticulture (onions, garlic, artichokes…) and greenhouses

Number of employees: no one hired; just family (sons) when needed

Contact
Name: Jesús González
Telephone 675733290
Email -
WebSite: n/a
Social: n/a

Date of the interview: 18/01/2019
Name of the interviewed person (specifying his/her role in the company): Jesús González (owner)
Name of the interviewer: Belén Diezma & Constantino Valero

INFO PA introduced

What kind of PA innovation was introduced in the company? (see WP1 Questionnaire for farmers Part I – I.2)

He uses autosteering in all the tractors (3 units, of: 120, 110 and 130 HP). He does direct seeding of all crops with the aid of the maps and autosteering.

He owns a combine harvester with yield sensors included, in order to create yield maps. He hires other companies to perform soils analysis (electrical conductivity) of this fields regularly.

He acquired a big sprayer (18m wide, second hand, with electronic section control) in order to perform herbicide application, but also liquid fertilizer application using prescription maps generated by himself with SMS software, after analyzing the yield maps and soil maps. It is not fully VRT fertilisation, but reduced dose based on previous information.

When?
Aprox 10-15 years ago for autosteering. For variable rate liquid fertilization, 3 years ago

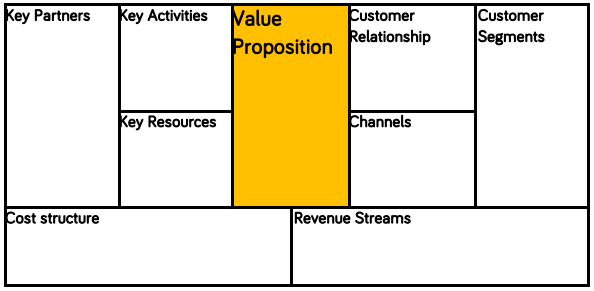
Why? What was the motivation / problem to solve?
Margins were very low in his area, and he needed to cut production costs.

How did you learn about these new technological solutions?
He is curious about new technologies, and contacted a vendor of PA equipment after a seminar talk.

Have you been supported / assisted / trained by someone?
The vendor / provider of PA technologies assists him in using new devices.

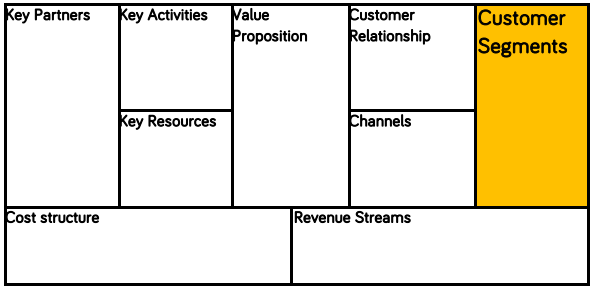
BMC - report

Value Proposition



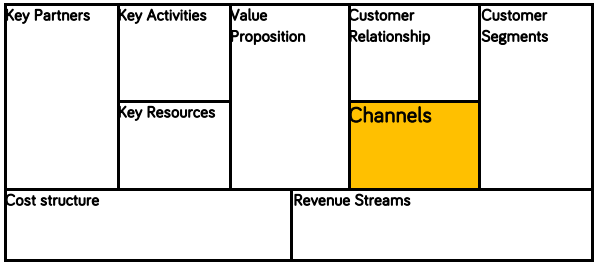
- Cereal production at good prices
- Offers harvesting service to others
- Occasionally does spraying service
- Belongs to local cooperative

Customer Segments



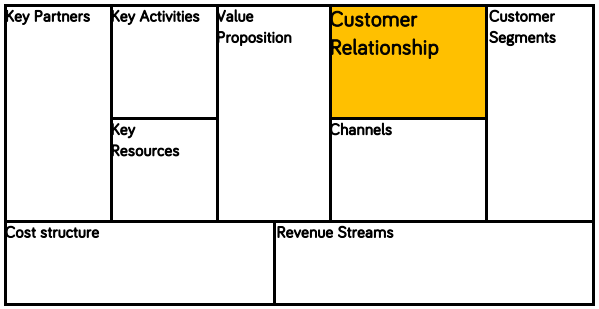
- Cooperative absorbs cereal production
- Local farmers who need harvesting service

Distribution Channels



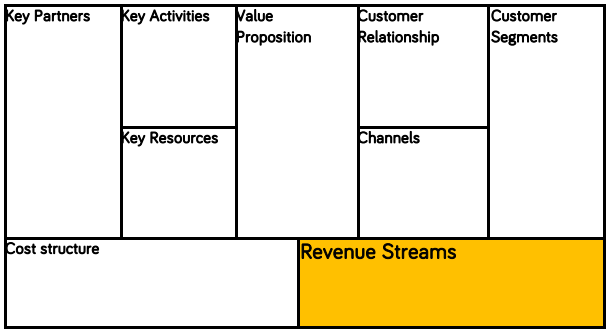
- Cooperative (cereals)
- When other crops are grown: contract with industries or wholetraders

Customer Relationship



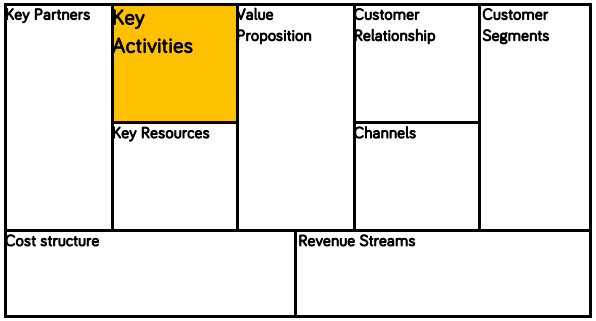
- Through cooperative
- Some local emerging industries and other cooperatives in the area (i.e. power plant based on biomass)

Revenue Streams



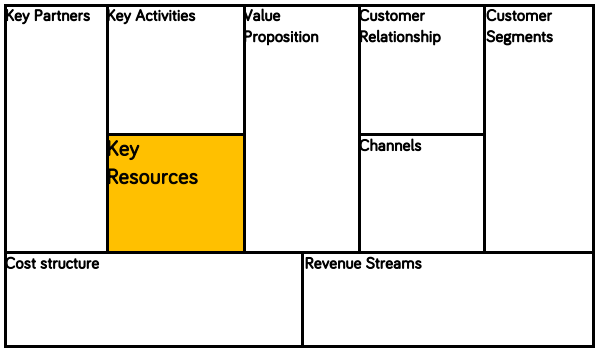
- Subsidies from Europe are the main revenue (~140€/ha)
- Selling of cereals to the cooperative
- Service of harvesting cereals to neighbors

Key Activities



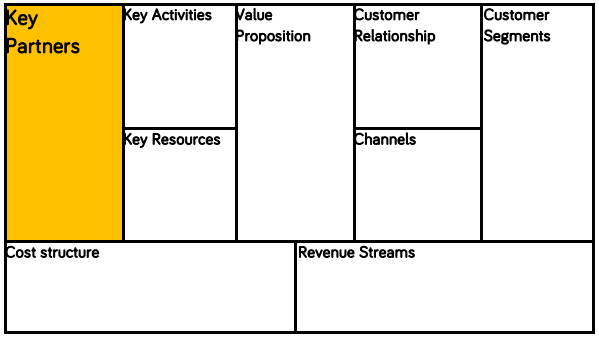
- Cereal production with lower costs (direct seeding, reduced tillage, VRT fertiliser)
- Occasionally other crops (sunflower)
- Coop provides seed, fertiliser, herbicides, etc.

Key Resources



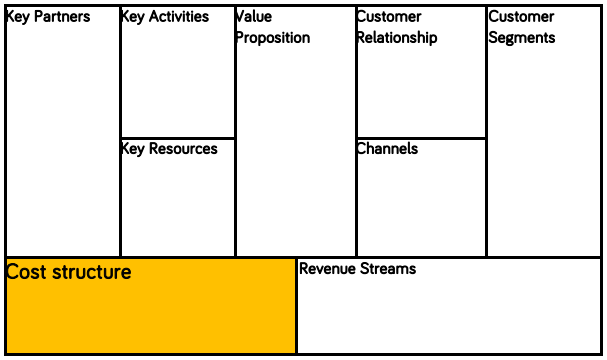
- Family owned business, no employees
- Knowledge: he assists to courses and dissemination activities on PA
- Set of machinery not new, but well chosen, fitted to farm needs and using PA technologies wisely
- Uses mapping software (SMS AgLeader), self-educated

Key Partners

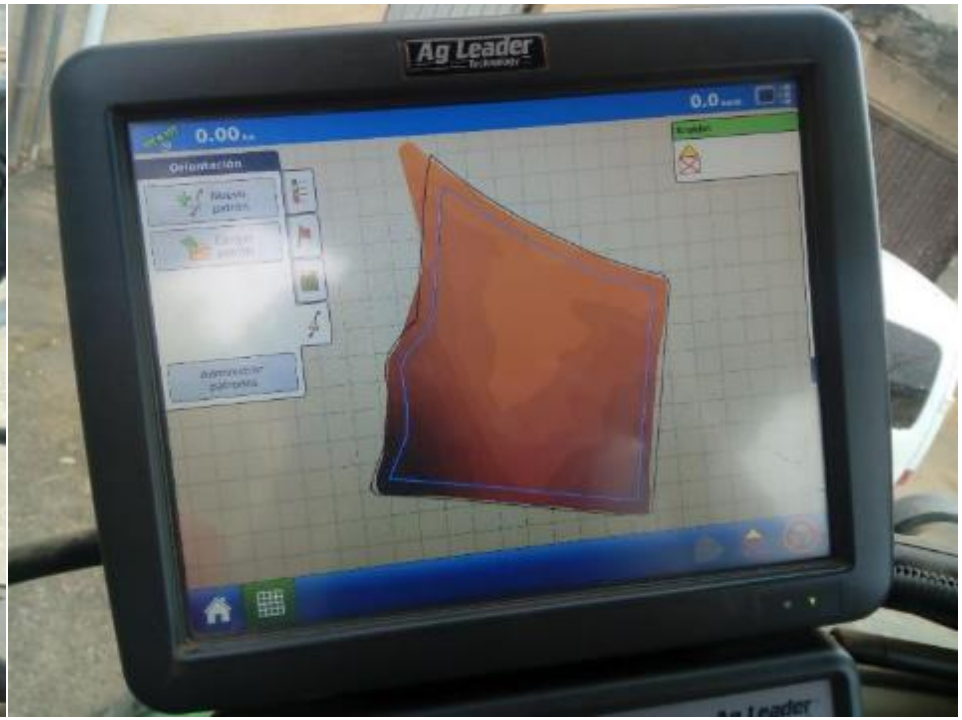


- Cereal cooperative
- Vendor of Precision Agriculture devices

Cost Structure



- Cost of inputs from the cooperative
- Owned machines (3 tractors, combine harvester, sprayer, seeder)
- Warehouses
- Software and hardware annual fees
- Regional plan for irrigation upgrade: cost of 220€/ha


Ag Leader
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Orientación

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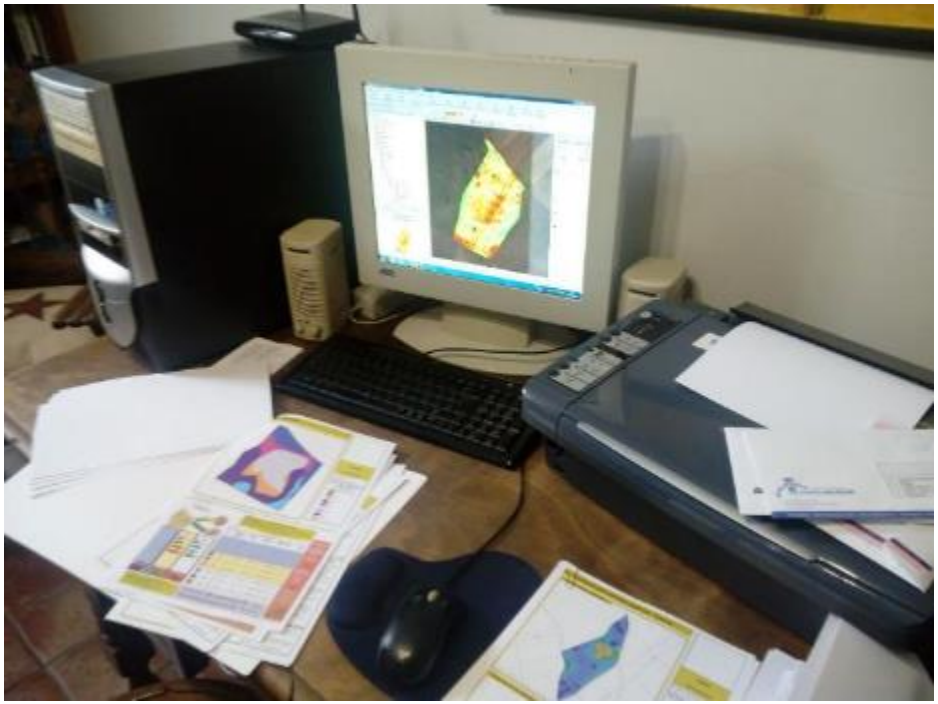

IMPACT ANALYSIS

Barriers:

- Production costs are high
- Local production supported mainly by EU subsidies
- Technologies are not user-friendly
- Manufacturers do not give enough support after sales

Drivers

- Reducing costs
- He personally likes new technologies

Sustainable Precision Agriculture

Benefit

- Less productive costs
- Lower environmental impact
- Reduce the dependence on subsidies

Impact

- Aprox reduction of 40 kg/ha of nitrogen fertiliser
- Reduction of usage of fuel and time