SPARKLE

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

SPAIN

AGROSERVICIOS
SANTA CRUZ

BUSINESS MODEL CANVAS in the field of SUSTAINABLE PRECISION AGRICULTURE

STUDY CASES COLLECTION

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INFO COMPANY

AGROSERVICIOS SANTA CRUZ

Address: Carretera Zarza de Tajo km 1. Santa Cruz de la Zarza (Toledo)

Paraje la Concepcion, 5, 45370 Santa Cruz de la Zarza, (Toledo)

Founding date: n/a

Extension: n/a (company offering services)

Crops: n/a (company offering services)

Number of employees: 4

Contact
Name: Joaquín Garcia Martínez
Telephone 687462473
Email agroserviciossantacruz@gmail.com
WebSite none
Social none

Date of the interview: 27/12/2019
Name of the interviewed person (specifying his/her role in the company): Joaquín Garcia Martínez
Name of the interviewer: Constantino Valero

INFO PA introduced

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

Autoguidance of tractors and of two big spraying vehicles

He does not use VRT or other PA technologies, despite it is a service company, providing spraying works to local farmers.

When?

10 years ago aprox

Why? What was the motivation / problem to solve?

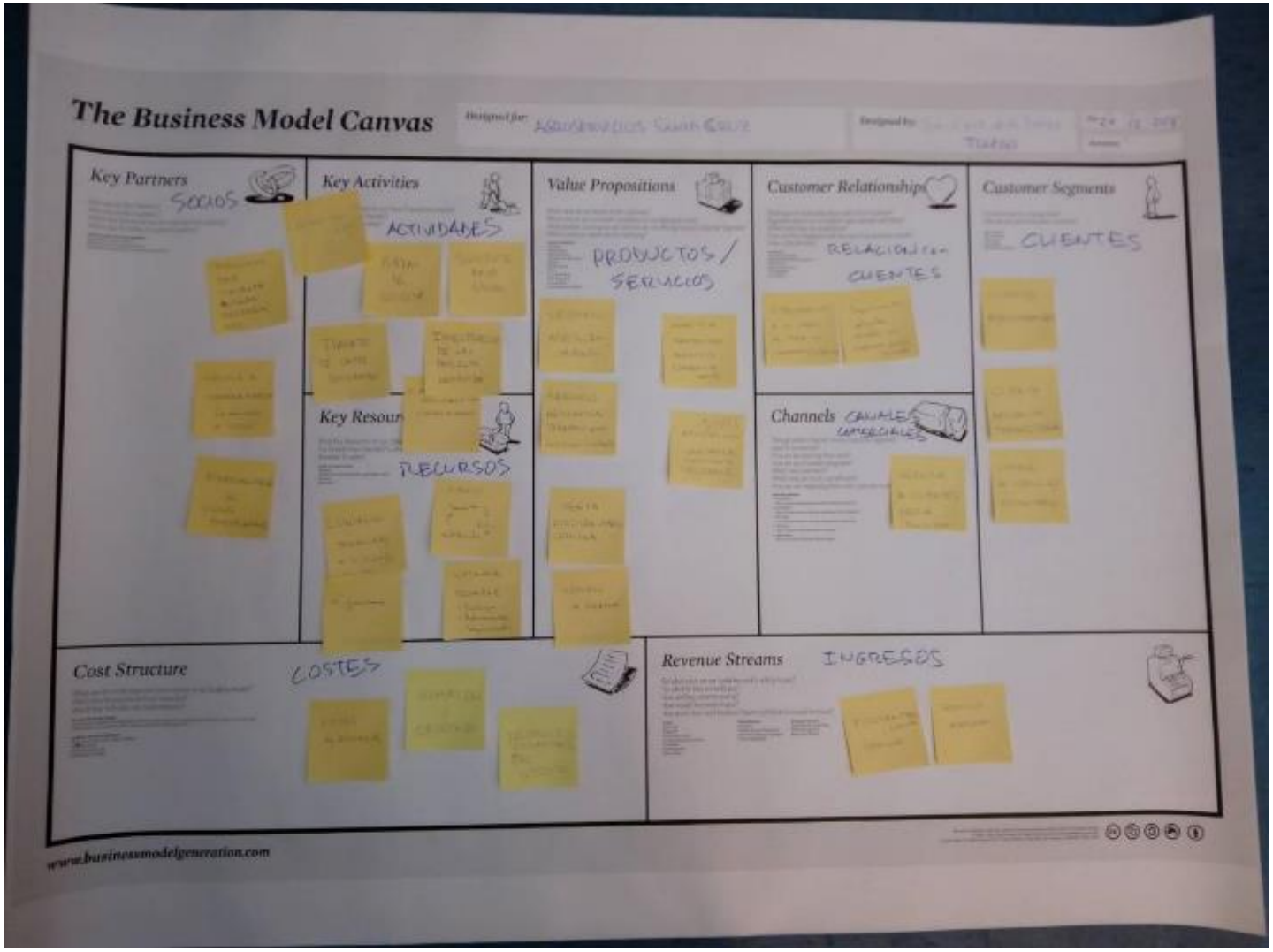
Spraying with a big machine (very wide) that was difficult to drive. Doing it in less time and saving herbicide by reducing overlapping

How did you learn about these new technological solutions?

The GPS provider company showed him,

Have you been supported / assisted / trained by someone?

The GPS provider company give support, and he assists to shows and courses


The Business Model Canvas
Key Partners
SOCIOS
Key Activities
ACTIVIDADES
Value Propositions
PRODUCTOS / SERVICIOS
Customer Relationships
RELACIONES CON CLIENTES
Customer Segments
CLIENTES
Key Resour
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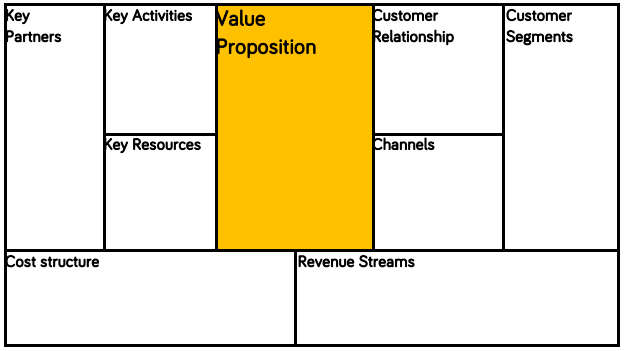
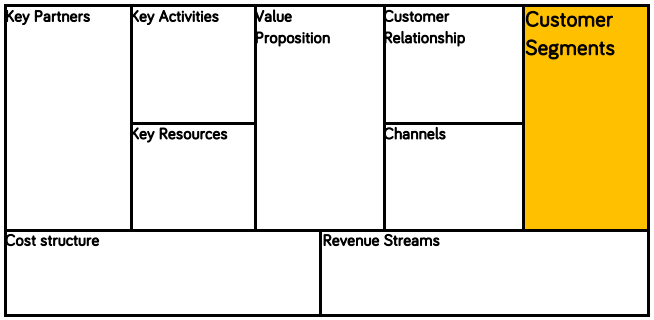
BMC - report

Value Proposition



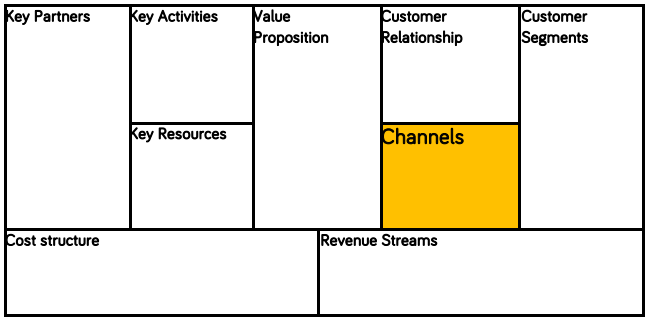
- Service: application of herbicides or fertilizer (spraying) to local farmers (not using variable rate)
- Consultancy to local farmers about herbicides
- Selling agrochemicals and certified seeds
- Harvesting cereals (less frequent in last years)
- Years ago he used to offer seeding service, but now other companies do it.

Customer Segments



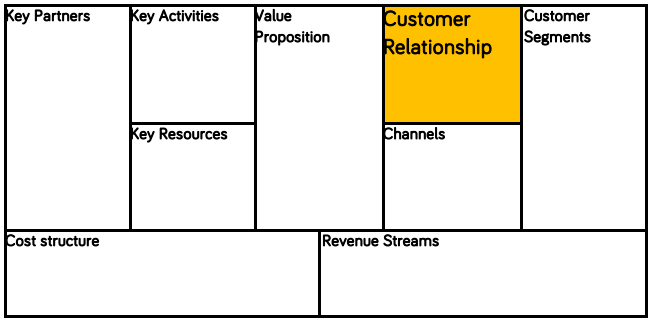
- Farmers needing spraying service
- Farmers needing advice about herbicides
- Farmers buying seed
- Farmers buying chemicals

Distribution Channels



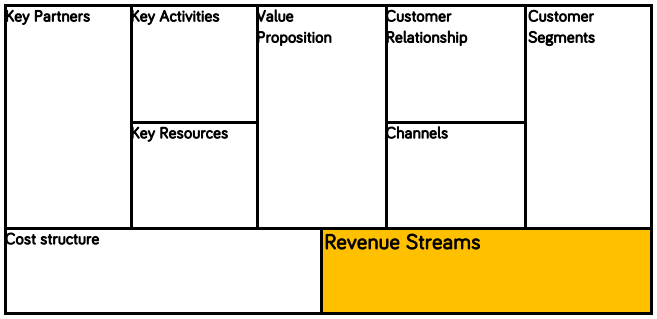
- Direct selling in the region
- Direct service to local growers

Customer Relationship



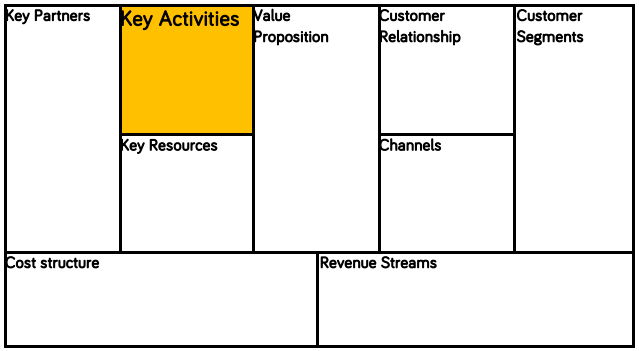
- Local farmers (he is well-known in the local area)
- Direct personal contact with farmers

Revenue Streams



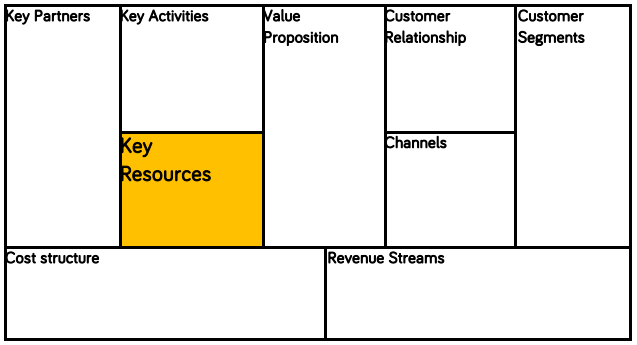
- Selling certified seed and agrochemicals
- Providing spraying services
- He does not get money for advisory service to clients

Key Activities



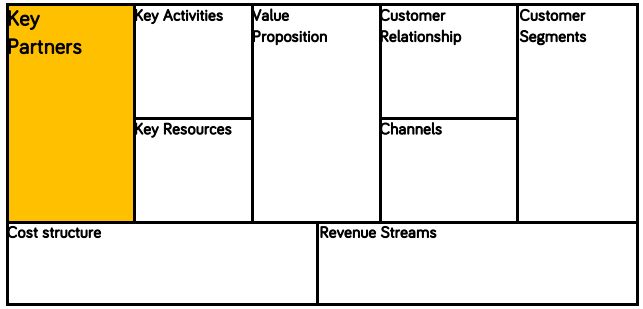
- Very specialized machinery for spraying. Two 'Unimog' big vehicles
- Autosteering equipment in both sprayers, with big screens
- He does not use VRT or drones or mapping, just autosteering
- Some time ago he used to provide a harvesting service for other farmers (with yield sensor / mapping) but not he is not doing it any more

Key Resources



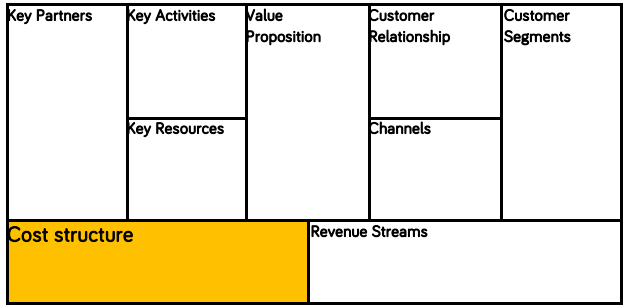
- Two 'Unimog' big spraying vehicles
- Good knowledge about weeds / herbicides
- Software (Trimble) for registering spraying works and farm accountancy

Key Partners



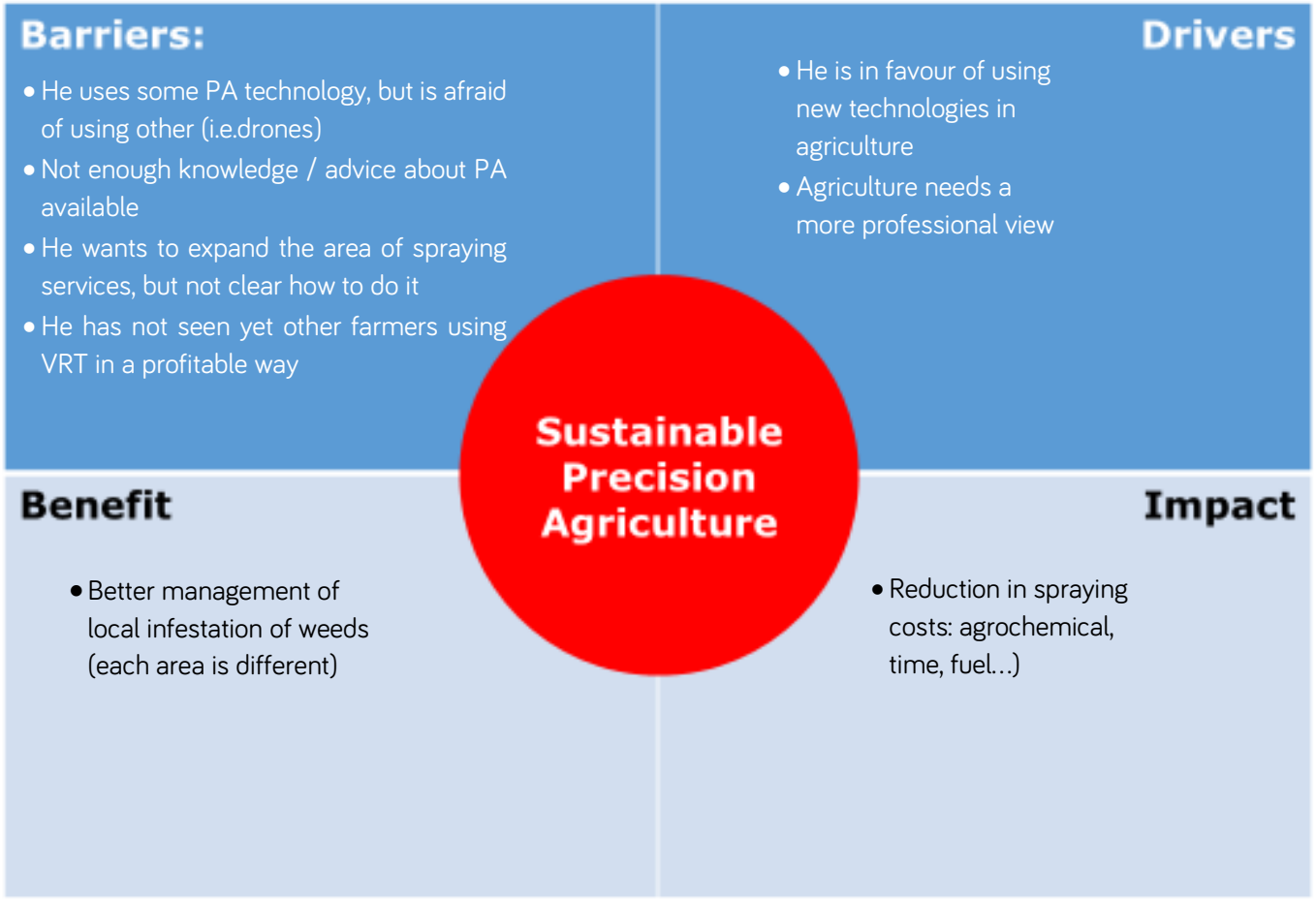
- Seeding provider (Syngenta)
- Herbicides and fertilisers provider (BASF, Ascenda, Fertiberia, Key…)

Cost Structure



- Spraying machinery
- Warehouse for seeds, and agrochemicals
- Stocks of seeds and agrochemicals
- 4 Employees
- Software license and GPS fees

IMPACT ANALYSIS



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syngenta