



# SPANISH AGRIFOOD COOPERATIVES PRESENTATION



- > Around 3.000 associated agrifood businesses
- > 25.000 M€ of accumulated turnover
- > 1 M farmers associated





## Questions

- > How to exploit data information and knowledge throughout the agri food chain from farm to fork?
- > How to handle issues with data ownership, competition and trust?
- > **What are the business challenges from an horizontal and vertical perspective in a complex agri-food chain?**





# Smart agriculture group-COPA COGECA-AIOTI-CEMA-Some outcomes

- > **Interoperability and standardization**: basic pillars for success
- > A new, large and dynamic ecosystem of companies is flourishing around the new paradigm of data services for farming, but lots **of fragmentation in** terms of agri-food platforms.
- > It is essential to **connect the agents** in the value chain, letting data flow across the whole value chain.
- > Some initiatives spread around Europe, in good direction:
  - Platforms (**both B2B and B2C**) built by trade associations in the agri-food sectors or their subsidiaries
  - H2020 innovation projects based on **FIWARE** are also good examples of the possibilities of top-down platform design
  - Regional/national initiatives, e.g. **governmental platforms** for managing CAP data
  - Some providers are opening the APIs of their **proprietary systems**





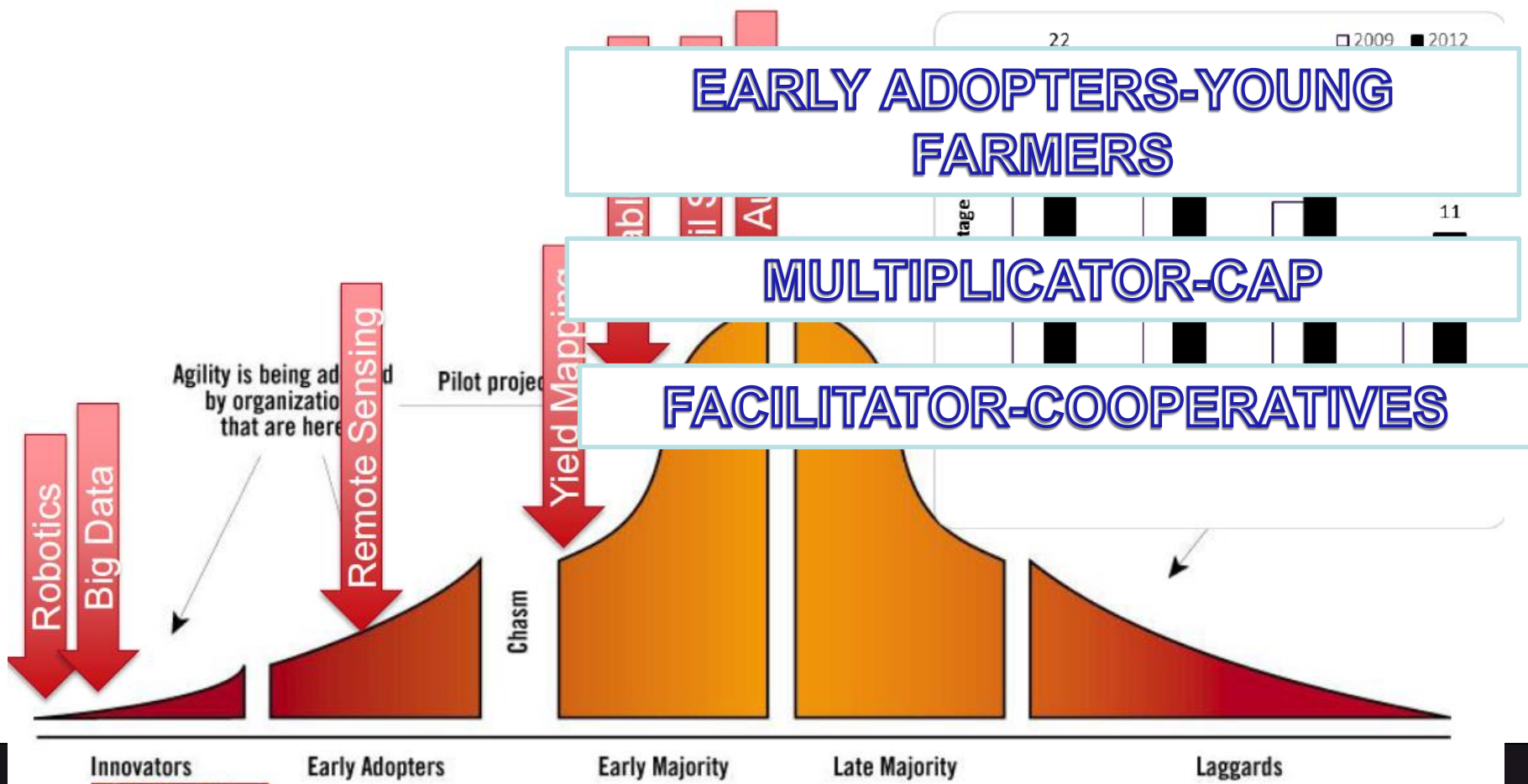
## Questions

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# SLOW INTRODUCTION





## OUR RESPONSE: Cooperatives

### > **FOOD MARKET SHARE OF EUROPEAN COOPERATIVES**

50% of the market of agricultural supplies for farmers and 60% in collection, first processing and selling of agricultural raw materials.

> Overall Agro-food market of 40% for cooperatives with large differences at territorial scale (From 75% in Finland to less than 10% in UK) and at sectorial level (From 55% in dairy products to 25% in sugar).

> 21.500 Cooperative businesses – 25 millions of farmers.

### > **THE BEST WAY TO STABLISH SAFETY FRAMEWORKS FOR DATA SHARING**

> **ALLOWING FARMING SECTOR TO BENEFIT FROM DATA REVOLUTION-SPECIALLY IN SMALL FARMS**

> **CONNECTION WITH THE REST OF AGRIFOOD CHAIN**



cooperativas  
agro-alimentarias

España





# Le groupe InVivo veut lancer l'agriculture sur smartphone

MARIE-JOSÉE COUGARD - LES ECHOS | LE 17/12/2014

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Le groupe coopératif veut créer le champion français du « big data » agricole.

Gérer ses parcelles en ouvrant une application sur son smartphone. Voilà une idée qui fera sourire plus d'un citoyen. Pourtant, c'est le projet que Thierry Blandinières, le directeur général de l'union de coopératives InVivo, souhaite lancer en 2015. « On a les compétences techniques. N'oublions pas

FOCUS

images.lesechos.sdv.fr/archives/2014/LesEchos/21837/ECH21837087\_1.jpg

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