





## Smart Farming on rural farms to raise awareness in the agri-food community

### The integration of farming enterprises with related value chains – Ireland

Ploutos' Sustainable Innovation Pilot 5 (SIP5) aims at improving the standard of living in rural areas of Ireland by digitalising agricultural processes.

One of the main activities was the implementation of a diversified approach regarding the business model applied in dairy and suckler production. Connecting food producers with the agri-tourism and the implementation of smart farming solutions (i.e. sensors for data collection) were also important milestones.

-  **Outcomes:** The co-development of diversified business models has led to 5 new farm business plans. Sensor technology has been installed on 28 farms enabling a predictive model for grass growth, a slurry management tool and access to milk yield per cow per day. The creation of a local agri-food network allowed for improved information transfer among farmers.
-  **Practical Recommendations:** It is important to maintain data collection to realise the full value of the database over time to enable pattern analysis and predictions. The social infrastructure of the farming group and its capacity building benefit also needs to be maintained. Continued signposting of business supports is important.
-  **Problems:** It is concluded that there is a gap between food production and food branding, abattoirs, co-operatives and retailers. Therefore, the challenge of bridging the gap between agriculture and tourism requires the effectuation of changes in the applied practices and/or the legal framework.
-  **Outlook:** Overall, it's estimated that the strong tourism market and the high quality of local produce set a promising baseline. The goal for the near future is to develop co-operative structures to bring produce direct to this market.

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### Description of project activities

The Ploutos project will develop a Sustainable Innovation Framework that follows a systemic approach to the agri-food sector, building on three pillars: Behavioural Innovation, Sustainable Collaborative Business Model Innovation and Data-Driven Technology Innovation. The project will deploy 11 Sustainable Innovation Pilots, where using a Multi-Actor Approach, new innovative solutions and methodologies will be implemented, tested, assessed and derive practical lessons learned. A Ploutos Innovation Academy will be established as a vehicle for integrating the know-how, best practices and assessments developed across the project and derived from the Sustainable Innovation Pilots.

### Objective of the project

The main objective of Ploutos project is to help rebalance the agri-food value chain and enhance its sustainability (economic, environmental and social) by establishing a Sustainable Innovation Framework that is powered by an innovative combination of behavioral change, collaborative business model innovation and data-driven technological services.

### PLOUTOS CONSORTIUM



-  33 Partners
-  11 Pilots
-  10 Countries
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