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THE EUROPEAN UNION'S HORIZON 2020 RESEARCH  
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AGREEMENT N. 772705



# THEME 5

## RAISING THE IMPACT OF DEMONSTRATIONS PRACTICAL CASE



Farm Demo Conference  
Brussels, 21 may 2019



# **Network**

## **Water Use Efficiency in Horticulture**

### **DEMO ACTIVITY**

**Objective:** Use of soil water monitoring devices to improve water use efficiency



Demo Farm Nieto Morales (Almería, Spain)



## **LOCATION**

- Family-owned Almería mid-tech greenhouses
- System in use for two years.
- Tomato (marmande, cherry, truss)

## FARMER



40 years old, relatively efficient in water use,  
environmentally aware, vocational training studies,  
member of the cooperative board

## VISITORS



- Growers from cooperative (90 associates, 200 has.)
- Technical advisors from other cooperatives
- 15-20 people

## DEMONSTRATORS



- Cooperative technical advisor
- Manufacturer of the sensors and software tools
- Researcher

# PROGRAMME








- **Welcoming**, description of the farm, who we are, what we do, explanation of objectives, etc.
- **Demonstrators** explain the system (sensors, software, ...)
  - How the system works and practical implications
  - How to operate the system
  - Improvements achieved
  - Operational considerations, difficulties, cost
  - Field walk. Checking the computer and mobile app
- **Evaluation** of the demo by participants
- Official **closing** of the event

# CONTEXT: Existing Agro-Industrial-Tech Almería Cluster



Precision Agriculture + Intensive use of Inputs + Highly Competitive +  
Low Margin + Scarce Resources + Fragile Ecosystem

- **15.000 Family Farmers**  /2 ha. mid-tech greenhouses 
- **83 Producer Organizations**  **COEXPHAL**  
(various business models, coops, hybrid, Ltd., etc.)  
unidos exportando futuro
- Employment  for **40.000/150 nationalities**
- **250 auxiliary businesses /375 exporters/50+ Transport Companies** 

# CONTEXT: Existing Agro-Industrial-Tech Almería Cluster



- Euro 2.194 million turnover, Euro 1.850 million auxiliary business



- 75% exports/40 product varieties/2.4 million tons



- 100% of farms certified/90% integrated pest management/10% organic production



- Finance/R+D+i



## CONTEXT:

### Communication and knowledge networks

- Technical Advisor from the Producer Organization (PO CAP system)
- Technical Advisor from the Supply/Value Chain
- Social networks
- Official training programmes (young growers, certifications)
- Workshops organised by the Cooperative entities
- Demo activities organised by seed and input companies
- Specialized Blogs and Internet Sites
- Word of mouth, radio, journals & magazines



# THANK YOU!

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## NEFERTITI PARTNERS

