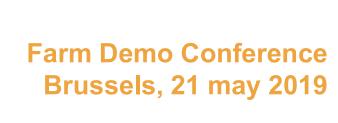




THEME 5 RAISING THE IMPACT OF DEMONSTRATIONS PRACTICAL CASE







Network Water Use Efficiency in Horticulture

DEMO ACTIVITY

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











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 (various business models, coops, hybrid, Ltd., etc.)
- 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









































































