



Erasmus+ Programme (ERASMUS)

BOOST

“BOOSTing agribusiness acceleration and digital hub networking by an advanced training program on sustainable Precision Agriculture”

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Executive Summary

The present report D1.4 **“Report on Market Foresight”** shapes the data collection carried out in the various partner countries of the BOOST project on the following issue: business planning in the field of precision agriculture.

In summary, the results of the survey highlight how the adoption process of PA technologies is practically absent in some countries and only in the pioneering stage in others.

Moreover, as is known, there is a considerable delay on the part of farms in the implementation of business plans (BPs) to be used both in the investment evaluation phase and in the farm management control phase.

By virtue of the analysis carried out, the conclusions of this deliverable are the following: in terms of agribusiness and precision agriculture, there is an urgent need for strong training in business planning in order to facilitate farmers with adequate management tools aimed at modernizing the productive process.

Students who will access the pilot implementation of the BOOST project will benefit from the training material collected in this report as summarized below. The training needs assessment developed within the WP1 finds in Task 1.4 a fundamental component: the exploration of the level of implementation of the PA within the agricultural business models of the BOOST Project partner Countries. Such an exploration was conducted through the collection of Business Plans in farms that adopt or are willing to adopt PA-type technological packages at the aim of modernizing the production process in order to be able to confront the environmental challenges. For the purposes of constructing the didactic path in WP2, the most important result obtained is the following. Looking at all the business plans as a whole, it is possible to qualitatively extract from them a sort of clustering which leads to the identification of some specific business models towards which to direct the BOOST training apparatus.