PLOUTOS

Data driven sustainable agri-food value chains

Smart farming supports winemakers in adhering to new labeling regulations & enhancing their sustainability

Smart farming to increase small wine producers' efficiency – Cyprus

Ploutos' Sustainable Innovation Pilot 7 (SIP7) aims at improving the sustainability of winegrowers and wineries by combining smart farming (SF) and digital labelling solutions. First, a production support mechanism was implemented, comprised by Agricultural Research Institute's researchers, agronomists of Oenou Yi winery and the gaiasense™ SF solution. Second, a traceability solution aligned with the EU labelling regulations was launched to promote (via digital labels) important information to the consumers (i.e. ingredients, calories, applied sustainability practices and other information on the quality and locality of the wines).

- **Outcomes:** The gaiasense™ SF solution helped the winery to reduce pesticides use by 37.5–47.5% on average, production costs by 6.7% and working time by 26.7%. Moreover, digital labels for two wines contributed to an average increase in perceived product quality of 11.5%.

- **Practical Recommendations:** It is important to educate farmers and other wine value chain actors on the new available technologies and their potential for improved sustainability. For this, it is suggested to promote a common vision for sustainability and innovation that benefits all.

- **Problems:** The communication with the end users (farmers and wineries) was challenging due to their limited available time (high workload) and to differences in perceptions of business and farming practices.

- **Outlook:** There is a need to provide more evidence of the benefits of new technologies for agricultural sustainability and help stakeholders understand that, besides technology, innovation also involves behavioural and business changes. This will boost innovation adoption and scaling-up in the agri-food sector.

PLOUTOS

Data driven sustainable agri-food value chains

Smart farming supports winemakers in adhering to new labeling regulations & enhancing their sustainability

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