

American Farm School Region of Central Macedonia

Philippos Papadopoulos

Director of Strategic Project Management Office
American Farm School



**AMERICAN
FARM
SCHOOL**



HELLENIC REPUBLIC
REGION OF
CENTRAL MECEDONIA



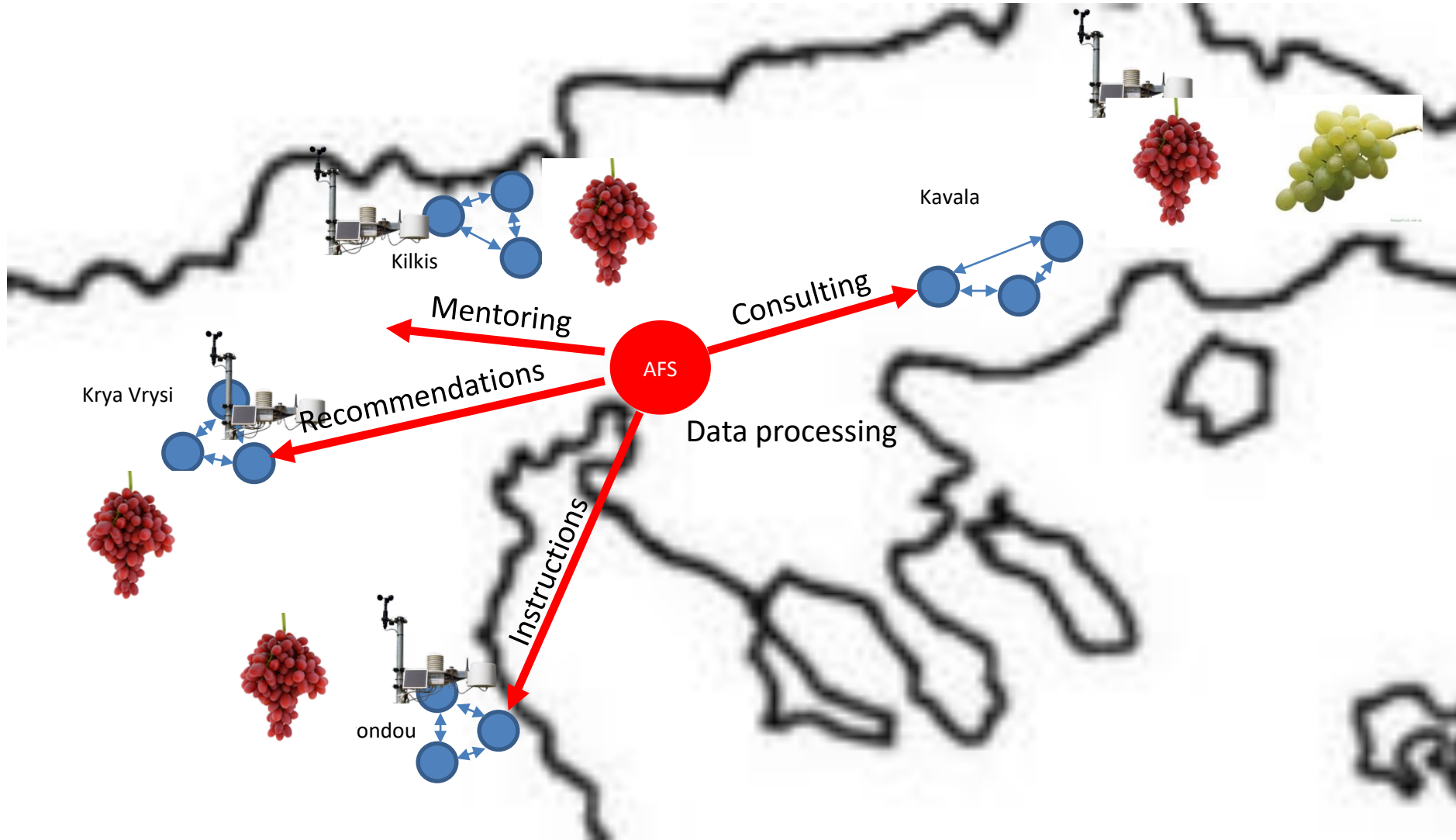
HIGH TECH FARMING PLATFORM

FRESH FRUIT

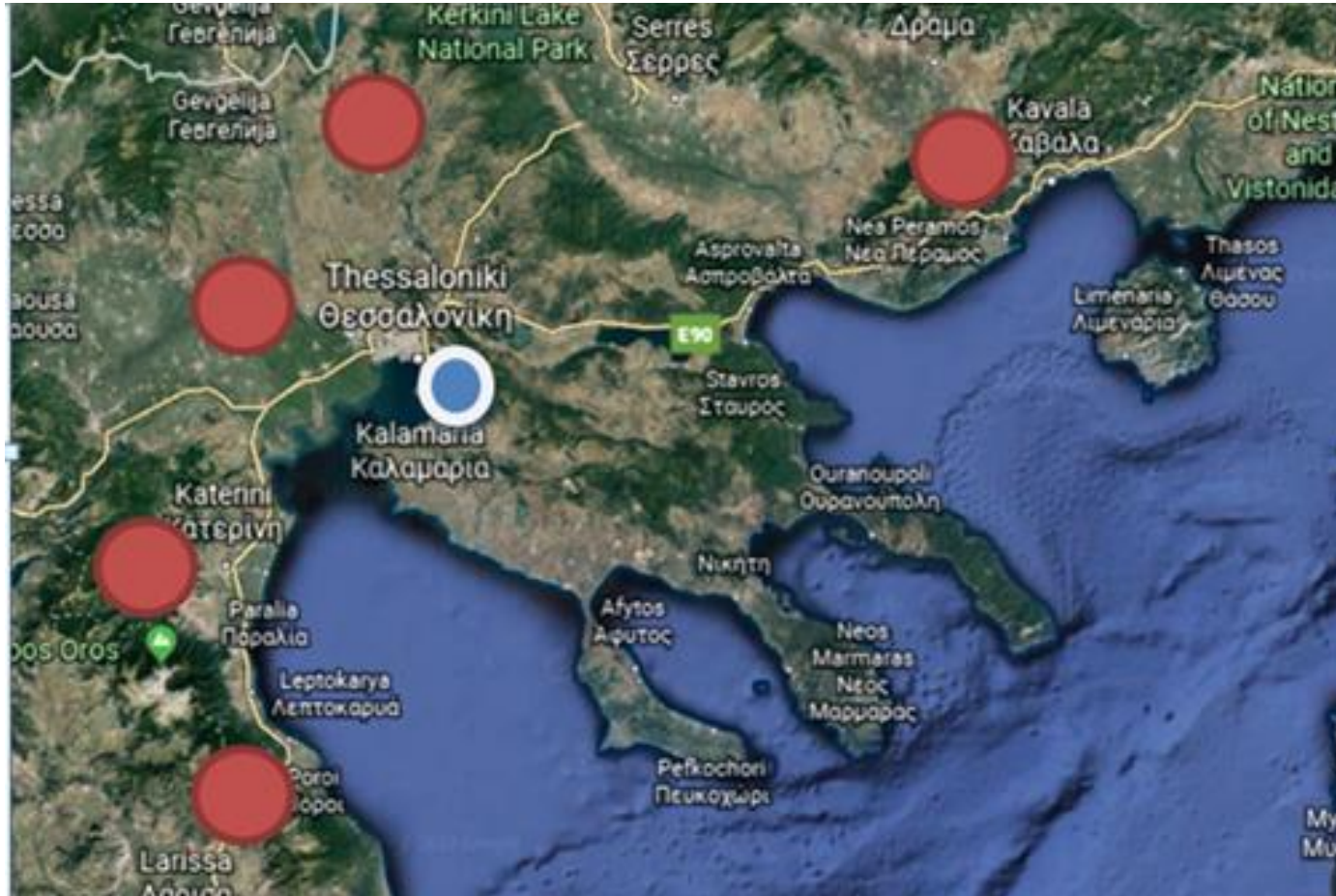
PILOT PROJECT

SMART SPECIALISATION PLATFORM

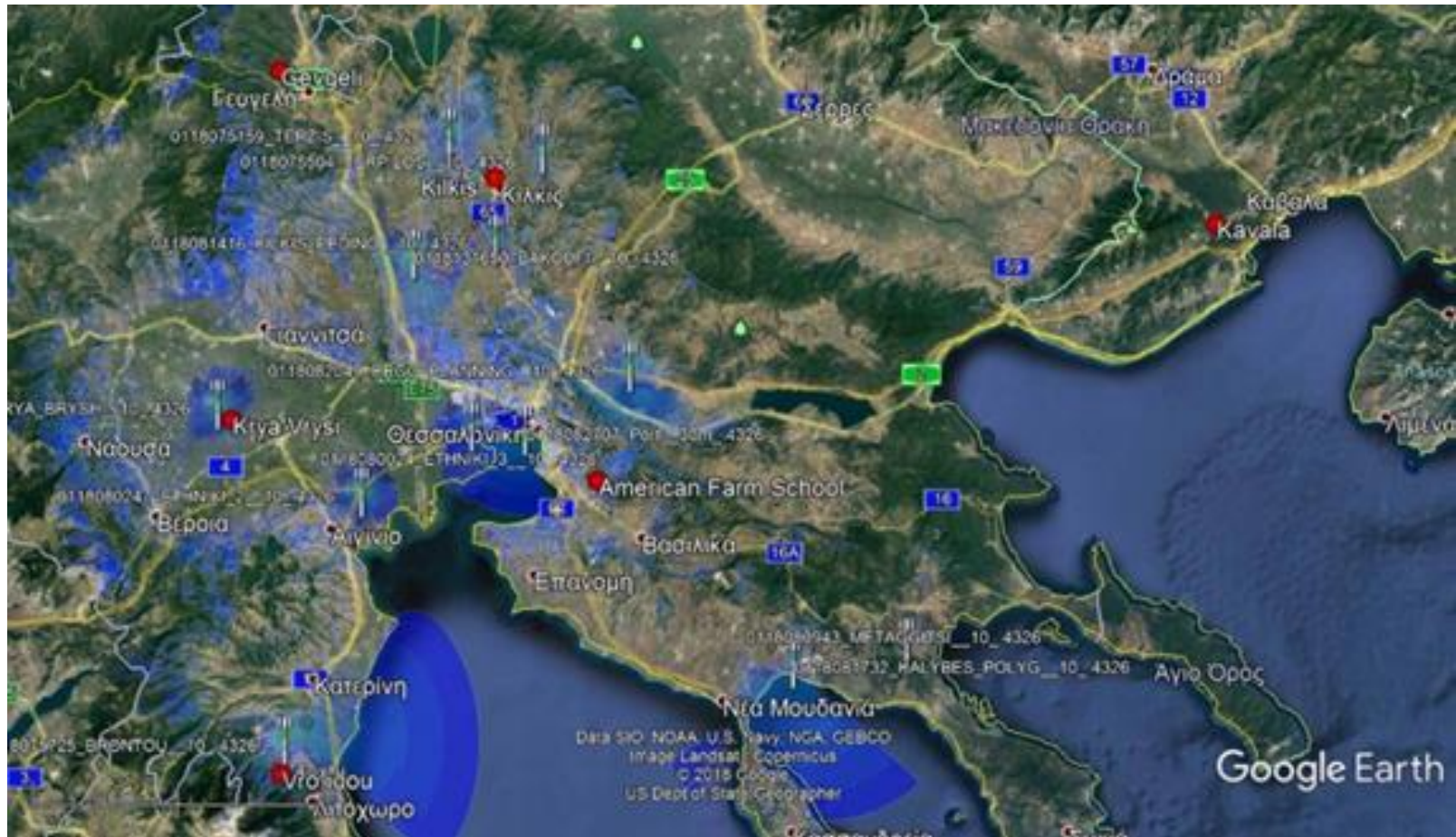
Plant Production: The table grapes farmers' network



The farming terrain



The Digital infrastructure in place



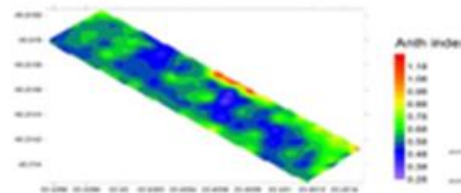
Technologies hosted

1. Photonics for fruit ripening management from Italy (public research institute)
2. Photonics for DNA identification from Portugal (private firm)
3. Kiwi Farm management software from Portugal (public innovation facilitator)
4. Multi-modal telecommunications gateway from France (private start-up)
5. LoRa telecommunications network from Greece (university spin off, start up)
6. Weather stations from Greece (start- up)

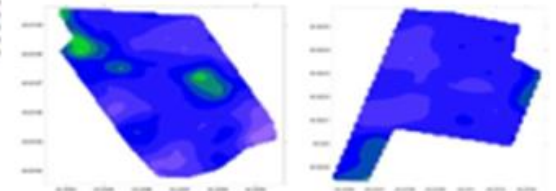
**2018 - Piloting the Pilot
Technology knowhow Provider (Photonics):
IFAC - CNR
Via Madonna del Piano, 10
50019 Sesto Fiorentino (FIRENZE),Italy**



Anthocyanins comparison of different areas



Katerini



Kavala

Critical Success Factor 1: Farmer & Field Agronomists' Support

- **Community of Practice:** hybrid AgTech & Agronomic advice model,
- Support of **collectivities** (coops, producers groups),
- **Early tangible benefits.**



User friendly nutrient requirements model - application available freely to collaborating farmers.

Critical Success Factor 2: Coopetition among farm groups

- **Operational group Proposal:** Creating a common threshold of table grape quality among farmers of Northern Greece using digital technologies.
 - We should know by June if successful.
- New technologies to be hosted will be evaluated in the light of the above objective.

Sources of Funding to date

- Private not-for-profit foundations – Stavros Niarchos Foundation
- Private CSR - A.B. Vassilopoulos (parent organisation: Ahold Delhaize – Holland)
- Regional Authority of Central Macedonia
- Horizon – NextFood on skill gaps of young agronomists.

Existing funds allow for limited expansion.

Growth Strategy – limited EU support scenario.

- Attract attention of up-stream real economy players (wholesalers, logistics, retailers).
 - Select technologies on a problem solving/ opportunity exploitation basis
- Attract attention of established technology providers willing to invest.
- Attract attention of venture capital.

EU support

- CAPEX funding
- OPEX funding
- Enhance visibility of project to established technology providers & distribution chains
- Relate project to
 - EIP Agri Operational Groups etc.
 - Relevant Horizon projects
- Recognise in practice the central role of farmers; definition of agricultural income
- European Bank for Reconstruction & Development; European Investment Bank – Can they view us as a cross-national entity?

Thank you

American Farm School Region of Central Macedonia Case

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