# Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

| 1. General information | |
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| **Title of the practice** | **Agri Con GmbH – aggricultural service company specialised on Precision Farming** |
| **Does this practice come from an Interreg Europe Project** | *[Technical: Good Practices outside the IR-E projects relevant to the topics and validated by the Policy Learning Platforms experts will also be included in the database]*<br>no |

In case 'yes' is selected, the following sections appear:

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| ***Please select the project acronym*** | n/ a |

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| **Specific objective** | *Drop-down list of the 6 specific objectives*<br>*[Technical: In case a project is selected, the specific objective is automatically completed]*<br>1.2 Improving innovation Delivery policies.<br>Rural SMEs to consolidate and overcome barriers to their growth and competitiveness | |
| **Main institution involved** | *[Technical: The name of the institution and location of the practice are per default those of the practice author. They remain editable.]*<br>Agri Con GmbH | |
| **Location of the practice** | Country | Germany |
| | NUTS 1 | DED Sachsen |
| | NUTS 2 | DED4 Chemnitz |
| | NUTS 3 | *Drop-down list* |

| 2. Detailed description |
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| **Detailed information on the practice** | Agri Con GmbH is an agricultural service company specialised on innovative Precision Farming (PF) solutions.<br><br>Precision Farming is a farming management concept based on observing and responding on intra-field variations with the target to optimize agricultural yields while preserving resources. Due to the fast development of technological solutions and applications new possibilities for farm management arise. It involves automation technology, robotic, sensor technology, high precision positioning systems e.g. GPS, Geo-Mapping, automated steering systems, digitization, big data, integrated electronic communication and bioengineering. The innovativeness can be seen in the connection between the traditionally developed agricultural sector and the novel solutions of the high-tech industry. Imagery and sensors allow to produce high detailed maps including information about soil type, nutrition levels in layers (e.g. of nitrogen, phosphorus, potassium, magnesium). By evaluating all data also via remote sensing systems the health of crop and soil can be researched. The small scale observation of the soil enables an accurate and optimized cultivation of the field. By selecting of kind and amount per area of e.g. seeds, pesticides, fertilizer, soil conditioner, sprinkling water and thus leads to savings of resources, higher efficiency and ecological benefits.<br><br>The target group of the Agri Con GmbH are agricultural companies, cooperatives and agricultural machinery distributors. The transferability to other rural regions of the Precision Farming technology is ensured by the fact that rural regions are generally characterized by farms and agricultural use. Differences can be seen in the typical size of the cultivated areas, legal personality of the agricultural company, types and conditions of soil, climate conditions and cultivated plants. The company seat is located in the middle between the 2 biggest municipalities of Leipzig and Dresden in the heart of Saxony. In both municipalities there can be found universities and research institutions with relevant topics for Agri Con. To attract the company for the necessary skilled employees working in the rural region they offer a save job in a future branch of the agricultural business, flexible working time rules for a good work-life balance and a friendly embossed work climate.<br><br>Agri Con provides complete solutions for the agricultural sector from all types of sensors for plant protection and fertilization, GPS systems including GPS steering technology, scientific based control algorithms embedded in a Precision Farming software “PF-BOX” and intelligent data management system “AgriPort”. With “AgriPort” the Precision Farming data are managed and saved at external high performance servers in a cloud system so the farmers can work independently with various IT-applications which have internet access e.g. tablets and smart-phone. They also offer the Telemetric solution “Agri Doc” for the operational- and fleet management by measuring the positions of all machines/devices and calculating already fulfilled work plan and remaining work time. Furthermore, they provide services for floor scanning to measure the electrical conductivity of the soil with mechanical soil sampling with GPS-based recording of the sample site. Analysis of PH-value content of P, K, Mg. After the soil analysis the fertilizer planning can be managed by calculation the amount of fertilizer needed according to the nutrient distribution in the field. Agri Con also offers detailed advices and trainings to their customers to explain the functions and handling of the products. Webinars are |

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| | organized by the Agricon academy to learn more about the possibilities of the innovative solutions in Precision Farming. |
| **Resources needed** | *[300 characters] Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice.*<br>In terms of human resources Agri Con GmbH requires a high amount of skilled employees. Currently they have more than 60 employees in their head-quarter in Germany, 65% of them are engineers (agricultural-engineers, bio-engineers, IT-specialists, mechatronic-engineers).Agri Con GmbH pursues an interdisciplinary approach. |
| **Timescale (start/end date)** | The company was founded in 1997 and began rapidly growing. |
| **Evidence of success (results achieved)** | *[500 characters] Why is this practice considered as good? Please provide factual evidence that demonstrates its success or failure (e.g. measurable outputs/results).*<br><br>Agri Con GmbH can be seen as good practice because the company has become one of the leading companies in Precision Farming in middle and eastern Europe. They are active in 15 EU countries: Germany, Lithuania, Latvia, Estonia, Poland, Austria, Serbia, Romania, Moldavia, Macedonia, Croatia, Slovenia, Netherlands, Belgium, and Luxemburg. 4 Agro Con Europe companies are established as franchise partners for the foreign countries. In 2013 they had a total turnover of 7 Mio. € and 2014 7,71 Mio. € so a turnover growth of 10,14%.<br><br>Agri Con is very innovative as they are participating in various projects also collaborating with universities and research institutions. They are participating in the research project MACKMA (Mass Customizes Knowledge Management) with the approach of linking knowledge management with the topic mass customization as a basis for mediation of knowledge in SMEs. Their part is to practically analyze the requirements for data management and test the developed concepts. Also they are successfully participating in the HORIZON2020 SME call for resource-efficient eco innovative food production and processing in phase 2. Within the project “AgriCloud P2” they want to demonstrate a cloud-based precision farming management system for a sustainable and intensive agriculture to secure long-term food supply in Europe and expand the functionality of the “AgriPort” data management system. |
| **Difficulties encountered/ lessons learned** | *[300 characters] Please specify any difficulties encountered/lessons learned during the implementation of the practice.*<br>Agri Con GmbH faces the challenge of acquiring high skilled personnel and convincing them to work in a rural region. Therefore, they offer a range of incentives to their employees, e.g. permanent contracts, frequent further education and conditions which are inimical to the family. |
| **Potential for learning or transfer** | *[1000 characters] Please explain why you consider this practice (or some aspects of this* |

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| | *practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)*<br>Precision Farming can be considered as being potentially interesting for other regions because sustainable food supply can be considered as one of the main challenges in the future because of the rapidly growing world population esp. in the developing countries, the rising demand of agricultural products and limited availability of agricultural area and impacts of climate change. The business opportunities in Precision Farming were researched by Roland Berger Strategy Consultants, the biggest consultant company in Europe. They come to the conclusion that at the end of 2014 the global marked Precision Farming reached a volume of 2,3 billion € and the market is rapidly growing with a 12% rate per year until 2020. Currently the main marked is Europe and Northern America, but the main future potentials are in Asia and South America. Currently there is a lack of available technology and skilled employees, but growing rates of 20% per year are seen as realistic. So, innovative companies in Precision Farming have good potential to expand in the future. |
| **Further information** | *Link to where further information on the good practice can be found*<br>https://www.agricon.de/ |
| **Contact details** *[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"* | |
| **Name** | Antje Krieger |
| **Organisation** | Agri Con GmbH |
| **Email** | Antje.Krieger@agricon.de |
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| **Expert opinion** | *[500 characters]* ***[Technical: to be filled in by the Policy Learning Platforms experts]*** |