CONTEXT PROFILE





FARMER João Pedro Pereira – Carne d'Erva



INNOVATION

Production of 100% grass-fed meat and direct sales through e-commerce under the Carne D'Erva brand



MAIN DOMAIN OF THE INNOVATION Improvement of nutrient cycle



AGROCLIMATIC AREA Mediterranean south



CLIMATE Moderate rainfall



SOIL TYPE Sand



MANAGEMENT Pasture beef



TECHNICAL Computer-based











FINANCE/INVESTMENT High

MARKET Local-urban





CONTEXT PROFILE PORTUGAL

Case Study: PT_14	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Availability of lirrigation under dry climate	++	X	X	+++	Х	++	++	+++	+++
On-demand irrigation by using sensors to detect irrigation needs	++	Х	Х	+++	Х	++	++	++	+++
Purchase and operation of drones with live video of animals for remote monitoring and as a marketing tool	++	+++	+++	+++	+++	+++	+++	++	+++
Establishment of an E-commerce system	+++	+++	+++	+++	+++	+++	+++	+++	+++
Organisational and logistic effort for the delivery of meat to end-consumer (direct marketing)	++	+++	+++	+++	+++	+++	+++	++	+++



+++ Strong transferability ++ Slightly limited transferability ++ Very limited transferability

Generic information/not relevant



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Implementation Gaps

- Lack of a local markets (clients and demand)
- Lack of labour availability for additional workload for direct marketing
- Depending on the local legislation, the operation of drones may require a license

Research Gaps

- Optimisation of on-demand irrigation
- GDPR (General Data Protection Regulation)



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Suggestions to Adapt

• Feeding fresh grass all year round is not an option in some of the agroecological regions, not possible to adapt.

COST-BENEFIT ANALYSIS

INVESTMENT COSTS

Total initial investment costs at start up:

- Initial authorisation costs (e.g. sanitary, veterinary, etc.)
- Initial advisory costs
- Initial buildings and machineries
- Initial certification costs
- Initial working capital (personal qualification, marketing and promotion, etc.)

ON-GOING COSTS

On-going advisory costs		
On-going certification costs		
On-going buildings and machinery costs		
On-going working capital		

BENEFITS RELATIVE TO ORIGINAL SYSTEM

• Economic

Reduction in energy consumption (electricity; fuel consumption)

Reduction in input use (fertilizers; pesticides; feed) etc.

Payback period

Product value added

Additional farm income through agroecological/agri-environmental payment schemes

• Environmental

Animal feed self-sufficiency increase

Biodiversity increase

Improved nitrogen cycling

Soil regeneration

Animal health and welfare improvement

• Social

Workload reduction

Engagement of young generation



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high
high

high

not applicable/not known

not applicable/not known

not applicable/not known

not applicable/not known

high

high

not applicable/not known

not applicable/not known

not applicable/not known

not applicable/not known

not applicable/not known low not applicable/not known

not applicable/not known not applicable/not known low low

low

not applicable/not known

Literature

English

- Short value chains: Arvidsson Segerkvist, K., Brunsø, K., Brønd Laursen, K., Cherono Schmidt Henriksen, J., Elsmark, J., Hessle, A., Holtz, E., Karlsson, A., Lind, A-K., Lindahl, C., Stenberg, E., Strand, T., Tønning Tønnesen, M., Bark, L., Åkesson, U. 2021. Consumer driven innovations towards improved beef and lamb quality. Partnership project summary. RISE Report 2021:37.
- <u>https://agrovast.se/wp-content/uploads/2021/04/20200994Projectsummery20190831ENGFINALv4.pdf</u>



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