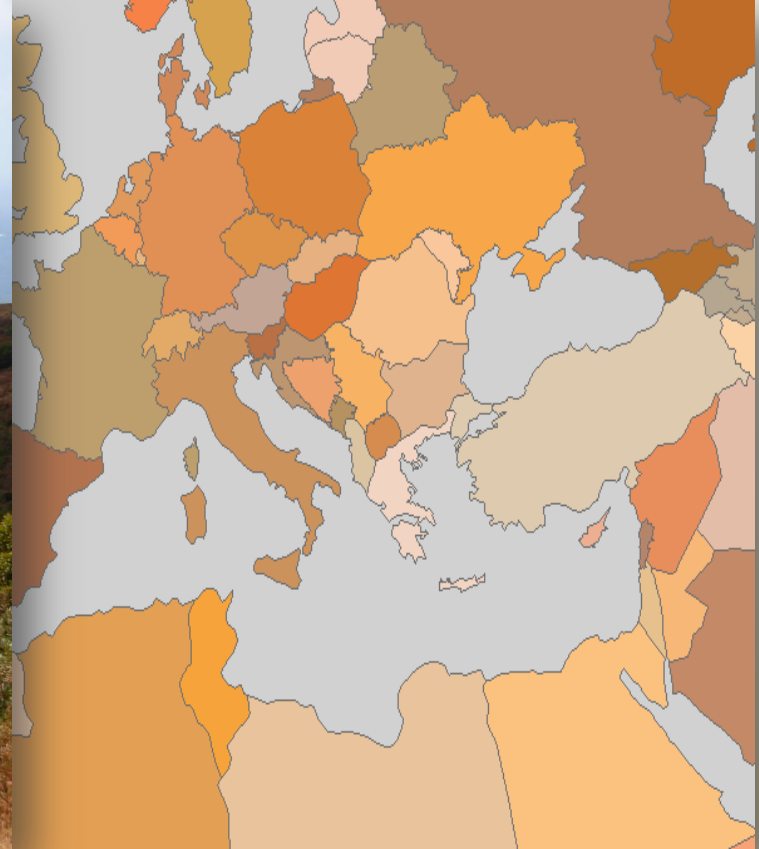


MED AGRISLES and the co-operative on-line market of agricultural products



Alexandros Gavriel
Agricultural officer
Department of Agriculture
Cyprus



Cyprus in Med Agrisles



Towards a method for innovation in agriculture in the islands

The general objective of the project is the creation of a new frame of cooperation between islands, for innovation in agriculture, by the mean of a network organizing at regional and transnational levels the public and private innovation capacities, within “poles of competencies”. The AGRISLES NETWORK will mobilize these “poles of competencies” for concrete actions, planned in a coordinated manner in the frame of the implementation of regional policies.



Summary

Objectives

The partners

Innovation

Pilot project

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Agrisles objectives

1. The better understanding of problems and opportunities in order to find solutions which will promote non-technological innovation for a sustainable agriculture in the islands.
2. Establishment of a common methodology and implementation through pilot projects in every region according to its local needs.
3. Creation of an Agrisles network
4. Creation of a common strategy
5. Transfer of know-how and R&D results

Summary

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- the Region of Corsica, France, lead partner, Office du Développement Agricole et Rural de la Corse
- the Region of the Balearic islands, Spain, Conselleria d'Agricultura i Pesca
- the Region of Sardinia, Italy, Agenzia Laore
- the Region of Sicily, Italy, Assessorato Agricoltura e foreste
- Malta island, Gozo island, Ministry for Gozo
- the archipelagic Region of the North-Aegean, Greece, the Regional Development Funds for North Aegean Region
- Cyprus island, Cyprus, the Ministry of Agriculture, the Environment and Natural Resources
- the Azores islands, Portugal, Secretaria Regional da Agricultura e Florestas

Non-technological innovation

Summary

- Improvement process based on the introduction of innovation.

Objectives

- Often called “organizational” regarding any improvement process which will allow innovation through better organization in any level:

The partners

- Level of farms, organization of producers.

Innovation

- Level of production chain, organization among producers

Pilot project

- Level of the territory, organization of producers, economic actors and public authorities



The Agrisles experience



Summary



Objectives

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Innovation

Pilot project

www.agrisles.eu

Mediterranean Pilot projects

Summary

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Pilot project



Πρόσκληση
Ο Οργανισμός Προστασίας Περιβάλλοντος και Αειφορικής Κληρονομιάς Ελλάδας (ΜΠΟΑ) σε συνεργασία με το Γεωπονικό Πανεπιστήμιο Αθηνών, το Ίδρυμα Τεχνολογίας και Διασποράς του Πανεπιστημίου Αθηνών και το Γραφείο Αγροτικής Ανάπτυξης του Επικρατοεικ ΜΠΟΑ σας προσκαλούν στις εκδηλώσεις με θέμα:

Τοπικές ποικιλίες Λαζίνου
Εργαλεία απρόπληξης και ανάπτυξης της αγροτικής οικονομίας του νοτίου

1^η συνάντηση
Παρασκευή 4 Ιουνίου, 8:30πμ
Δημοτικό Μουσείο

2^η συνάντηση
Σάββατο 5 Ιουνίου, 8:30πμ
Πολιτιστικό Κέντρο Παρναρίου

Στα πλαίσια της διοργάνωσης θα πραγματοποιηθεί καταγραφή ανθρών τοπικών ποικιλιών στο χωριό της Λαζίνου από το Γεωπονικό Πανεπιστήμιο στις 4-9 Ιουνίου 2010.



Summary

Co-operative on-line market of agricultural products

A barrier to profiteering

Objectives

The partners

Innovation

Pilot project



www.freshmarketcy.com

Summary

Production chain

1. Producer → Dealer → Supermarket → Consumer

2. Producer → producer organization → dealer or supermarket → Consumer

3. **Producer** → **Consumer (through producer markets or online markets)**

Objectives

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What is unique about e-Agribusiness?

Co-operative on-line market

A marketing tool that the Department of Agriculture has offered to producers through the Med Agrisles project.

The Department of Agriculture:

- Preparation of the needed webpage.
- Promotion of the market in co-operation with the participating producers
- Training of producers
- Cover maintenance expenses until the end of 2013

Producers can now use this innovative tool.

Possibility for this network of co-operation in Mediterranean and European level

Summary

Objectives

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Pilot project

Partners of the project

Who shares the vision?

- The Department of Agriculture
- Olive oil Producer Organization (SEKEP)
- Potatoes Producer Organization (XOL)
- Organic products group of farmers
- Spoon sweets, marmalades
- Medicinal plants

Summary

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Co-operative on-line market

Advantages

1. Increase of producer income (Higher producer price and higher number of sales)
2. Direct payment
3. Consumer attraction due to lower prices
4. Barrier to profiteering
5. The very high number of sales through e-commerce in Cyprus indicates a change in people mentality

Problems

1. Product corruptibility
2. Consumer mentality
3. Transport of products to the consumer
4. Quality must be noted as it is the only way to change consumer mentality
5. Lack of co-operation spirit among producers

Summary

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*Thank you
for your attention.*

The leading “new” element that E-Business adds to the agriculture business environment is one of speed and dynamics.

(Hooker, Heilig, and Ernst, 2001)

