



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

Hes-so

Haute École Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

Food Eco system Institute

HEG-Fribourg / HSW-Fribourg



Dr. Demen Meier Christine

Pilauer Anka, MScBA

HEG-FR / HSW-FR 2019



Food Eco System Institute

MISSION

Support the Food Ecosystem SMEs to enter the Industry 4.0 and implement sustainable development strategies.

STRATEGIES

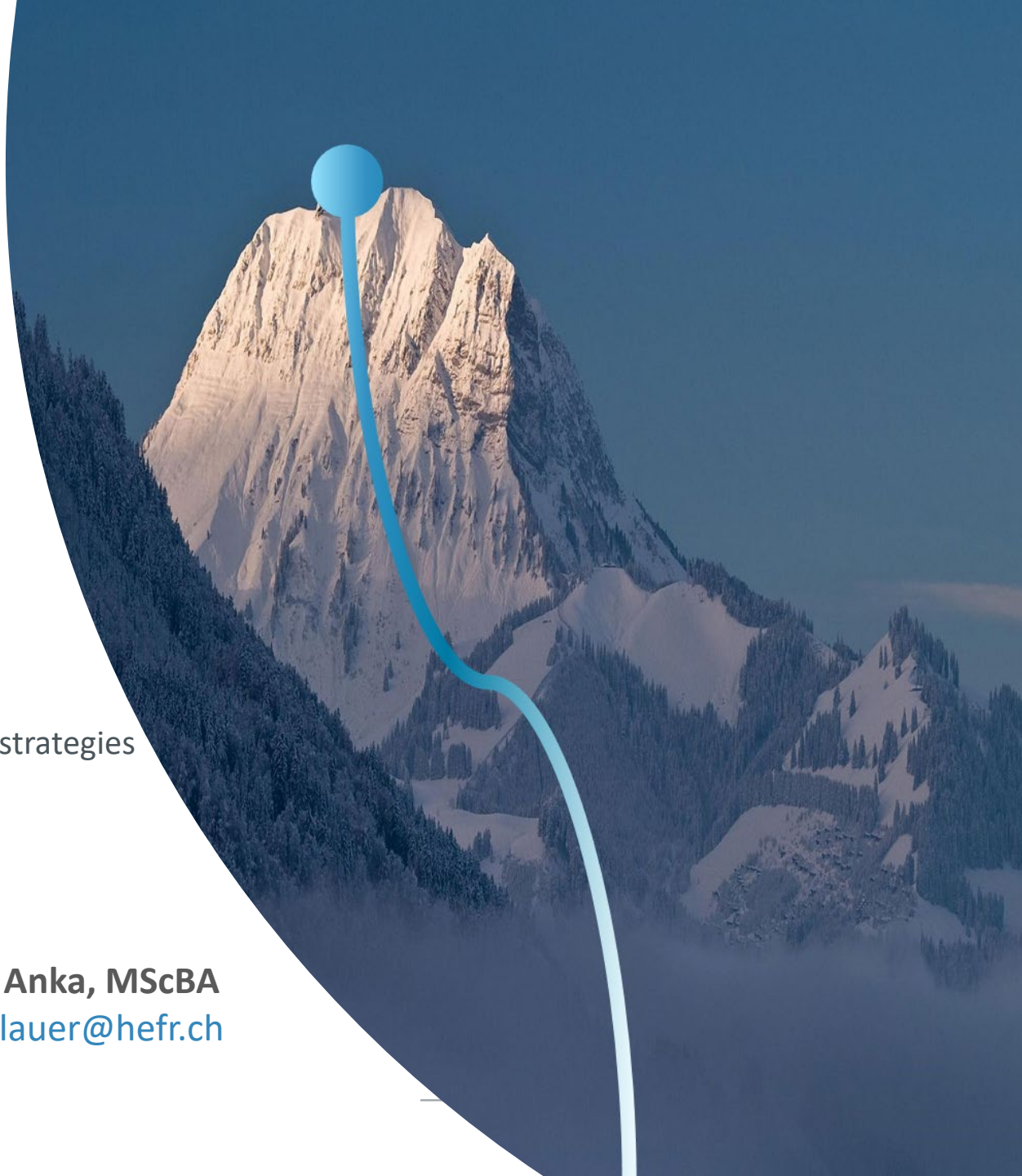
- Create a Food & Beverage Think Tank (Business Intelligence)
- Conduct applied research on the digitalization of the actors of the Food Ecosystem and the implementation of sustainable development strategies
- Participate in the food strategies of the Canton of Fribourg.



Dr. Demen Meier Christine
Christine.DemenMeier@hefr.ch



Pilauer Anka, MScBA
Anka.Pilauer@hefr.ch

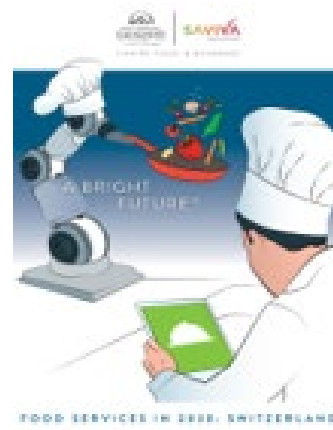
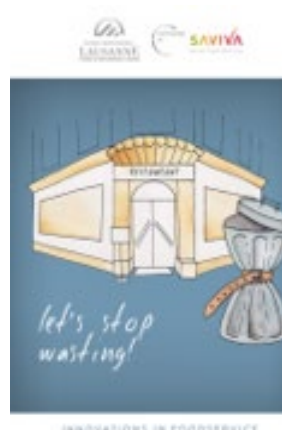
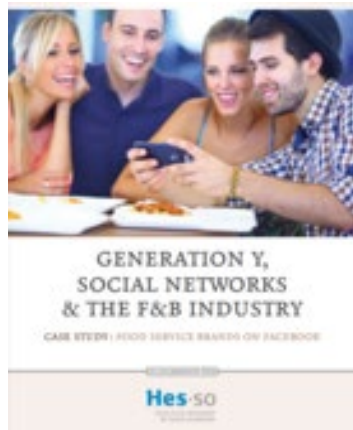




Food Eco System Institute



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFTS
SCHOOL OF MANAGEMENT



Commissioned by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

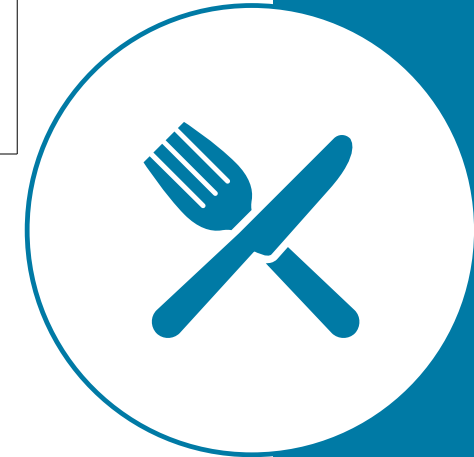
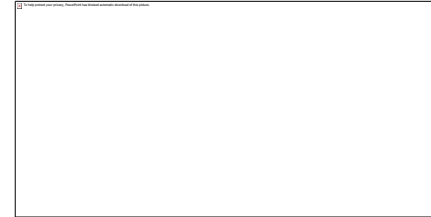
Les Roches



www.terroir-fribourg.ch



EXPERTISE



**Les
Roches**

FRIUP



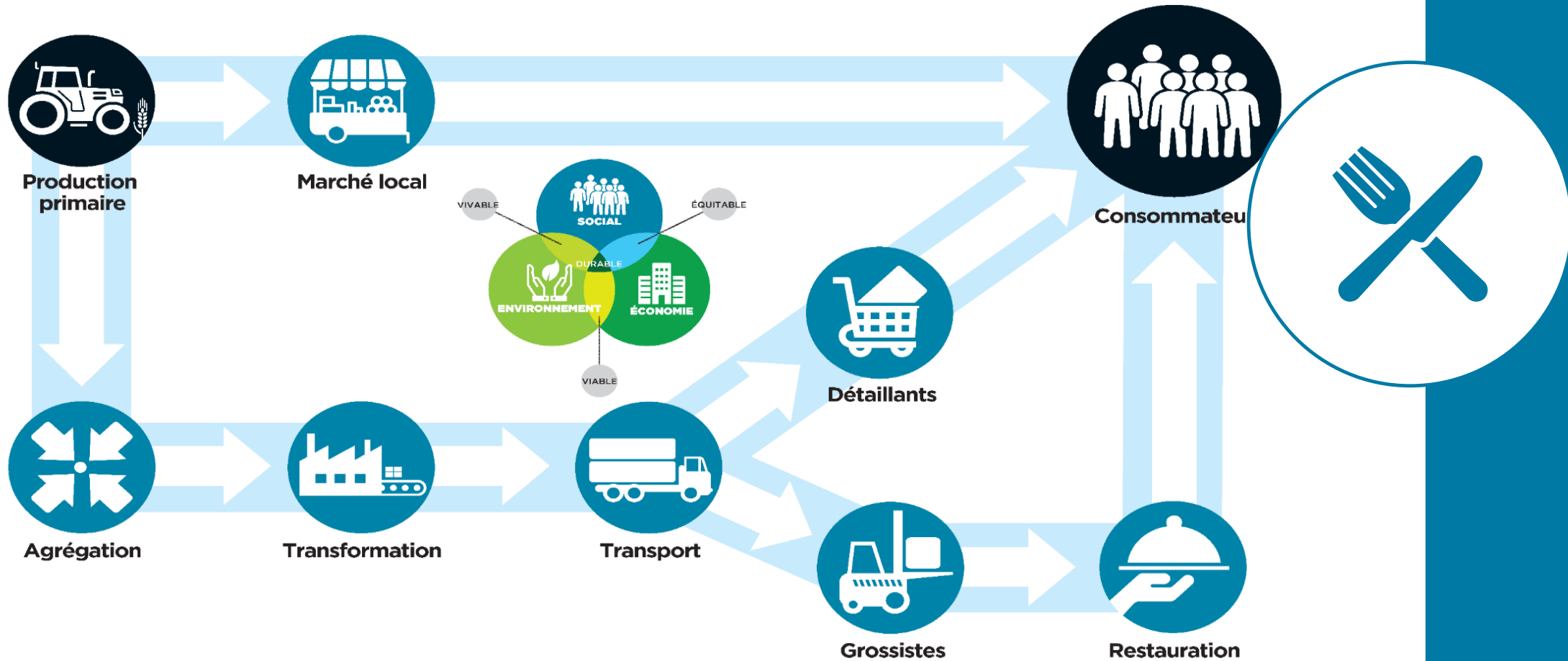
AgriCo



HEIA-FR
HTA-FR

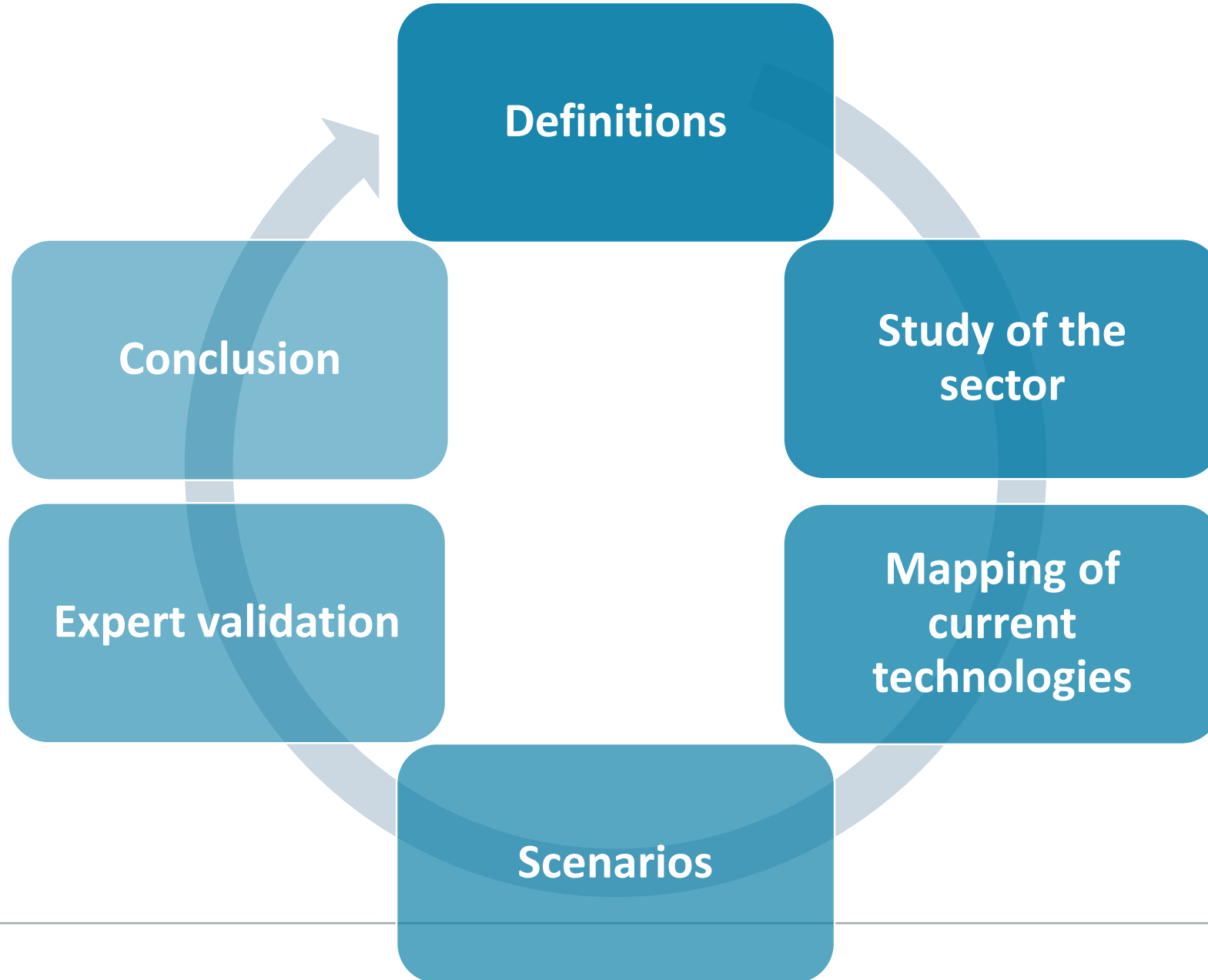
NETWORK

Our vision of Swiss Food Ecosystem



WHITE BOOK «FOODTECH»







SWISS MARKET GARDENING PRODUCTION: KEY FIGURES 2019



16,004 hectares or about 1.5% of the total usable agricultural area



13.1% of the value of total agricultural production



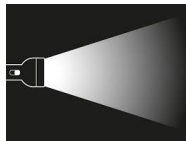
603,300 tons of food produced, a poor year in terms of harvests.



Slight increase in prices



+ 100KG of vegetable/person/year in Switzerland and 67kg when considering indigenous production



With 1.1 billion Swiss Francs, vegetable farming generates about 13% of the total production value of Swiss agriculture but covers only about 1% of the agricultural area in the country.



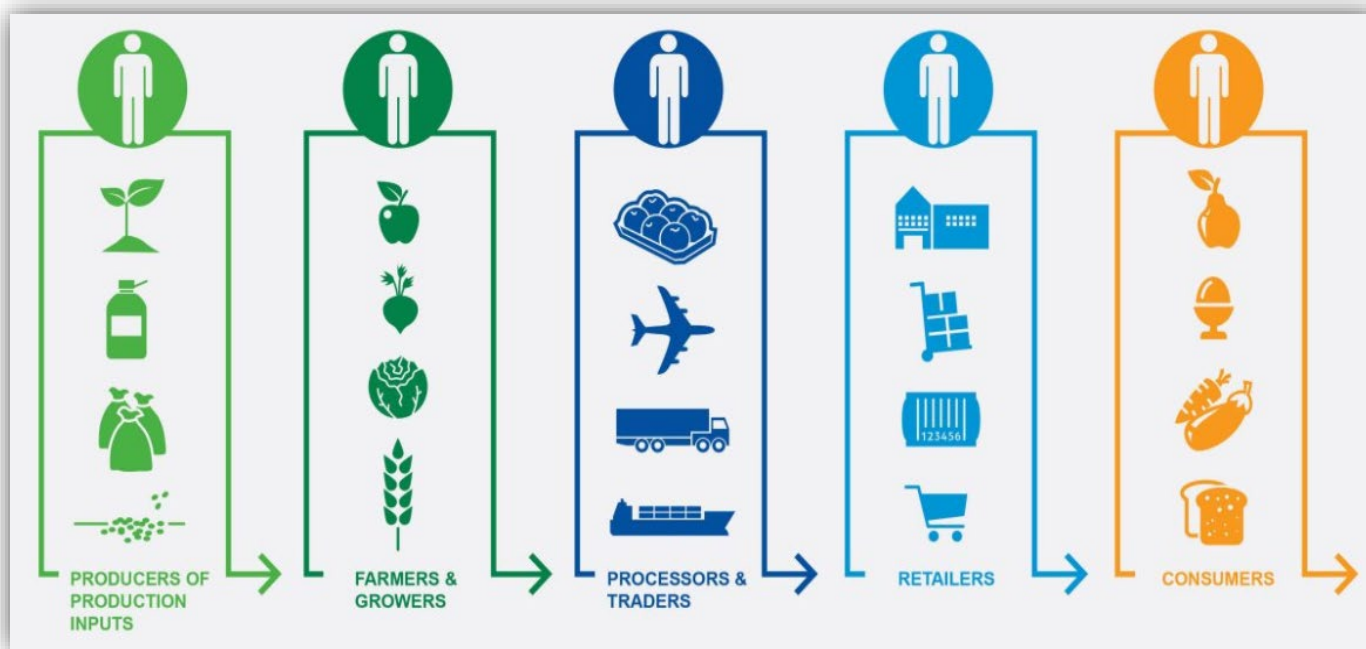
Champion in the adoption of digital technologies!





WHAT IS FOODTECH ?

"From production to the final consumer, FoodTech brings together all the players in the food **value chain** who, through their ideas and actions, are changing this ecosystem in an innovative, **long lasting and sustainable way**".



WHAT ARE THE DIMENSIONS OF FOODTECH ...

RELEVANT TO THE SWISS MARKET GARDENING PRODUCTION ?

AgTech



Food Science



Food Service



Coaching



Delivery



Distribution



ADOPTION OF DIGITAL TECHNOLOGIES IN AGRICULTURE DECISIVE CRITERIA FOR ADOPTION

Economic

Production value

Farm size

Acquisition costs

Workload

Experience & attitude

Level of expertise

Complexity of devices

Dependence on technology suppliers

Incompatibility between different systems

Data Security





ADOPTION OF DIGITAL TECHNOLOGIES IN AGRICULTURE SCENARIOS CREATIONS & VALIDATIONS (DELPHI METHOD)

RECOMMENDATION





COMING UP SOON!

