

AgriExcel - Accelerating Agritech evolution in EU agrifood system

NEWSLETTER #1

October 2025



Can digital innovation make Europe's agrifood systems smarter, greener and more resilient?

We believe it can – and we're here to make it happen.

The AgriExcel project brings together 7 European regions to accelerate the digital transformation in the agrifood sector – one of the most critical, yet under-digitized, industries in Europe.

Across the EU, food producers are facing a perfect storm: climate pressures, global market volatility, and the need to grow more with fewer resources. Technologies like smart sensors, automation, AI, and data-driven farming offer real solutions. But in many regions, especially rural ones, these tools remain underused due to limited innovation capacity and a lack of collaboration between the tech and agrifood sectors.

AgriExcel aims to change that.



AgriExcel is advancing digital solutions in the agrifood system to strengthen resilience, sustainability and competitiveness in the EU agrifood sector



An interregional cooperation project for improving **Digitisation** policies

Project Partners

Jyväskylä University of Applied Sciences (JAMK) (FI)
Steirische Wirtschaftsförderungsges.m.b.H. (AT)
Stara Zagora Regional Economic Development Agency (BG)
Creaccio - Agency of Entrepreneurship, Innovation and Knowledge (ES)
Comune di Treviso (IT)
Vidzeme Planning Region (LV)
Municipality of Kocani (MK)

<https://www.interregeurope.eu/agriexcel>



How?

We help policymakers, innovation hubs, and agrifood stakeholders:

- Accelerate the adoption of smart agritech, especially in rural areas.
- Design forward-thinking regional policies that support digitalization.
- Build stronger bridges between agriculture and digital technology sectors.



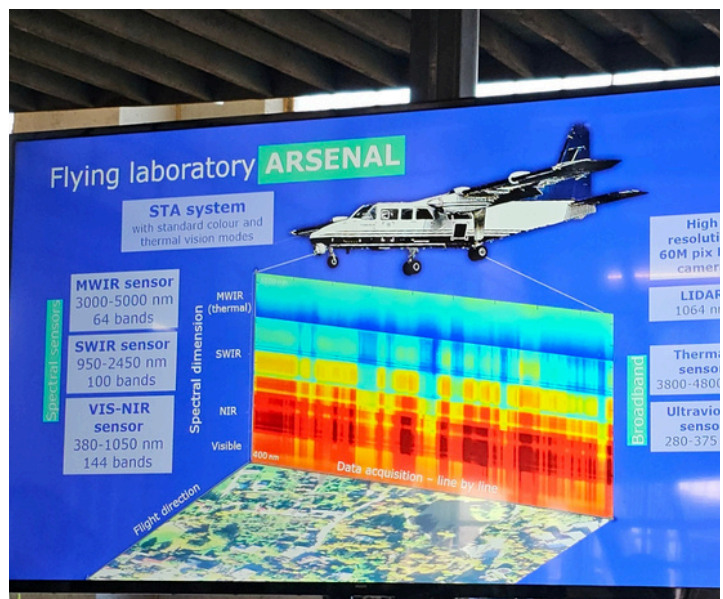
Latvia's Smart Farming Spirit: Lessons from Vidzeme – 1st interregional meeting, September 2025



How can family farms, cooperatives, and scientists join forces to make agriculture smarter and more sustainable?

This question guided the AgriExcel project partners through their first live interregional meeting and study visit in Vidzeme Planning Region, Latvia.

Over three inspiring days, visitors from Finland, Austria, Spain, Bulgaria, Italy, North Macedonia, and Latvia traveled across fields, laboratories, and learning spaces, witnessing how local innovators are reimagining the future of farming.





Smart systems and circular economy in dairy farming

The first stop was Farm “Zilūži”, owned by the Grasbergs family – an example of how small-scale farming can thrive through smart solutions.

Here, digital tools and respect for nature go hand in hand. The farm combines dairy production, grain cultivation, veterinary care, and cooperation with other local producers.



In the barn, visitors watched the DeLaval robotic milking system at work – quietly and precisely milking cows while tracking their health.



Outside, the N-Sensor measured how well crops were absorbing sunlight and nutrients, guiding fertilization only where needed. This precision farming method cuts fertilizer use, improves crop quality, and protects the environment.

The farm also turns waste into value: manure is delivered to a neighboring biogas plant in exchange for soil-improving compost. This local exchange forms a mini circular economy, proving that sustainability can be both simple and smart.





Next-level Cooperative: VAKS

Just a few kilometers away, the group visited VAKS, one of Latvia's strongest agricultural cooperatives. Its members – hundreds of farmers across the country – control nearly 15% of Latvia's grain market and handle over 300,000 tons of grain per year.

The secret behind their success? Collaboration and digital innovation. Through a mobile app, VAKS farmers can register grain shipments, communicate with agronomists, and access quality analyses and real-time updates. The system builds transparency and saves time – but it's only part of the story.



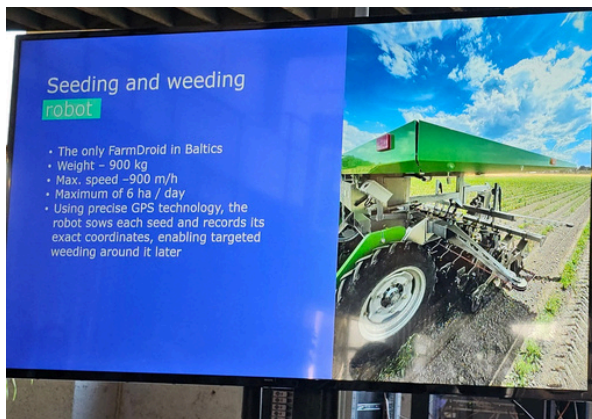
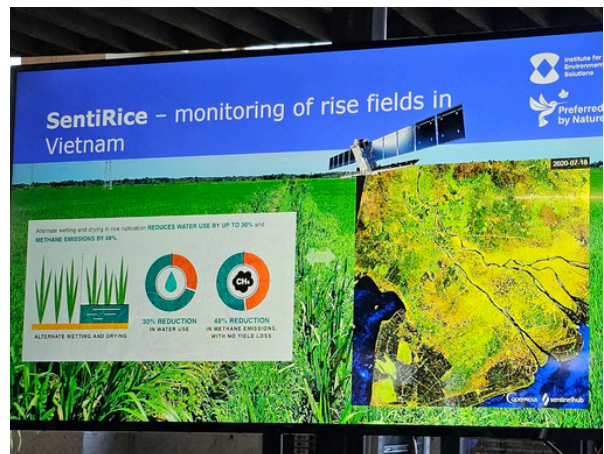
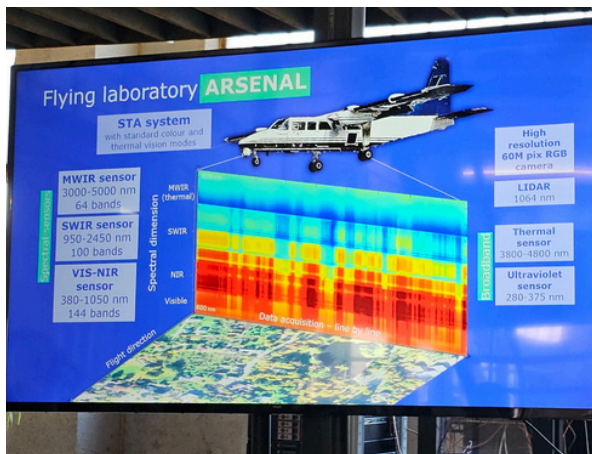
VAKS also runs their own academy, helping young farmers gain technical knowledge and confidence. The cooperative regularly organizes lectures, farm visits, and open days to share experience.



Discover more on
<https://www.vaks.lv/>



Tech from the future: FarmDroids and Flying Laboratories



The visit then moved to Priekulji, home of the **Institute for Environmental Solutions (IES)** – a fascinating blend of research, technology, and environmental passion.

Here, drones, satellites, and sensors monitor how crops grow, forests breathe, and rivers change. The institute’s “flying laboratory” collects data that farmers can use to improve yields and reduce losses.

Visitors were amazed by the FarmDroid – a solar-powered robot that plants and weeds crops with GPS precision.

Inside the labs, researchers showcased their work on natural fungicides, bio-repellents, and grape biostimulants, developed from local plants and exported across Europe.

With projects like GrassLIFE2, the institute is also restoring native meadows by cultivating over 20 species of wildflowers – proving that technology and biodiversity can grow side by side.



Where to next? The digitalization roadmap

The AgriExcel project has adopted a **mission-oriented approach** to policy improvement in the field of digitalisation of agrifood, Based on intensive consultations with stakeholders, each region will define their main digitalisation challenges and needs. Together, the project consortium will develop a joint digitalisation mission that will guide the implementation towards the shared goals,



After the first round of stakeholder meetings and a joint webinar on the regional missions, several priorities were defined:

- **Digital Skills and Training** – The top priority across regions. Farmers and rural stakeholders need improved digital literacy and awareness to effectively use new tools and technologies.
- **Data & Knowledge Access / Infrastructure** – The need for reliable data platforms and interoperable digital systems that support informed decision-making and ensure data security and accessibility.
- **Technology Adoption & Implementation** – Promoting the integration of advanced technologies in everyday agricultural practices. Solutions should be user-oriented and adapted to farmers' capabilities to avoid low uptake.
- **Collaboration & Cross-Sector Integration** – Strengthening cooperation between stakeholders, especially between the ICT and agrifood sectors, to ensure effective and sustainable digitalisation.
- **Financial Support & Economic Models** – Developing affordable and fair funding mechanisms to make digital tools accessible to farmers and SMEs, linking adoption to clear economic benefits.



Interested to join as a stakeholder? Contact your local partner:

- LP01: Jamk University of Applied Sciences (Jamk), Finland
- PP2: Vidzeme Planning Region (VPR), Latvia
- PP3: Styrian Business Promotion Agency, Austria
- PP4: Creaccio - Agency of Entrepreneurship, Innovation and Knowledge, Spain
- PP5: Stara Zagora Regional Economic Development Agency, Bulgaria
- PP6: Municipality of Treviso, Italy
- PP7: Municipality of Kocani, North Macedonia

jamk | University of Applied Sciences



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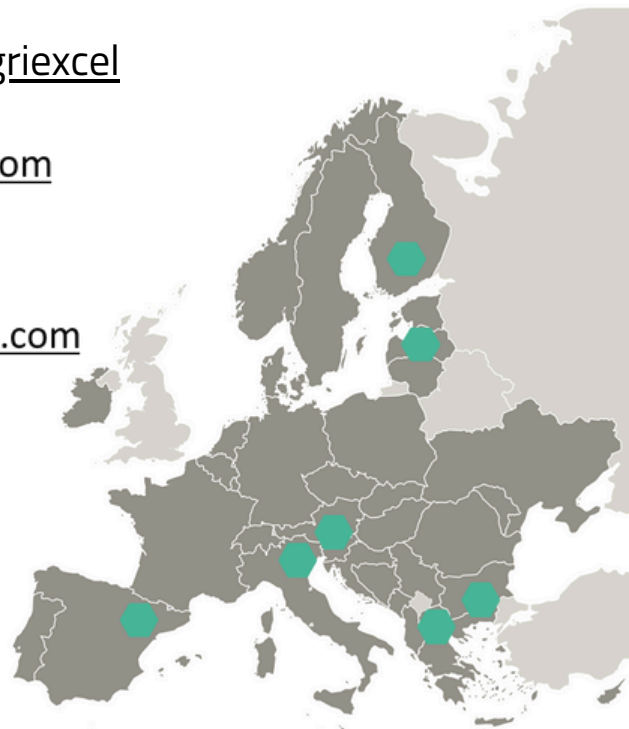


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