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COOPERATIVA AGRÍCOLA DE SÓLLER
Sant Bartomeu

Sant Bartomeu Agricultural Cooperative in Sóller

Sant Bartomeu and the agricultural sector in general are faced with significant challenges that are mainly related to the digitisation of the industry and the fact that the younger generations are becoming less and less interested in farming. The Coop believes that the introduction of automation and technology could be the key to repositioning this sector and making it a valid career path.

Issues Faced

- Low digitisation rates and scarce use of new technologies

- Very few young people working in the agricultural sector and attracted to the sector, seeing it as a valid career path

- A lack of support from public administrations

- A need to develop new digital skills to improve the sector's competitiveness levels and productivity rates

Key Objectives

- Introduce new technologies in the day-to-day activity of the coop and farming and agricultre in general

- Make sure new technologies are adapted to the real needs of the sector in both terms of productivity and profitability

- Contribute to the digital transformation of the sector by means of implementation of innovations at the coop

- Increase the number of young people working in this sector

- Improve the productivity rate of agricultural land as well as the industry's competitiveness levels

Main Results

- A robust ecosystem including all relevant stakeholders and coops
- A successful cooperative with 120 years to its name
- 85% of the Balearics' land is managed by the agricultural sector
- Introduction of automatisation in some of the coops processes
- Courses organised by the coop to generate digital skills
- Awareness campaigns on the need to "Go Digital"

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