

# Collective **A**wareness **P**latformS for **E**nvironmentally-sound **L**and management based on data techno**L**ogies and **A**grobiodiversity

## Challenge

## Food Product Social Data Analytics

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**1st CAPSELLA Hackathon**

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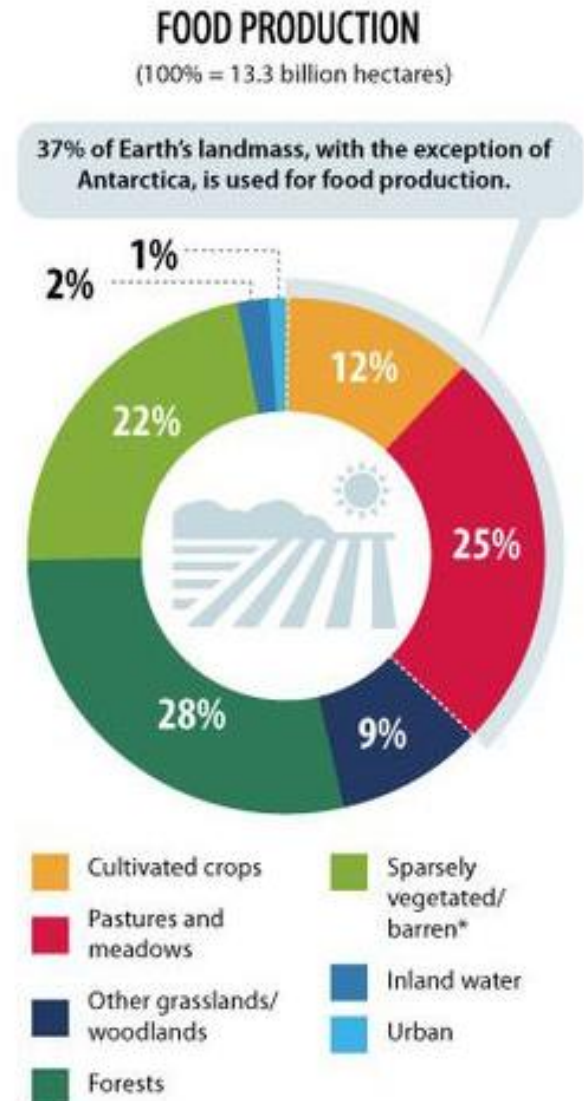
# CAPSELLA

COLLECTIVE AWARENESS PLATFORMS FOR ENVIRONMENTALLY-SOUND LAND  
MANAGEMENT BASED ON DATA TECHNOLOGIES AND AGROBIODIVERSITY

# Food Production Companies

- 250.000 micro and small food production companies only in Europe, employing 3.2 million people\*
- Difficulties to discover information that will help them to address food production problems and to increase their efficiency.

\* According to Eurostat: <http://ec.europa.eu/eurostat>



\*Permanent ice cover, desert, etc.  
Note: Figures may not equal 100% due to rounding.

# Example Food Production Company: *The Stevia Hellas Coop*



HOME STEVIA HELLAS COOP WHAT IS STEVIA ▾ CULTIVATION ▾ OUR PRODUCTS ▾ SUSTAINABILITY ▾ OUR PEOPLE CONTACT US

## ABOUT STEVIA HELLAS COOP

### OUR MISSION

We cultivate locally - We serve globally! Our mission is to produce HIGH IN QUALITY TASTE PRODUCTS!

SUITABLE  
FOR DIABETIS

COOPERATIVE  
PRODUCT  
FROM GREEK  
FARMS

HAS ANTIOXIDANT,  
ANTIBACTERIAL  
AND ANTI AGEING  
BENEFITS

### OUR VISION

We want to produce healthy products for you! We believe in you! Our scope is to train and educate even more people into following a healthy way of living, enhance the quality of their food, by adopting healthy habits.

our success is achieved because  
we know our job, love it and  
control it

# Example Food Product:

## *La Mia Stevia*

### Greek Product

100 farmers of Stevia Hellas  
Coop are innovating!

S

### Natural Product

Natural product, no more  
added substances

W

### Cooperative Product

Stevia Hellas Coop Produces  
the first product with 100%  
Greek stevia leaves!

C



LA MIA  
STEVIA

ΣΥΝΕΤΑΙΡΙΣΜΟΣ ΣΤΕΒΙΑΣ

S

### 0 calories

It does not contain calories, it  
does not harm human beings

T

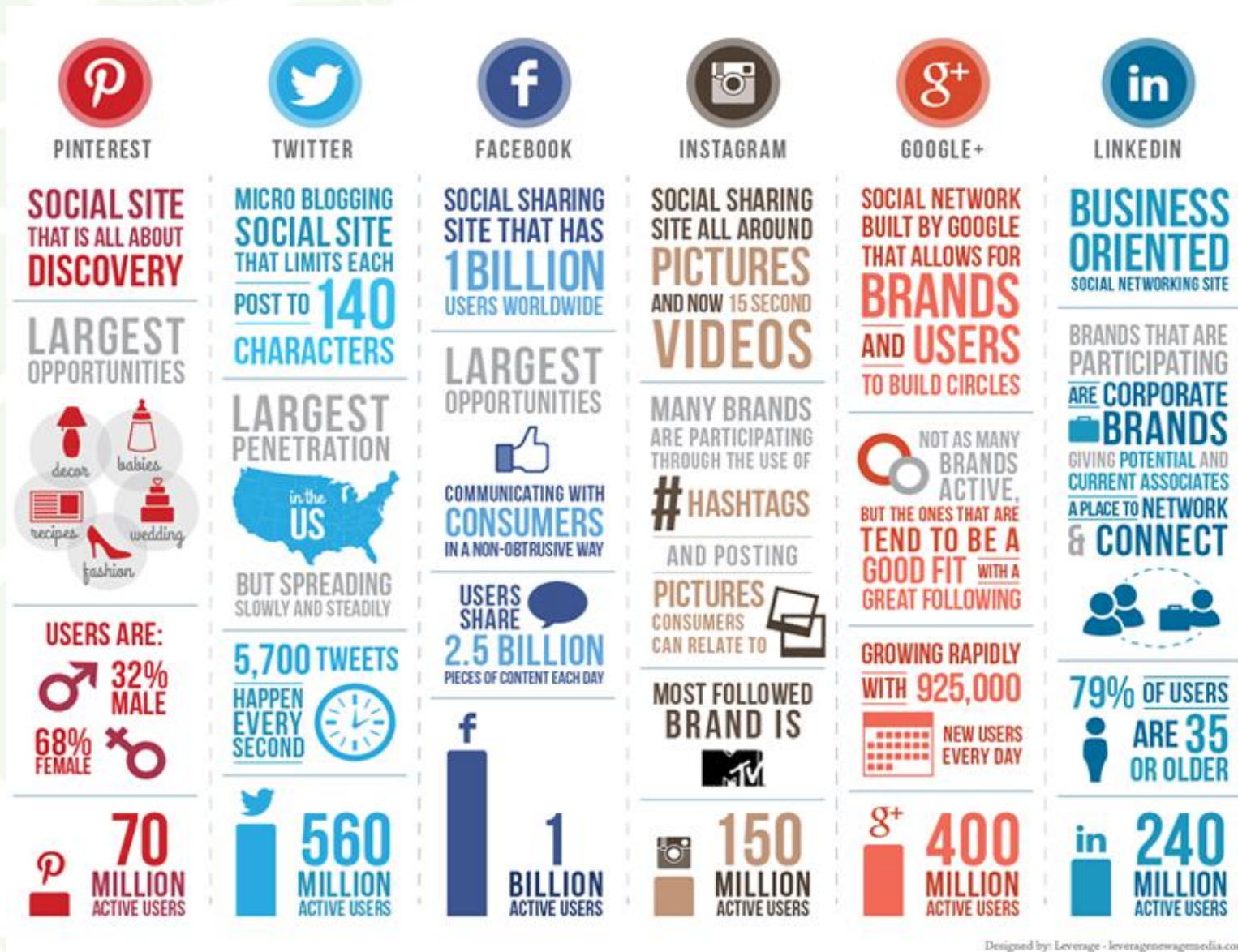
1:300 proportion pure  
stevia or 1:3 proportion  
crystal stevia

W

### High quality & Taste

The best product in market

# Wealth of Social Media Data

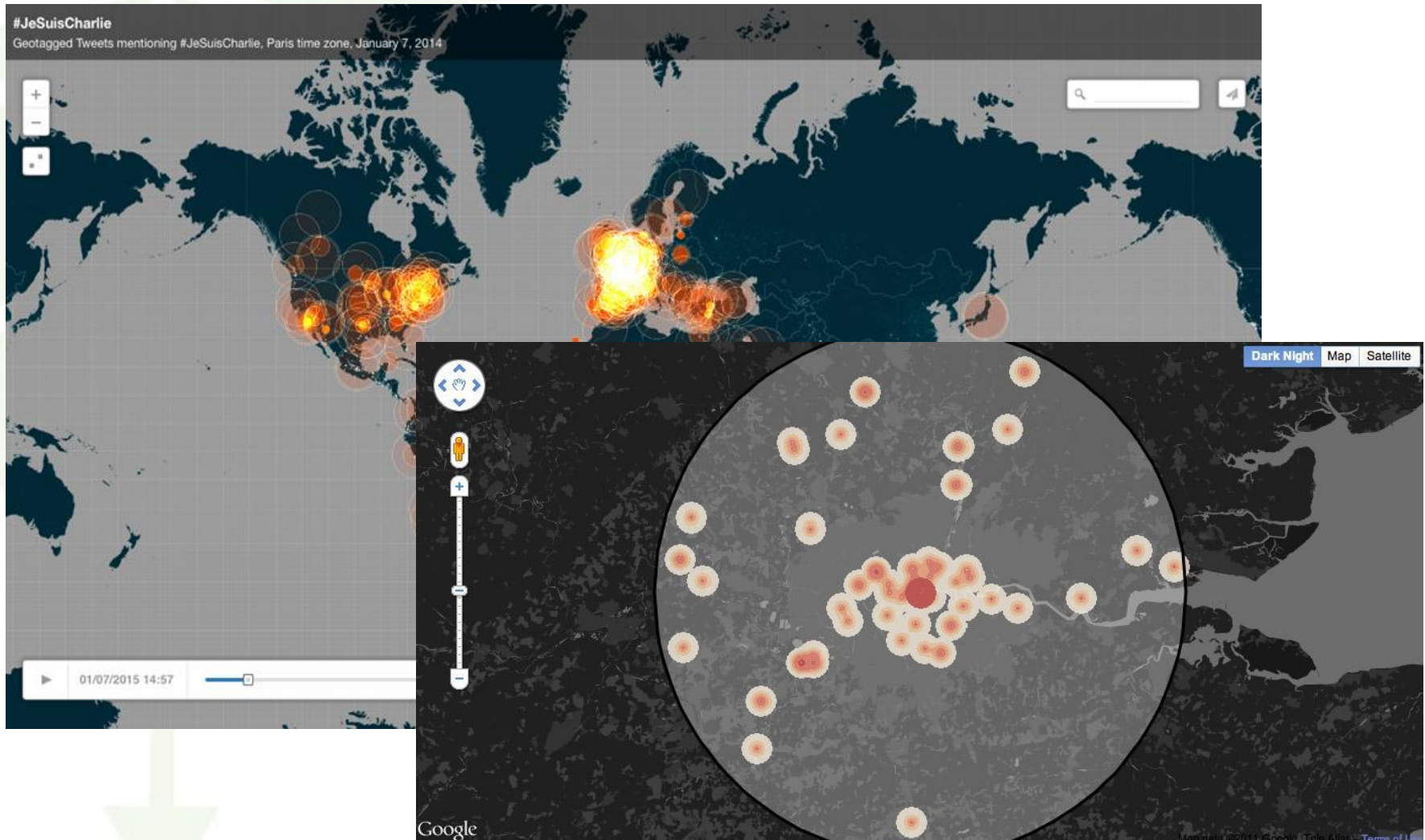


Designed by: Leverage - leveragenewmedia.com



# What social media data can tell us?

## *“Which countries talk more positively about a Food Product”*



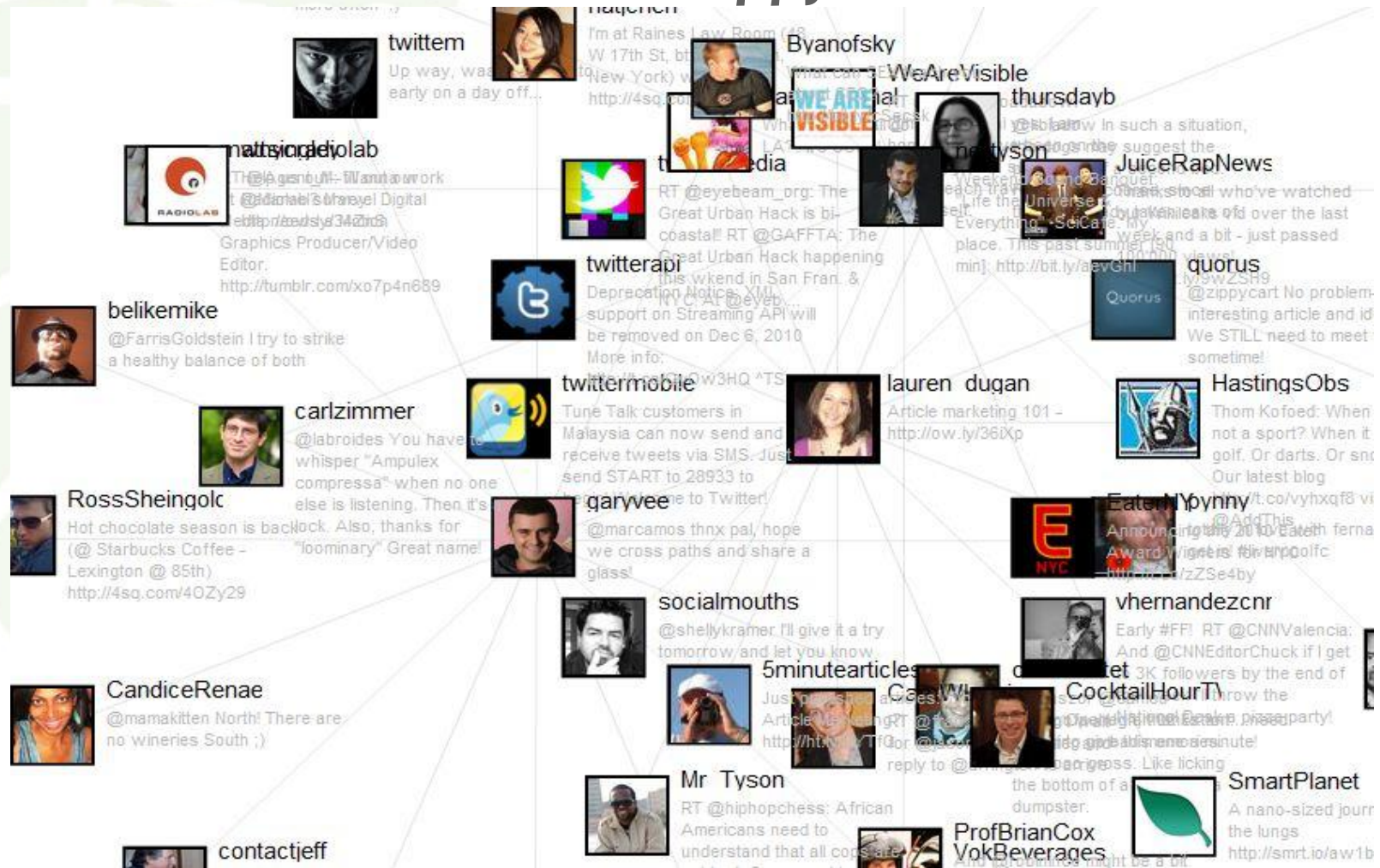
# What social media data can tell us?

## “Which are the demographics of buyers of a Food Product”



# What social media data can tell us?

## *“Which users have bought/tasted a food product but are not happy with it?”*





# CAPSELLA Challenge

## Food Product Social Data Analytics

### Goal

- to facilitate small food production companies to discover information from social media that will help them to address food production problems and to increase their efficiency

### Available Datasets

- Twitter API (<https://dev.twitter.com/rest/public>)
- Yelp Dataset (<https://github.com/Yelp/dataset-examples>)
- Product prices (<http://www.e-prices.gr/>)

### Seek Solutions

- For collecting, processing and presenting information of specific food products in a meaningful way to management team, the marketing and sales team, the agronomists and the farmers of a vertical food production unit (e.g. Stevia Hellas Coop)

# Thank You

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<http://www.facebook.com/capsellaproject/>

<http://www.linkedin.com/groups/8524214>

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