

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

Solution Pitch

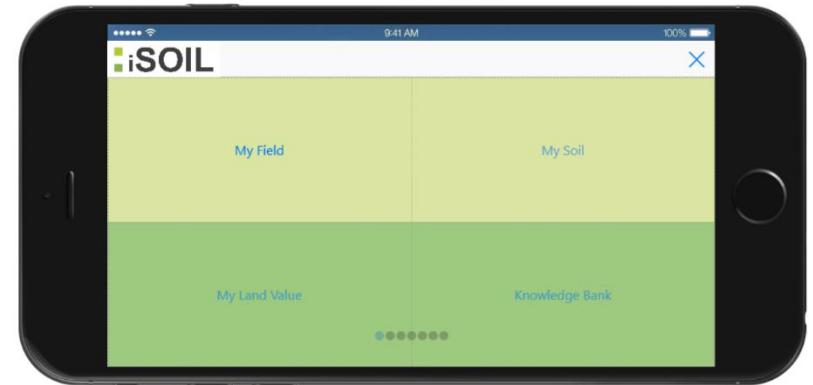
iSoil

“know your field”

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1st CAPSELLA Hackathon
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iSoil



Our solution:

→ *User-centered monitoring of soil condition by integrating:*

- *farmers' observations*
- *available location-specific open data*

Our vision:

→ *to facilitate knowledge sharing on Soil Health according to climatic condition, types of crops and agronomic practices*

What Open Data Source are you using?

- ❑ *Satellite imaging (Google, ESA, etc.)*
- ❑ *Weather data (Weather Underground, AccuWeather etc.)*
- ❑ *User-driven observations*
- ❑ *Finance data from real-estate data sources*

What is so special about you?

Our magic:

→ We combine massively heterogeneous open data sources

Competitors:

- Soilinfo app (<http://soilinfo.isric.org/>)
- SoilWeb app (<https://itunes.apple.com/us/app/soilweb-for-the-iphone/id354911787?mt=8>)
- Soil Test Pro (<https://itunes.apple.com/us/app/soil-test-pro/id485742991?mt=8>)

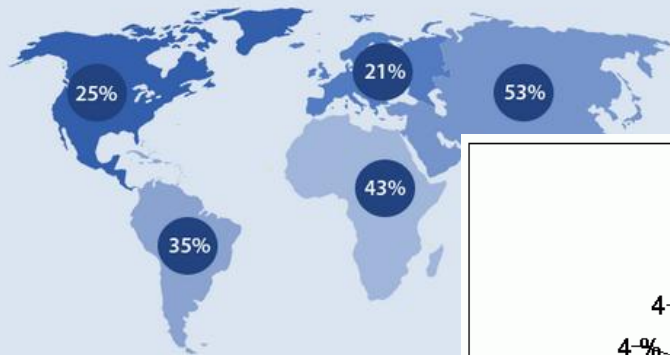
Our innovation

→ Advanced analytics and communication for decision support on: a) economic aspects and field values, b) soil quality properties (fertility, organic matter etc.)

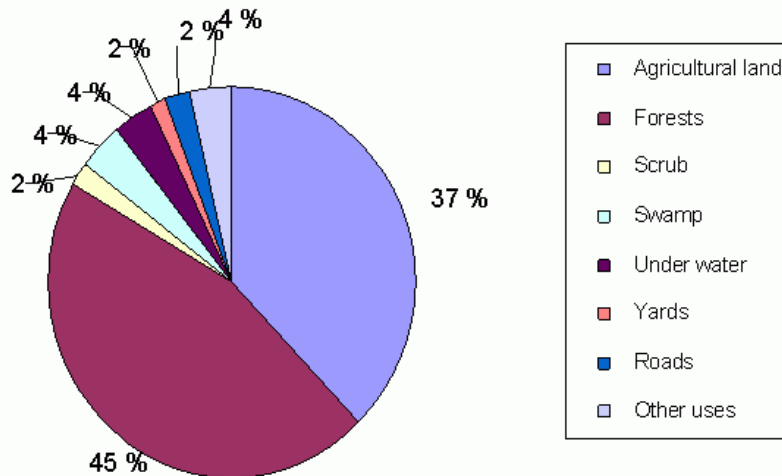
What is your revenue model and market (1/2)

Market segment and size

% OF AGRICULTURAL LAND COVER BY REGION



Proportion of land-use types, 2008



EU Agricultural Economics Briefs

No 8 | July 2013

How many people work in agriculture in the European Union?

An answer based on Eurostat data sources

Contents

1. How many people work in agriculture in the European Union?
2. Which data sources are available in Eurostat?
 - 2.1. Farm Structure Survey (FSS)
 - 2.2. Economic Accounts for Agriculture (EAA)
 - 2.3. National Economic Accounts

The agricultural sector has some special characteristics that make it more difficult, compared to other sectors, to know precisely how many people it employs. Firstly, in most Member States agriculture is still dominated by family farms, where family members provide labour input at different times of the year. Secondly, many farmers and farm workers pursue agriculture as a part-time activity and have other more or less important sources of income. Thirdly, agriculture is characterized by seasonal labour peaks, where large numbers of workers may be hired for relatively short periods. Finally, statistical data sources with different methodologies and purposes reflect all these situations differently, resulting in figures that may differ greatly from one source to another.

This Brief presents the most recent data on agricultural employment in the EU to address the key question of the number of people working in agriculture and the main characteristics of this agricultural labour force and compares the different Eurostat data sources for this the Farm Structure Survey, the Economic Accounts for Agriculture and the National and Regional Economic Accounts and the Labour Force Survey to identify the most appropriate sources.



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EU Agricultural Economics Briefs are available in Europe: ec.europa.eu/agriculture/rural-area-economics/briefs/index_en.htm

Agriculture and Rural Development

What is your revenue model and market (2/2)

Software as a service (SaaS):

- Some free services to engage our end users (farmers, farming cooperatives, real estate agents etc.)
- Premium services with a monthly subscription fee (advanced analytics, historic data of the field)