PRACTICE ABSTRACT NO. 14

Business Model Canvas for agricultural producers

Main results / outcomes

Within **the SEA2LAND project**, business models **for agricultural producers** were developed using a holistic CANVAS approach. This process integrated data from dissemination activities, project outcomes and direct stakeholder input via surveys, interviews and workshops. The final model reflects the needs and priorities of agricultural producers, emphasizing the benefits of bio-based fertilizers (BBFs) derived from fishery by-products. Key value propositions identified include sustainability, improved soil health, long-term cost-effectiveness, and alignment with circular economy principles. BBFs offer an eco-friendly alternative to mineral fertilizers, enhancing soil fertility and structure while reducing environmental impact. Their slow-release nutrient profile supports healthier crops and higher yields, making BBFs a viable solution for sustainable and resilient agriculture.

Practical recommendations

To ensure successful adoption, agricultural producers should be supported through continuous consultations, field demonstrations and personalized agronomic advice to optimize BBF use. Education efforts such as workshops, webinars and user-friendly guides should highlight BBF advantages. Pilot projects and on-farm trials, supported by testimonials and transparent data, will build trust and demonstrate real-world benefits. Collaborations with cooperatives and associations can improve accessibility through group purchasing and collective trials, while aligning BBFs with policy incentives and subsidy schemes. These combined efforts will empower farmers to confidently transition to BBFs, strengthening both farm resilience and environmental sustainability.

Figure 1: Business Model Canvas for agricultural producers

Figure 2: Input for Business Model Canvases recieved through brainstorm sessions

Further information

SEA2LAND project website - https://sea2landproject.eu/

About this abstract

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SEA2LAND project is a collaborative Innovation Action(IA) funded by the EU in the frame of the Horizon 2020 programme. The project aims to provide solutions to help overcome challenges related to food production, climate change and waste reuse. Based on the circular economy model, SEA2LAND promotes the production of large-scale fertilisers in the EU from own raw materials. This solution is expected to reduce the soil nutrient imbalance in Europe. The project is running from January 2021 to June 2025.

Website: www.sea2landproject.eu

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PRACTICE ABSTRACT NO. 14

Poslovni model Canvas za poljoprivredne proizvođače

Glavni rezultati / ishodi

U sklopu **SEA2LAND projekta** razvijeni su poslovni modeli **za poljoprivredne proizvođače** koristeći holistički CANVAS pristup. Proces je uključivao podatke iz aktivnosti diseminacije, rezultata projekta i izravnih povratnih informacija dionika putem anketa, intervjua i radionica. Konačni model odražava potrebe i prioritete poljoprivrednika, naglašavajući prednosti bio-gnojiva (BBF) dobivenih iz ribljih nusproizvoda. Ključne vrijednosti uključuju održivost, zdravlje tla, dugoročnu isplativost i usklađenost s načelima kružnog gospodarstva. BBF-ovi predstavljaju ekološki prihvatljivu alternativu mineralnim gnojivima, poboljšavajući plodnost i strukturu tla te smanjujući negativan utjecaj na okoliš. Njihovo postupno otpuštanje hranjiva potiče zdraviji rast usjeva i veće prinose, čineći ih održivim rješenjem za otporniju poljoprivredu.

Preporuke

Za uspješnu primjenu BBF-a poljoprivrednicima je potrebna kontinuirana podrška kroz savjetovanja, terenske demonstracije i prilagođene agronomske preporuke. Edukacijske aktivnosti poput radionica, webinara i pristupačnih vodiča trebaju istaknuti prednosti BBF-a u odnosu na mineralna gnojiva. Pilot-projekti i ogledi na farmama, potkrijepljeni svjedočanstvima i transparentnim podacima, izgradit će povjerenje i prikazati stvarne koristi. Suradnja sa zadrugama i udrugama može povećati dostupnost kroz zajedničke nabave i grupne pokuse, dok usklađivanje s poticajima i politikama dodatno potiče usvajanje. Ove aktivnosti omogućuju poljoprivrednicima sigurnu tranziciju prema održivim gnojivima, jačajući otpornost proizvodnje i zaštitu okoliša.

Slika 1: Poslovni model Canvas za poljoprivredne proizvođače

Slika 2: Prikupljene informacije za Canvas poslovne modele kroz brainstorm radionice

Više informacija

SEA2LAND projektna stranica - https://sea2landproject.eu/

Detaljnije o praktičnom sažetku

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Datum: Svibanj 2025
SEA2LAND projekt je suradnička inovacijska akcija (IA) koju financira EU u okviru programa Horizon 2020. Cilj projekta je pružiti rješenja koja će pomoći u prevladavanju izazova povezanih s proizvodnjom hrane, klimatskim promjenama i ponovnom uporabom otpada. Na temelju modela kružnog gospodarstva, SEA2LAND promiče proizvodnju velikih količina gnojiva u EU iz vlastitih sirovina. Očekuje se da će ovo rješenje smanjiti neravnotežu hranjivih tvari u tlu u Europi. Projekt traje od siječnja 2021. do lipnja 2025. godine. Web stranica: www.sea2landproject.eu

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