

## Design of a market intelligence prototype for monitoring key indicators in fruit business management and improving economic decision-making

### Summary

The project consists of an intelligence system that measures costs, prices, production, stocks, analysis of the competition and consumption of fruit produced in Catalonia (apple, pear, peach, nectarine, plum, apricot, cherry, orange, clementine, Santa Claus melon and watermelon).

This system will help to provide full information on the markets at all times, thereby assisting business decision-making in a highly changeable and globalised environment such as the fruit market.

### Objectives

The main objective of the project is to design an innovative market intelligence system (prototype) which helps define key performance indicators (KPIs) by identifying key factors in the fruit business in order to facilitate business decision-making in a changeable and globalised environment such as the fruit market.

Correct analysis of KPIs in the business, allowing for more agile and efficient business adaptation, as well as better investment decisions in changeable environments such as fruit.

### Description of the actions planned in the project

- a) Analysis and conceptualisation. Analysis and definition of KPIs to improve knowledge of the business and markets.
- b) Analysis of the correlation between the KPIs and their impact on dynamics and trends in the fruit business.
- c) Search for information circuit design systems and analysis of systems for capturing and optimising big data management.
- d) Definition and validation of a dynamic dashboard model, integration of KPIs and model validation. Definition of models for predicting consumption in international markets.
- e) Devising a pilot model for simulation and interaction between companies and market indicators. Execution of tests and analysis of the information system response.

### Expected results and practical recommendations

The result-objective of the project is the definition of an innovative market intelligence system, defining key factors for competitiveness and their correlations, thereby improving business decision-making.

Impact on productivity throughout the region and in the sector.

### Conclusions

It is undoubtedly an ambitious pilot project, providing the basis for further extensions and future developments and greater transparency, improving knowledge of the sector and the markets, and the enabling more objective decision-making in a sector as changeable and speculative as the fruit and vegetable market, where swift adaptation and risk reduction in decision-making are now essential.

On-time monitoring of developments in competitors regarding international positioning helps to provide better and more robust decisions in terms of expansion and export needs, and knowledge of potential market consumption through diagnostic and forecasting tools also helps strengthen commercial decisions.

In short, in the region and the sector, this pilot project aims to provide more robust decision-making, potentially making it a very useful tool for improving competitiveness.

### Leader of the Operational Group

ORGANISATION: AFRUCAT

### Other members of the Operational Group (not recipients of the grant)

ORGANISATION: University of Lleida (UDL)

ORGANISATION: FRUILAR, SAT

ORGANISATION: ARILFRUT SAT

ORGANISATION: ACTEL SCCL

ORGANISATION: NUFRI, SAT

### Subject area(s) of application

- Agricultural production system
- Agricultural practice
- Agricultural equipment and machinery
- Livestock farming and animal welfare
- Vegetable production and horticulture
- Landscape / Territorial management
- Pest and disease control
- Fertilisation and nutrient management
- Soil management
- Genetic resources
- Forestry
- Water management
- Climate and Climate Change
- Energy management
- Waste and by-product management
- Biodiversity and environmental management
- Food quality/processing and nutrition
- Supply chain, marketing and consumption
- Competitiveness and agricultural and forestry diversification
- General

**Geographical area(s) of application**

PROVINCE(S)	REGION(S)
LLEIDA	ALL

**Dissemination of the project (publications, conferences, multimedia, etc.)**

“VADEFRUITA” magazine;  
Website “afrucat.com”;  
INTERPRUNUS Congress

**Project website**

[www.afrucat.com](http://www.afrucat.com)

**More information on the project**

PROJECT DATES	TOTAL BUDGET
Start date (month-year): July 2020	Total budget: €49,950.00
Completion date (month-year): July 2022	DARP funding: €34,965.00
Current status: in operation	EU funding:
	Own funding: €14,985.00

**With funding from:**

Project funded through Operation 16.01.01 (Cooperation for Innovation) through the Catalan Rural Development Programme 2014-2020.

*Order ARP/133/2017 of 21 June, approving the regulatory bases for grants for cooperation for innovation by promoting the creation of European Association for Innovation operational groups in the areas of agricultural productivity and sustainability and the execution of innovative pilot projects by those groups, and Resolution ARP/1531/2019, of 28 May, announcing the call for the grant.*



Generalitat de Catalunya  
**Departament d'Agricultura,  
Ramaderia, Pesca i Alimentació**



Fons Europeu Agrícola  
de Desenvolupament Rural:  
Europa inverteix en les zones rurals