

## Design of a market intelligence system prototype to monitor key indicators in fruit business management, and to improve economic decision-making.

### Summary

Following the analysis and selection of key sectoral indicators in the sweet fruit field, a fruit market intelligence system prototype will be designed to monitor key business data, such as trade flows, prices and consumption.

### Objectives

The primary objective of the project is to design an innovative market intelligence system (a prototype), which by identifying key factors in the fruit business, enables definition of KPIs, in order to help with business decision-making in the changing and globalised environment of fruit marketing.

Correct analysis of the key indicators in the business which will enable more flexible and efficient business adaptation, as well as more correct investment decisions in a changing environment like the fruit business.

### Description of the measures planned in the project

- a) Analysis and conceptualisation. Analysis and definition of the key indicators for improving knowledge of the business and markets.
- b) Analysis of the correlation between the various KPIs and their impact on the promotion and developments in the fruit business.
- c) Research on information circuit design systems and analysis of big data management capture and optimisation systems.
- d) Definition and validation of dynamic dashboard modelling, KPI integration and model validation. Definition of consumption prediction models in international markets.
- e) Design of a pilot model for simulation and interaction between companies and market indicators. Testing and analysis of the information system's response.

### Expected results and practical recommendations

The result-objective of the project is the definition of an innovative market intelligence system, defining key factors in competitiveness and their correlations, which will improve decision-making in the business.

There will be an impact on productivity at territorial and sectoral levels.

This is undoubtedly an ambitious pilot project which will be the basis for new expansions and future developments, and will provide greater transparency, improve knowledge of the sector and markets, and will

also provide the opportunity to objectify decision-making in the changing and speculative fruit and vegetable sector, where agile adaptation and reduce risks in decision-making are crucial.

On-time monitoring of developments in the competition in terms of international positions will help with making better and more robust decisions about expansion and export needs; likewise, knowledge of markets' potential consumption using diagnosis and prognosis tools will also help to make more robust decisions about commercial implantation.

In short, at the territorial and sector levels, this pilot project aims to provide a better foundation for decisions and can therefore become a very useful tool for improving competitiveness.

### Leader of the Operational Group

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### 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...)

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):	DARP funding: €19,930.05
Current status: Underway	EU funding: €15,034.95
	Own funding: €14,985.00

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*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.*

