



 **dixitega**

Operational Group for the Digitalisation of
the PGI Terneira Gallega value chain



Context

The digital transformation of agriculture value chains has been accelerated by the COVID-19 pandemic. However, the pace remains slow as compared to other economic sectors. This is especially the case of the meat sector, whose digitalisation is one of the most pressing needs for the coming years.

Finding and accessing quality data and making use of them remains challenging. In addition, the high degree of atomization of the meat sector makes the task particularly difficult for individual technology companies trying to promote uptake of digital technologies.

What are we going to do?

The **DIXITEGA Operational Group** is going to create a platform that will grant access to relevant data to the different players in the **PGI Ternera Gallega** value chain. To that aim, it will explore the needs of the different actors in terms of data access and use, and it will provide training to ensure the value chain players are empowered to make use of the platform created.



Project stages

1

Mapping of existing databases:

The existing databases that are relevant for the PGI Ternera Gallega value chain will be identified, paying especial attention to the availability of data and the format.

2

Analysis of the information needs:

A participatory process will be organised to understand the information needs and preferences of the main players in the value chain. It will include discussion groups, interviews and surveys.



3

Platform creation:

Building on the findings of the previous stages, an online, open platform will be created.

4

Empowerment:

Training sessions will be organised for the main players of the PGI Ternera Gallega value chain once the platform is created to facilitate and encourage uptake.





What do we want to achieve?



Making relevant data available to the players of the PGI Ternera Gallega, allowing them to:

- Optimize their operations;
 - Increase transparency;
 - Provide relevant information to consumers.
-



Training the players of the value chain to harness digitalisation, making better use of the available data and reducing the digital gap in the sector.



Encouraging the update of new technologies linked to data exploitation and increasing the digital knowledge of the players of the PGI Ternera Gallega value chain.

Project's basic data

Duración: 25 months
(1 September 2022 to 30 September 2024)

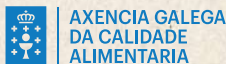
Budget: 176.329,19€

Contact: info@juanadevega.org

Partners:



Associated partners



Funded by:



Fondo Europeo Agrícola de Desenvolvemento Rural:
Europa inviste no rural

