

Seminar

„SMART HORTICULTURE: DATA-DRIVEN DECISIONS FROM FIELD TO PROCESSING“

This seminar explores how smart technologies and agroecological principles support data-driven decision-making across the entire horticultural value chain – from the field to processing. It presents practical examples of agroecological practices in berry production and demonstrates how real-time data on soil, crop status, and environmental conditions can be used to improve farm management, product quality, and processing potential. Drawing on experiences from international Living Labs, the seminar highlights how integrating agroecology, digital solutions, and processing technologies can enhance farm sustainability, economic performance, and resilience in modern horticulture systems.