



# Digital transformation of the Bulgarian Agriculture

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## Bulgarian Agriculture in figures

- ◎ The area with agricultural purpose is 5 226 194 ha, which represents about 47% of the country's territory.
- ◎ Agriculture share in total GVA (Gross Value Added) is 3.9%.
- ◎ Total number of farmers or farmer holdings is around 87 000.



## Bulgarian Agriculture. What we mainly produce?

- ◎ **Cereals:** wheat, sunflower, corn, barley and rapeseed
- ◎ **Fruits:** Plums, cherries, apples, walnuts and peaches
- ◎ **Vegetables:** Potatoes, tomatoes, watermelons, cucumbers, chickpeas and peppers
- ◎ **Main livestock:** Milk, poultry, cattle, pigs, pigs, sheep/goats and eggs
- ◎ **Essential oils:** lavender and rose



# Main challenges in Bulgarian Agriculture

Irrigation

Land relations  
management

Farmers should  
meet  
environmental and  
climate challenges

Demographic  
changes and  
Lack of digital skills

# Strategy for digitalization of agriculture and rural areas of the Republic of Bulgaria

- ◎ Building and developing an appropriate digital infrastructure for communications and connectivity;
- ◎ Investments for modernization and technologies for precision agriculture;
- ◎ Development of digital networks and use of software applications in business management and decision making;
- ◎ Training and consultations for developing digital skills and qualification;
- ◎ Research and development; innovations, partnership for exchange and transfer of innovation, development of infrastructure for experimentation and access to it. The importance of the Digital Innovation Hubs
- ◎ Development of digitalization of public administration and administrative services;
- ◎ Introduction of the Blockchain technology in the agricultural sector.

# Current RDP 2014-2020 and Next Generation EU CAP Strategic Plan 2021-2027

Investment  
measure RDP 4.1

New intervention  
for investments in  
digitalisation in  
agricultural  
holdings

Draft of the  
Bulgarian Recovery  
and Resilience Plan



**AgroHub.BG** is the Bulgarian Digital Innovation Hub (DIH) for agriculture.

**AgroHub.BG** is a non-governmental non for profit organization, launched in April 2018.

**AgroHub.BG** is one-stop-shop for digital innovations for Bulgarian farmers and other stakeholders. It aims to bring together the knowledge and resources for the Agro-food chain in Bulgaria in order to generate solutions for its problems and to meet its needs.

**AgroHub.BG** is part of the network of the Horizon 2020 project **SmartAgriHubs**.

**AgroHub.BG** is registered in the DIHs catalog in the **Smart Specialization Platform**.

**AgroHub.BG** is European Digital Innovations Hubs candidate – Plovdiv region



# AGROHUB.BG SERVICES



Project development

Skills and education

Access to finance

Incubator accelerator support



**AgroHub.BG**



Testing and validation

Provision of technical infrastructure

Contract research

Strategic R&D

Lobbying

Ecosystem learning

Strategy Development

Community building





# Thanks!

## Any questions?

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