1st Olive Grove Campaign

Olive groves with a future: more efficient, intelligent olive groves

How can technology make olive farming more efficient? By using precision agriculture, digital tools, and crop monitoring systems, growers can optimise resources, reduce inputs, anticipate challenges, and improve profitability through smarter, data-driven management.

OBJECTIVES

01 Raise awareness among olive growers about the advantages of precision agriculture and digitalisation.

02 Promote the use of digital tools such as drones, sensors, and monitoring systems for improved decision-making.

03 Encourage data-based management to optimise water, fertiliser, and energy use.

04 Demonstrate how precision farming and crop monitoring can increase efficiency and profitability while reducing environmental impact.

Why it Matters

Olive farming is vital to Andalusia's economy, but resource inefficiencies and climate pressures threaten its future. Precision agriculture and crop monitoring enable farmers to collect and analyse real-time data, adjusting practices with drones, sensors, and digital tools to optimise resource use, reduce costs, improve yields, and lower emissions. This campaign highlights how digitalisation and data-driven management enhance both sustainability and profitability in olive growing.

KEY FACTS

- Region: Andalusia (Spain)
- Target audience: Olive farmers across the Andalusian Region
- Practices covered: Precision agriculture and crop monitoring

Campaign Page

URL: https://www.agroalimentarias-andalucia.coop/choice_olivar

Partners involved

pilot leader: cooperativas agro-alimentarias Andalucía

Partners: BIOAZUL, ATHENA Research & Innovation Information Technologies, LIBRA AI Technologies, ERRA Environmental Reliability & Risk Analysis

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