

Title of the challenge:

Digital tools for the ecological transition of the dairy value chain, in small companies' context

The company:

CAPSA is the leading dairy company in Spain that cares for the environment, helps people and, ultimately, safeguards the future.

We build our business on the three strategic pillars that allow us to generate growth and create value:

- Brand Leadership: we expand the competitiveness of our brands by increasing our presence in the market with a wide variety of our production.
- R&D&I: we research, promote and incorporate opportunities in processes, products and services to translate them into success.
- Sustainable Growth: we give reply to our stakeholders without compromising the resources of future generations.

See more at: <https://capsafood.com>

Full description*

Dairy sector is currently facing a big transition moment linked to ecological goals, namely:

- OBJ 1. Climate: Right now, the healthy soils in farming contexts are in danger across the world. Consequently, the main challenge under this objective is to ensure the availability of resources and lands for farming activity for the future generations.
- OBJ 2. Circularity: Around 30% of materials and food products are directly for waste. Therefore, it is a relevant and urgent task to foster a circularity approach in order to reduce losses and re-use byproducts in value chains.

Within this context, it is essential for the company to combine advanced digital technologies in order to get more efficient processes and achieve a better management.

What are we looking for?

- Digital technologies oriented: We are looking for value propositions in terms of digital technologies in the fields of: IA, deep learning, IoT, Big data, algorithms and software, and monitoring sensors; with strong relation with dairy farm context and dairy sector in general.
- Small companies' approach: The scope of the proposals must be adequate for family business management of the farms and for small companies.
- Cornisa cantábrica Bioregion (northwest Spain) understanding: We look for solutions able to be adapted to a specific context of the value chain, linked to specific climate conditions, lands, resources and cultural agents.
- Just for semi-real proof of concept: The TRL of the proposals must be between 7-9 in order to allow a fast deployment in value chain context.
- Complete team: We love working with complete teams in terms of digital technology skills, but also, management and marketing and communication.
- Long term relationships: Beyond a proof of concept, we are looking for strong relations with startup teams with defined goals in the long term.

What are we offering?

- Ecosystem: we have a complete ecosystem with multiple agents involved in our projects, following a specific methodology called “LaGranja_Lab”: a Pilot Farm, an agricultural research centre, a Public regional incubator, a digital research centre, policy makers, dairy sector experts, retail and foodservice agents, and a national and private industrial accelerator.
- Startup friendly: we have a strong open innovation area as of 2019, with eight projects currently working and with a deeply understanding startups needs in terms of market and relations with corporates.
- Investment fund: we have a five million budget ready to use for pre-seed operations in investment rounds and relevant relations with the main VCs in the Spain Foodtech sector.

Opportunity area

Smart production.

Looking for partners from the following regions

Latin America; Caribbean.

Specific areas

Food & Beverage; Agriculture; Packaging.

Technologies

Blockchain; Big Data Analytics; IoT; Modelling & Digital Twin; Artificial Intelligence; Machine Learning; Robotics; Satellite Services (geopositioning, navigation, etc.).