Exploring the Possibilities to Run Agroforestry Business in Greece
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Outline: The poster presents the Business Canvas Model of the hypothetical Agroforestry firm AgroFor © which supposedly will run to cover the demands of the agro-market of Thessaly region, Greece, and elsewhere. The research is part of the M.Sc. thesis of the first author. Several social research trials are planned to conduct this autumn (2012) in order to explore the possibilities for a successful entry and a sustainable outcome. No results are available yet.

Key Partners
What are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
What Key Activities do partners perform?
1. Key partners: 2 Local representatives: 1 forester and 1 agronomist; prefecture of Greece, hired in annual basis, in 1 Academic (counseling, information).
2. Key suppliers: (a) 1 “conventional” agronomic firm, providing durable and consumables for agronomic use (e.g. organic inputs), (b) (Special) plastic tubes providers.

Key Resources
What Key Resources do our Value Propositions require?
1. Key resources: AgroFor © headquarters: Larissa, Regional Offices: Larissa, Kavala, Thessaloniki, Ioanna, Pyrgos, Sparta, Athens, Iraklio (Kriti).
2. Human resources: Executive office: Scientific staff: 6 agronomists for plant production (2 orchards, 2 for croplands, 2 for irrigation specialists), 4 foresters (2 Arc-GIS specialist, 2 forest technicians), 2 agronomists for animal production, 2 veterinarians, 4 Agricultural engineers (countryside and legislation, 1 economist.
4. Cost structure: What are the most important costs inherited in our business model?
Which Key Resources are most expensive? Which Key Activities are most expensive?

Value Propositions
What value do we deliver to the customer? Which one of our customers problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?
1. Values: (i) extensified production, (ii) green production, (iii) a sequence of harvests, (iv) additional income, (v) entrepreneurship, (vi) bringing EU provisions to the farm.
2. Solved problems: (i) increasing income, (ii) more “relaxed” income, (iii) better exploitation of aquifers, (iv) lower agrochemical input.
3. Products and services: (i) planning a cost reduced sustainable agroforestry system, (ii) establishing such system for FLCs in time, (iii) exploitation of EU subsidies, (iv) training customers on new production demands.
4. Customer needs satisfied: (i) increasing income, (ii) less exposed to agrochemicals (demands for healthy works), (iii) social advantage (contribution to biodiversity, effective water exploitation), (iv) new products in agro-markets.

Customer Segments
For whom are we creating value? Who are our most important customers?
1. Creating value for: farmers, stock breeders. FLCs (i.e. making business in the niche market of those who are professionally involved with land primary production).
2. Important customers: Among them farmers are most important, since (i) the majority of them is having their own property land, (ii) are higher in numbers, (iii) are well distributed all over Greece, (iv) are more susceptible and flexible in changed customs and occupations (e.g. changing cultivation from tobacco to cotton), (v) are better informed on EU provisions.

Customer Relationships
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?
1. Expected relationships: (i) dedicated personal assistance (local representatives), (ii) help them establishing community with other agroforestry producers, (iii) offering board for co-creation.
2. Established: none.
3. Integration: Through establishing such relations information will flow from all levels of organization. AgroFor © is a knowledge-based and knowhow adapted organization. Customers will be benefited from real-time information (e.g. EU subsidies, alternative cultivations, green measures, etc.), thus enhancing their entrepreneurship, while the brand value of AgroFor © will be further appreciated.

Revenue Streams
For what value are our customers Really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?
1. Value to pay: a) maximizing productivity and profitability per square meter, b) green practices (biodiversity, sustainable water use, health care, etc.), c) exploitation of CAP provisions
2. Currently paid: a) maximizing productivity and profitability by the use of agrochemicals, b) none to green practices, c) none to CAP’s provisions.
3. Ways to currently paid: For maximizing productivity add profitability they pay before the setting of their products.
4. Prefer to pay: Payments (to AgroFor ©) prior (buying agro products) or after product liquidation (e.g. commissions to AgroFor ©)
5. Revenue stream contribution: Selling (agroforestry plans, plastic transparent tubes, knowledge), with land (financial information) etc.

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Business Model Canvas © is based on: businessmodelcanvas.com

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(b) Background painting: Garcia Grampians by Elizabeth Moore Golding

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