

Key Recommendations for Competitiveness in EU Farming

Pathways for Enhancing DATS Adoption

A competitiveness-focused roadmap to strengthen Digital Agricultural Technology Solutions (DATS) adoption as part of modern, resilient and sustainable EU farming systems.

Supportive Policy Mixes

- Regulatory complexity
- Investment costs & risks
- Finance DATS infra & CAP support
- Improve data standards
- Reduce compliance burdens

Viable Business Models

- Accessible services
- Bundled solutions
- Micro & young-farmer finance
- Build multi-annual advisory support

Actionable Skills & Advice

- Strengthen AKIS
- Digital skills roadmap
- Foster cooperatives
- Continuous training

Prioritised Clusters for Implementation: Qualitative Results

QUICK WINS

- ✓ AKIS & advisory capacity
- ✓ 2030 digital skills roadmap

NEAR-TERM OPTIONS

- ✓ Collective Uptake Networks
- ✓ Co-ops & Demo Farms

LONG-TERM ENABLERS

- ✓ Data Governance & Interoperability
- ✓ Mission-Driven R&I Pilots

Validation & Analysis Steps: Evidence from Task 5.3



Policy-Criteria Analysis

Assessed Policy Tools



Business Model Analysis

Evaluated Market Viability



Test Cases

Real-Life Farm Evidence



Final Prioritisation

Refined Recommendations