

# BRESAT



## Needs of the Region Europe: Farmers

Avanti Communications

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JUNTA DE ANDALUCÍA  
CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA



Donoussa  
Municipality of Needs and Small Cyclists





# Satellite Broadband for European Farmers



## The Broadband Needs of European Farmers and the Non-Technical Roadblocks

The aim of this presentations is to capture the Regional Broadband Needs of Farmers in the EU and identify any potential non-technical roadblocks that exist.

Presentations may be posted of the EC Broadband Portal





# 1. What would be the main objectives of a scheme?

## ➤ To Meet the EC Digital Agenda

COPA COGECA, the principal representative of Farmers and their co-operatives in the European Union, Members of the European Parliament's REGI Committee and The European Satellite Owners Association have called on the EC to take concrete steps to stimulate the penetration of Broadband into rural and isolated farming areas to help achieve its Digital Agenda Target of Broadband for all.

*“13 million European farmers require Internet Connectivity to complete administration, comply with government control, be integrated into society and see prospects of growth. Their main responsibility is food production and they cannot do this effectively if they lose time and resources due to not being online.”*





# 1. What would be the main objectives of a scheme?

## ➤ Connectivity for Farmers

Europe has 13.7m farmers and an average farm size of about 12 hectares, but Internet connectivity for these rural and remote businesses varies greatly across the European Union.

For instance, 80% of Swedish farms already have access to the internet, and a third of them use the internet daily.

But in many other regions such as Italy and Hungary, only a quarter of farmers use the internet.

And in the UK a recent Government survey showed only third of Farmers could get speeds of above 2Mbps and over 8 % had no broadband at all.





# 1. What would be the main objectives of a scheme?

## ➤ Improving Business for Famers

Today's competitive farm businesses need to be connected to the internet for many administrative tasks such as:

- Planning Production;
- Checking market products and accessing prices in international markets;
- Checking weather forecasts or
- Establishing cooperation agreements with other market players
- Completing EU and Government e-administration online

Internet connectivity is just as essential for advertising and selling food products, offering farm accommodation, as well as many other business activities which rural communities are developing.





## 2. What kind of scheme is needed?

### ➤ Enabling Broadband

The under and un-served Farmers in the Union need access to a subsidized funding scheme which will allow them to modernize their relations and information exchanges with other farmers and market players by enabling them to make full use of the internet.

Rural farmers need to access to broadband speeds in excess of 2Mbps if this sector of the community is to meet the EU's Digital Agenda targets. Download speeds of 2Mbps would be a major step forward for these farmers.





## 2. What kind of scheme is needed?

### ➤ Satellite Solution

Europe has universal coverage of satellite broadband that is totally independent of the density of the population.

Providing these extremely rural and remote farmers with broadband connectivity via satellite does not require the infrastructure planning and investment of a fibre solution and the farmers can be connected to the internet instantly.





## 2. What kind of scheme is needed?

### ➤ Subsidies

Providing broadband connectivity via satellite is eligible for public funding and State aid mechanisms and is compliant with the European Commission's rules and regulations.

The end-user Ground Equipment and Integration and Installation of a satellite system are eligible for this funding. And installation requires local labour, turning public funding into opportunities and employment for local SME's.

Public support is also available in terms of bulk purchases with distribution to eligible users, or incentive schemes for eligible users.





## 2. What kind of scheme is needed?

### ➤ Demand Aggregation

Demand aggregation allows bulk purchase of equipment and wholesale services, which reduces the on-going costs passed on to the end-user.



Forming partnerships with local farming representatives would allow the specific broadband needs, and any difficulties involved in meeting that community's needs, to be identified. Satellite operators could then be approached to negotiate the bulk purchase of bandwidth and equipment, potentially making the broadband scheme more viable over the long-term.

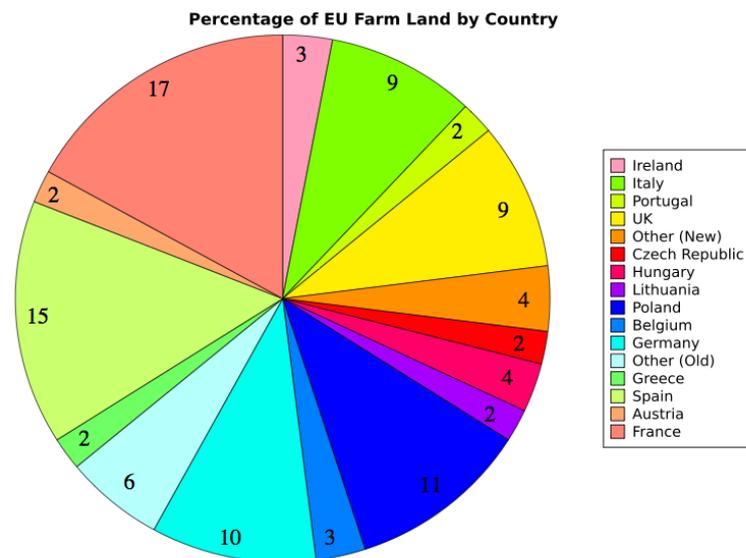




### 3. Future Schemes to connect Farmers

#### ➤ Potential Partnerships

The EC has proposed an allocation of up to EUR 1.02bn to rural areas throughout the Union to connect farmers, rural businesses and households to the web.



Funding partnerships to service the Farmers connectivity needs could be formed between the EU and representatives of the Farming community in countries that have large a percentage of Farm Land but low rural internet penetration, such as Italy, Poland, Spain or Portugal





## 4. Non-Technical roadblocks to such schemes

### ➤ Lack of Knowledge

The farming community may not realize that funding and subsidies are available for schemes aimed specifically at helping them get connected to the internet.

Communities also may be unaware that satellite broadband is available anywhere in Europe, at a price point in-line with that of terrestrial services – the myth that satellite broadband is prohibitively expensive must be dispelled.

Satellites can now provide superfast broadband with download speeds of up to 20Mbps easily achievable.





### 3. Non-Technical roadblocks to such schemes

#### ➤ Tender Issues

In the past satellite-based public tenders have been rejected as the focus has been towards terrestrial wireless or wired solution to close the Digital divide, even when both technologies have been able to deliver the same service.

In this instance it is likely that connecting rural farmers by satellite will be the only solution capable of achieving the aim in the short term.





## 4. Non-Technical roadblocks to these schemes

### ➤ Marketing of the Opportunity

The BRESAT partners will now raise the possibility of subsidized satellite broadband schemes to meet European farmer's needs with both their regional partners and COPA COGECA, the principal representative of Farmers across the EU.





**BRESAT**



**Thank You**

