

An app to control olive groves and connect farmers with olive oil mills

LOCATION: Zuheros (Córdoba) / Baena (Córdoba)

DURATION: 1'56''

SUMMARY: To facilitate communication between farmers dedicated to olive production and olive oil mills, and make every procedure involved in this trade relationship simpler. That's the goal of Alcuza, an app that controls olive groves that has been created by Antonio Moreno and David and Antonio Galisteo, three computer scientists from Baena (Cordoba), one of the largest olive oil producing areas in Spain. It can be downloaded for free on Android devices. Alcuza was developed by Alcuza Software with the support of Minerva, the technological entrepreneurship programme promoted by Vodafone and the Andalusian Government.

VTR:

It is the olive harvesting season in the heart of the Sierra de la Subbética in Cordova. Apart from the beating and the extraction of the oil, there's a complex business relationship between farmers and oil mills that this computer scientist and his team have simplified by developing an app.

ANTONIO MORENO **Creator of Alcuza**

"It is a tool that sends all the data regarding the farmers' harvests to farmers once the oil mill has processed them. This way they can consult them almost in real time from their mobile devices."

How many kilos they bring to the oil mill during the season, or the amount of oil extracted from their olives. The farmer can have access to all these data, with no need to wait in line at the factory, just using Alcuza.

JUAN MANUEL POYATO **Ntra. Sra. Perpetuo** **Socorro Co-op**

"We avoid associates the need to wait in line to know their performance here, and the truth is that it is very useful both for the associate and the oil mill management."

ANTONIO POYATO **Farmer**

"You save a lot of paperwork, everything regarding procedures, phone calls... How many kilos, everything regarding performance, for example."

ANTONIO MORENO **Creator of Alcuza**

"The possibility to file a performance claim through the tool, with no need to go to the oil mill."

The fat performance of the oil is determined by a test carried out in the oil mill. It is important, because it influences the farmer's income, the higher performance they have, the higher amount of oil his olives will produce. If they don't agree the result, they can ask for a second test through Alcuza.

ANTONIO POYATO **Farmer**

"Currently, if we don't modernise we are lost."

This app was created by the team of this informatician born in Baena, Cordova, a province where 270,000 tons of oil are produced every year. They have counted on the support of the Minerva Programme for technological entrepreneurship boosted by Vodafone and the Andalusian Government. The app is available for Android devices, and its developers are already thinking about spreading this system to grape producers.