agriflow

1. Grants and Subsidies

Exploring opportunities for business growth through government grants and subsidies, especially in agriculture, forestry, and energy/digital transformation.

Types of public support programs:

- National Programs – Funded by the Czech state budget (e.g., Ministry of Agriculture).
- Combined Programs – Co-funded by EU and Czech funds (e.g., Strategic Agricultural Plan).
- EU Programs – Funded and managed directly by EU (e.g., Horizon Europe, LIFE).

What can be funded?

- Purchase of agriculture and forestry technology
- Construction or modernization of property
- Digitalization and energy transformation
- R&D and innovation
- Human resource development

Selected programs overview:

- MZe National Grants: Medium admin burden, for processing agri products and forestry tech.
- PGRLF: Subsidized loans and guarantees for land, crops, machinery.
- Strategic Plan 2023–2027 (SZP): Up to 50% grants for agri and forestry investments.
- OP TAK, NPO, OP Z+: Broader scope (energy, digital, HR), with loans and grants.
- EU Programs (Horizon Europe, LIFE): High innovation demands, high admin burden, focused on sustainability and climate.

Current funding rates:

Investment Type	Program	Funding
Agri/forestry machinery	SZP Interventions	40–60% grant
Land purchase	PGRLF	Interest subsidy up to €50k
Agri product processing	MZe	30–50% grant
Energy efficiency	OP TAK	35–80% grant or 0% loan up to 90%
CRM/digital systems	OP TAK	25–60% grant
Energy management systems	NPO	Up to 95% grant

Key trends, future outlook.

Energy Savings:

- Up to 90% loan + 35% grant for green energy installations.
- Agrovoltaics allowed under new Czech regulation (solar + crops like vines, hops).

Digitalization:

- Focused support for digital transformation, cybersecurity, connectivity, and certified training.
- No support for basic machinery or projects with low functional gains.

Post-2027 EU Funding Trends:

- More support for small farmers and sensitive sectors.
- Focus on sustainability, digitalization, and AI.
- Likely shift from direct grants to financial tools (loans/guarantees).

2. Human Resources

Optimizing recruitment and talent retention strategies to improve performance and stability, especially within the agricultural and service sectors.

Recruitment process optimization:

- Identifying position needs and writing attractive job descriptions loring opportunities for business.
- Choosing effective recruitment channels – both online and offline.
- Efficient candidate screening using tools for analyzing CVs and cover letters.
- Structured interviews and testing to assess skills and personality.

Industry-specific recruitment in agriculture & service:

- Emphasis on practical experience and hands-on skills.
- Use of specialized job portals (e.g., PracevZemedelstvi.cz).
- Partnerships with agricultural schools and vocational institutes.
- Attractive benefits like flexible hours.

Tips for hiring service and technical specialists:

- Leverage social media and professional communities.
- Offer training and certifications to attract and retain skilled technicians.
- Highlight modern technologies and tools used in the role.

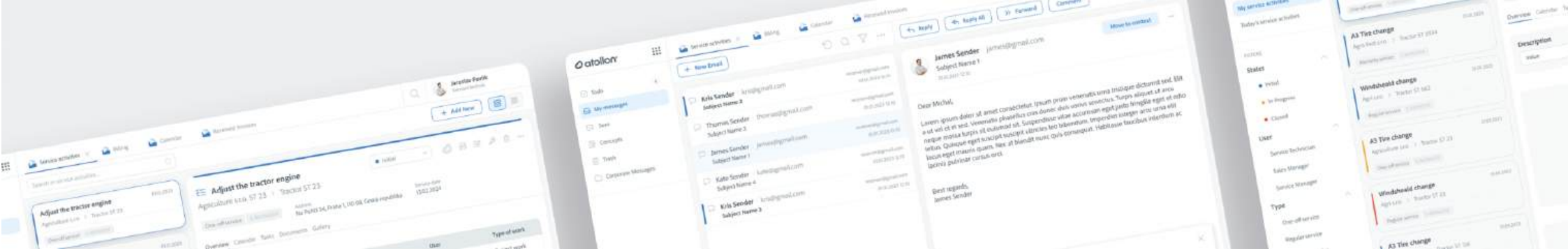
- Develop internship and trainee programs to build a talent pipeline.

Effective onboarding strategies:
- Implement a structured onboarding plan.
- Use a mentoring or buddy system for smoother integration.
- Conduct regular feedback sessions.
- Provide training on internal systems and technologies.

Retention strategies:
- Offer competitive compensation aligned with skills and experience.
- Set up a transparent performance evaluation system.
- Support career growth through education, mentoring, and promotions.
- Promote work-life balance through flexibility and supportive culture.

Motivation and benefits:
- Performance-based financial bonuses.
- Flexible working hours and remote work options.
- Investment in professional development.
- Team-building events and corporate social activities.

Preventing turnover:
- Conduct regular employee satisfaction surveys.
- Use exit interviews to analyze reasons for departures.
- Address workplace conflicts proactively.
- Foster a healthy and respectful company culture.



3. Interview with a farmers

Introduction & Background:

- The farmer has 25 years of experience in agriculture.
- Farming approx. 2,000 ha – mainly corn, cereals, and also operates a cattle barn.
- Uses Zetor tractors and collaborates with a neighboring orchard.

Equipment & Suppliers:

- Noted major improvements in machinery power and specialization.
- Complains about the service experience – especially with sprayers where delays of 5 days are unacceptable during peak season.
- Reports rapid technological development but issues with parts availability and reliability.
- Positive long-term relationship with a representative they communicate well with.

Current Supplier Challenges:

- Distance and proximity to suppliers influence purchasing decisions (chooses JD over Fendt due to better service).
- Recognizes Fendt has better fuel economy, which adds up over time.
- Generally satisfied due to stable service team and long-term cooperation.

Service & Communication:

- Communication with suppliers is mostly smooth; some waiting times are acceptable.
- Emphasizes the need for fast service, especially during seasonal breakdowns.
- Acknowledges that good service can compensate for other issues.

Suggestions for Improvement:

- Recommends better logistics, delivery times, spare parts stock (e.g., intermediate warehouses).
- Calls for more service technicians and improved service organization.
- Values training from suppliers, especially for advanced systems like GPS navigation.

Ideal Supplier Characteristics:

- Must be customer-oriented, flexible, and local.
- Should be familiar with farm history and equipment.
- Trust and fast response build long-term relationships.
- Good example: Agrio Křemže – fast response time, well-organized service, success in international markets.

Role of Technicians & Innovation:

- Technicians and agronomists play a crucial role in operational efficiency.
- Welcomes smart agriculture innovations, such as drone-based spraying that enables precise, cost-saving applications.
- Interested in eco-friendly practices and technologies that support regenerative farming.
- Prefers in-time, low-dose spraying to reduce chemical use.
- Highlights the importance of speed, efficiency, and cost savings through innovation.

Communication & Relationships:

- Long-standing relationships with representatives are key – knows their team for nearly 10 years.
- On-site visits and proactive support are highly valued.
- The farm now operates fewer machines, often using equipment shared with a neighboring farm.

4. Sales and services in the segment

Improving sales performance in agricultural machinery and service sectors by using structured processes, data, and information systems to increase efficiency, accountability, and results.

Two contrasting sales approaches:

- Inefficient approach: Decisions based on feelings, unproductive meetings, forgotten tasks, lack of accountability, and lost information.
- Effective approach: Data-driven decisions, focused meetings, task tracking, clear responsibilities, and

The role of information systems:

- A central system becomes the hub for all key data.
- Leads to significant time savings for employees.
- Ensures customer satisfaction and employee satisfaction.
- Allows for tracking and comparing sales activities across teams and time periods.

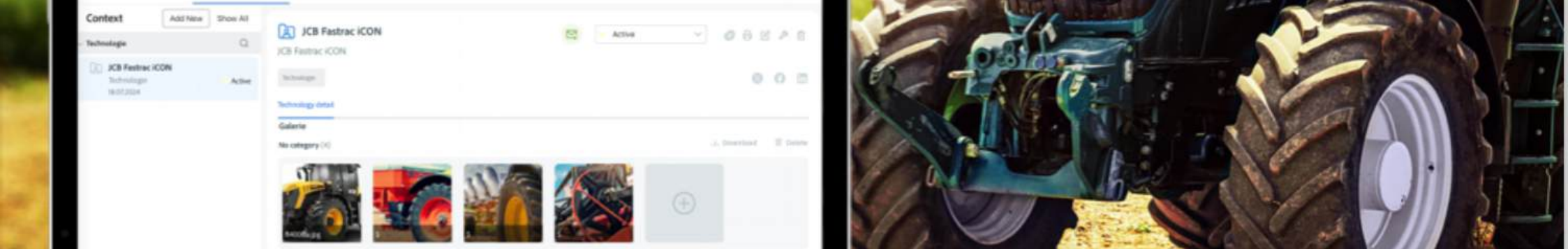
Data that drives sales:

- Number and value of offers.
- Estimated sales timelines.
- Number of meetings, calls, and emails.
- Service requests, technician scheduling, number and cost of interventions.

- All data centralized, comparable across employees and timeframes.

Impact of system implementation:
- A well-implemented information system can boost employee performance by 20–50%.
- Reduces repetitive, manual tasks by automating them.
- Employees can focus on work that requires human input, while systems handle the rest.

Future-oriented outlook:
- Artificial intelligence (AI) is still in early stages but presents a major opportunity.
- Companies that adopt AI earlier will gain a significant competitive advantage.



5. Agriculture 4.0