



Understanding the Market to Forecast Future Growth

4Growth at a glance

Recent milestones and insights

Over the past months, 4Growth has reached several important milestones in building a robust service for the uptake of digital agriculture and forestry in Europe. Key highlights include the public launch of the 4Growth Visualisation Platform in October, progress on the Market Monitoring and Forecasting Tool, our Horizon Scanning analysis as part of the Foresight Module, and the second wave of data collection across our observatory network. We also shared new insights from state-of-the-art analyses, innovative approaches to market monitoring, policy recommendations, and future scenarios, alongside growing recognition of 4Growth findings at European and national level.

[Missed our 3rd newsletter? Read it here!](#)

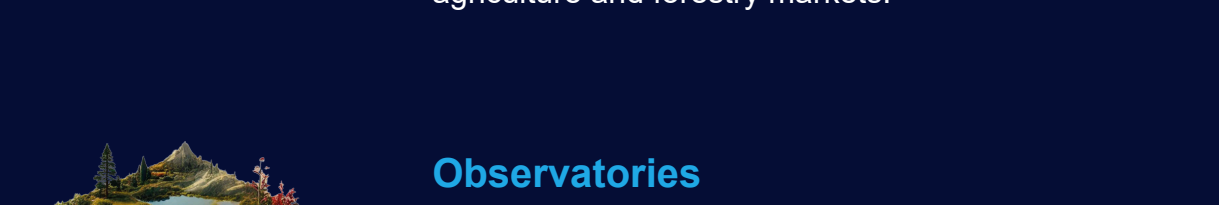
Project highlights

Mid-term Review Meeting

In September 2025, the 4Growth consortium held its virtual Mid-term Review with the EC Project Officer and reviewers, presenting progress across work packages and reflecting on how our efforts support the digital transformation of agriculture and forestry in Europe. Highlights included the Visualisation Platform, the MMFT for market monitoring and forecasting, future scenarios, observatory insights, state-of-the-art analyses, synergies, communication strategies, exploitation efforts, and policy recommendations. 4Growth continues to build knowledge and tools to accelerate sustainable digital adoption.

Visualisation Platform launch

Launched in October 2025, our Visualisation Platform provides a comprehensive, user-friendly environment to explore digitalisation in agriculture and forestry. Developed by Vizzuality with contributions from all partners, it combines survey-based insights and model-based forecasts from the MMFT, allowing users to track adoption, market potential, and investment trends across Europe. Interactive filters, multiple chart types, and the Sandbox tool allow users to explore complex relationships and test scenarios, supporting both monitoring and foresight. Watch the [walkthrough video](#) to see the platform in action and explore both survey data and scenario forecasts for agriculture and forestry.



[Access the Visualisation Platform](#)



Market Monitoring and Forecasting Tool

The second and third updates to the Market Monitoring and Forecasting Tool (MMFT), delivered in 2025, integrated foresight outputs to produce detailed market forecasts across multiple socio-economic scenarios. Data from the Uptake Assessment Grid now informs and validates key MMFT assumptions and, where feasible, is directly integrated into the model. The tool offers forward-looking, global data from 2020 to 2040, with country-level detail for the EU and regional insights for non-EU Europe, North America, Latin America and the Caribbean, Asia-Pacific, and Africa and the Middle East.



Foresight Module

Our Foresight Module explores the changing framework conditions of agriculture and forestry and their digital transformation: The second horizon scanning analysis has now been delivered, which presents the findings from 10 more trends (in addition to the initial 10 already analysed). We now look forward to delivering our second Holistic Long-Term Framework Scenarios, which will present further analysis on alternative future scenarios for Europe and how these could shape the digital agriculture and forestry markets.



Observatories

The observatory ecosystem comprises 7 observatories that serve as central hubs for surveys and other data collection activities. These efforts generate data and insights that feed into the project's forecasting and foresight modules, forming a dynamic ecosystem that supports the understanding and management of digital agriculture and forestry. The observatories have been actively distributing and analysing surveys during the second wave of data collection, which ran from February to late 2025, ensuring comprehensive and high-quality responses. The final wave of data collection began in late 2025 and will continue until mid-2026.



Assessment Grid

Building on the rollout of the second iteration of the Digital Agriculture and Forestry Uptake Assessment Grid, our Observatories have actively promoted and disseminated the Grid across Europe. Designed for actors across the agriculture and forestry value chains, the Grid collects insights into the adoption and integration of digital technologies. The revised version has significantly improved response rates by reducing the time required to complete it, resulting in more than 1,500 responses to date.

Events and Synergies

SynErgia Day

4Growth was featured at this Smart Farming Technology Group event held on 10 July 2025 at the Agricultural University of Athens, showcasing how digital and data-driven technologies are reshaping agriculture and forestry. The team presented the project's structure, objectives, early SOTA insights, and a preview of the Visualisation Platform, engaging attendees with both research and practical applications.

Synergy Days

At this hub for the European digital and data economy, hosted in Rotterdam, the Netherlands (21–22 October 2025), 4Growth unveiled the Visualisation Platform for the first time, gathering valuable user feedback. The project also contributed to two workshops—on data spaces and agrifood AI/robotics—and delivered a concise project pitch highlighting its mission to bridge research and real-world digital adoption across agriculture and forestry. Read the [full story](#).

International FoodTec Conference

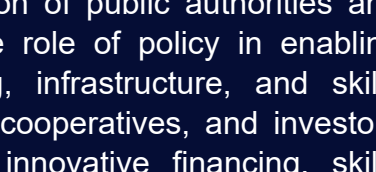
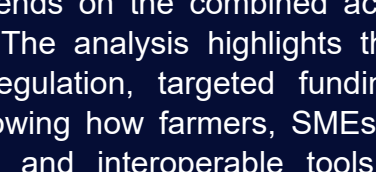
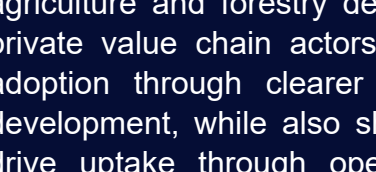
During the 27–29 October 2025 conference in Bragança, Portugal, 4Growth presented insights from its Observatories, emphasising how collaborative data collection can generate deeper understanding of digital adoption in agriculture and forestry. The session highlighted the project's role in mapping trends and promoting knowledge sharing across the sector.

Digital Agroecology Cluster Conference

At this event held on 17–18 November 2025 in Brussels, the project shared policy recommendations and exchanged insights with other EU initiatives, strengthening frameworks for digital tools, incentives, data governance, and training to support agroecological and organic farming.

PI Autumn Summit

At the PI Autumn Summit in Helsinki, Finland (19 November 2025), 4Growth presented its Visualisation Platform and AI-driven data collection methods to over 220 forest industry professionals. The [session](#) demonstrated how foresight tools and LLM-supported analytics can support strategic decision-making, scenario planning, and digital transformation in forestry, while also raising awareness of digital footprint management.



Partnership announcements

By leveraging strategic collaborations with other initiatives, 4Growth is steadily growing an open, resilient, and sustainable ecosystem for digital innovation in agriculture and forestry. Building on earlier partnerships, we are now excited to announce new MoUs with the [STELLA](#) and [ENFORCE](#) projects.

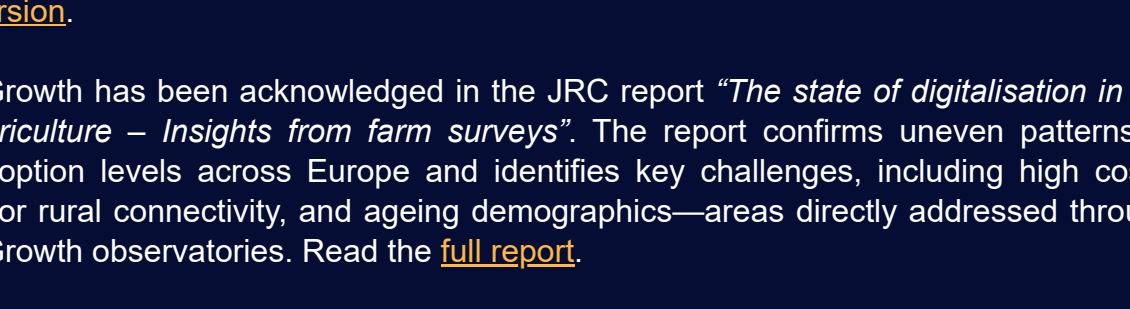
Featured Insights

State-of-the-art analysis

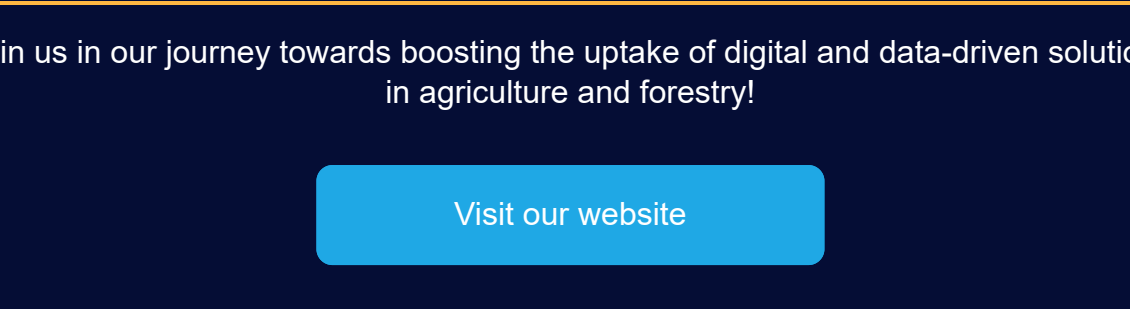
We previously shared the first insights from the 4Growth State-of-the-art (SOTA) analysis led by the Agricultural University of Athens, highlighting how digital technologies are currently being applied across agriculture. In this issue, we turn the spotlight to forestry, with a series of blog posts exploring the uptake of digital and data-driven solutions across forest management, monitoring, and planning. Scroll down to discover how digital innovation is shaping the future of Europe's forests.



Unlocking the Power of Remote Sensing Technologies for Forestry



Smarter Forest Mapping: How Digital Tools Are Transforming Field Surveys



Precision Planning: Decision Support Systems for Smarter Forestry

Innovative Approaches to Market Monitoring

As part of our Analysis of Innovative Approaches to Market Monitoring, led by Wageningen University & Research, 4Growth introduces a digital ecosystem perspective to complement traditional market monitoring in agriculture and forestry. Moving beyond transactions, the analysis captures how innovation emerges through networks of actors, data flows, and upstream–downstream dynamics across digiproduct and data ecosystems. It shows how ecosystem scoping and data-driven monitoring tools can better support adaptive, policy-relevant insights into digital innovation adoption. Our blogs below break it down.



Mapping Innovation Beyond Markets: Actors and Ecosystems in the Digital Age

Monitoring Innovation in Dynamic Ecosystems: From Strategy to Behaviour

Policy Recommendations

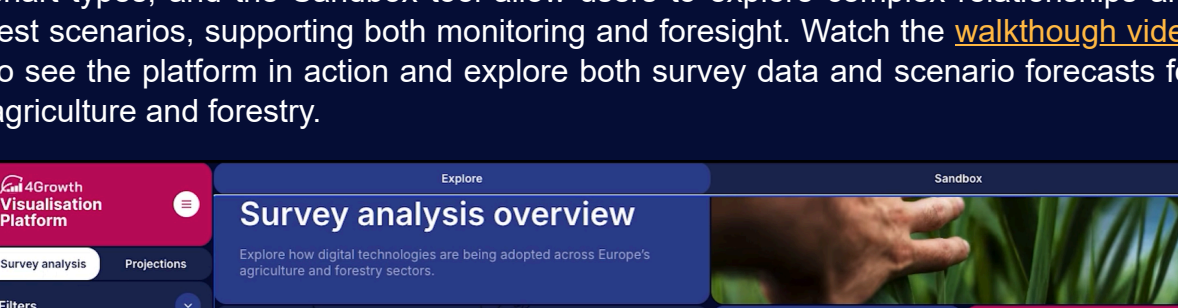
4Growth examines through its Policy Recommendations & Best Practices for Value Chain Actors, led by Wageningen University & Research, how digital transformation in agriculture and forestry depends on the combined action of public authorities and private value chain actors. The analysis highlights the role of policy in enabling adoption through clearer regulation, targeted funding, infrastructure, and skills development, while also showing how farmers, SMEs, cooperatives, and investors drive uptake through open and interoperable tools, innovative financing, skills investment, and trust-based data governance. Scroll down to learn more.

Digital by Default: How Public Policy Enables Agriculture & Forestry Transformation

From Fields to Platforms: How Private Actors Drive Digital Transformation

Future scenarios

4Growth's future scenarios show how different economic, technological, and sustainability pathways could shape digital innovation in agriculture and forestry. They help stakeholders anticipate challenges, seize opportunities, and plan smarter for the years ahead. Click below to learn more.



Why the Future Isn't Linear: Perspectives on Digital Agriculture and Forestry

In the spotlight

The Spanish 4Growth Observatory, led by INTIA, was featured in *Navarra Capital*, sharing early findings on digital adoption in Navarra. The analysis highlights faster uptake in agriculture than in livestock, while pointing to persistent barriers such as technology costs, connectivity gaps, and structural constraints. Access the [English version](#).

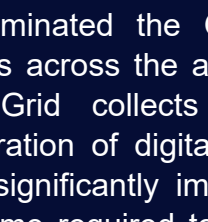
4Growth has been acknowledged in the JRC report *"The state of digitalisation in EU agriculture – Insights from farm surveys"*. The report confirms uneven patterns of adoption levels across Europe and identifies key challenges, including high costs, poor rural connectivity, and ageing demographics—areas directly addressed through 4Growth observatories. Read the [full report](#).

What's next

In the first half of 2026, 4Growth will have its third consortium meeting, being held in Brussels to set our goals for the finalisation of the project. We will also see updates to the Visualisation Platform, with finalised and comprehensive insights into the market being made available publicly. Moreover, 4Growth's other major output, its final policy recommendations, will be published, showcasing how policy can best shape the future of digital agriculture and forestry.

Join us in our journey towards boosting the uptake of digital and data-driven solutions in agriculture and forestry!

[Visit our website](#)



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