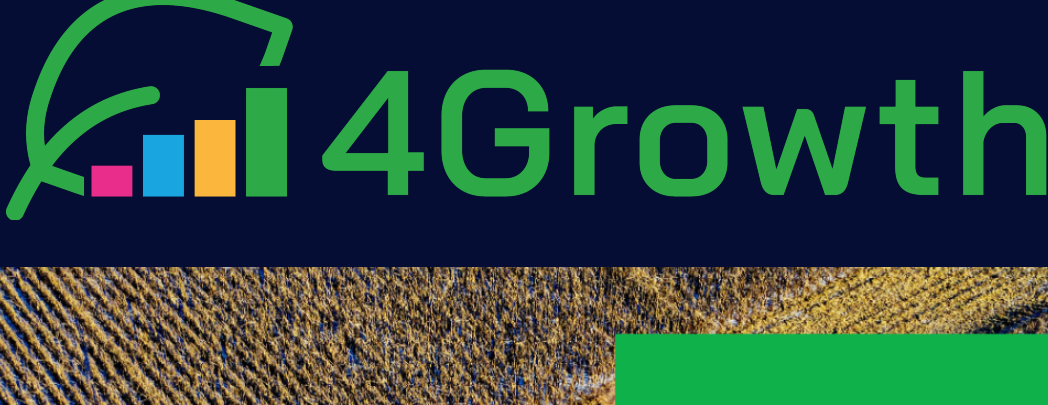




NEWSLETTER #5

JULY 2026

Understanding the Market to Forecast Future Growth

4Growth at a glance

Recent milestones

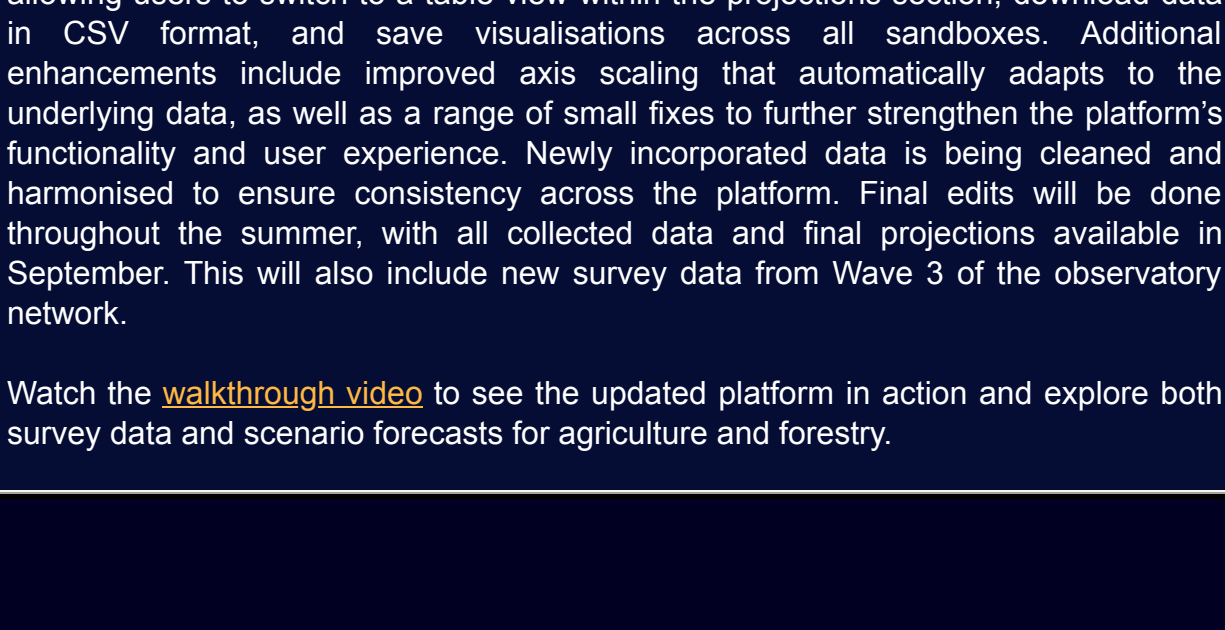
As 4Growth moves into its final phase, this issue brings together the project's most recent results in building a robust market monitoring tool for digital agriculture and forestry in Europe. We report on the Annual Consortium Meeting held in Brussels in early 2026, the 4Growth Visualisation Platform now populated with EU-wide penetration projections to 2040 and foresight scenarios, and a wave of new observatory survey findings from across Europe: Finland, Spain, France, Lithuania, Belgium and the Netherlands. We also share highlights from events, growing cross-project collaboration, and 4Growth's feature in the AI in Motion podcast series.

[Missed our 4th newsletter? Read it here!](#)

Project highlights

Annual Consortium Meeting

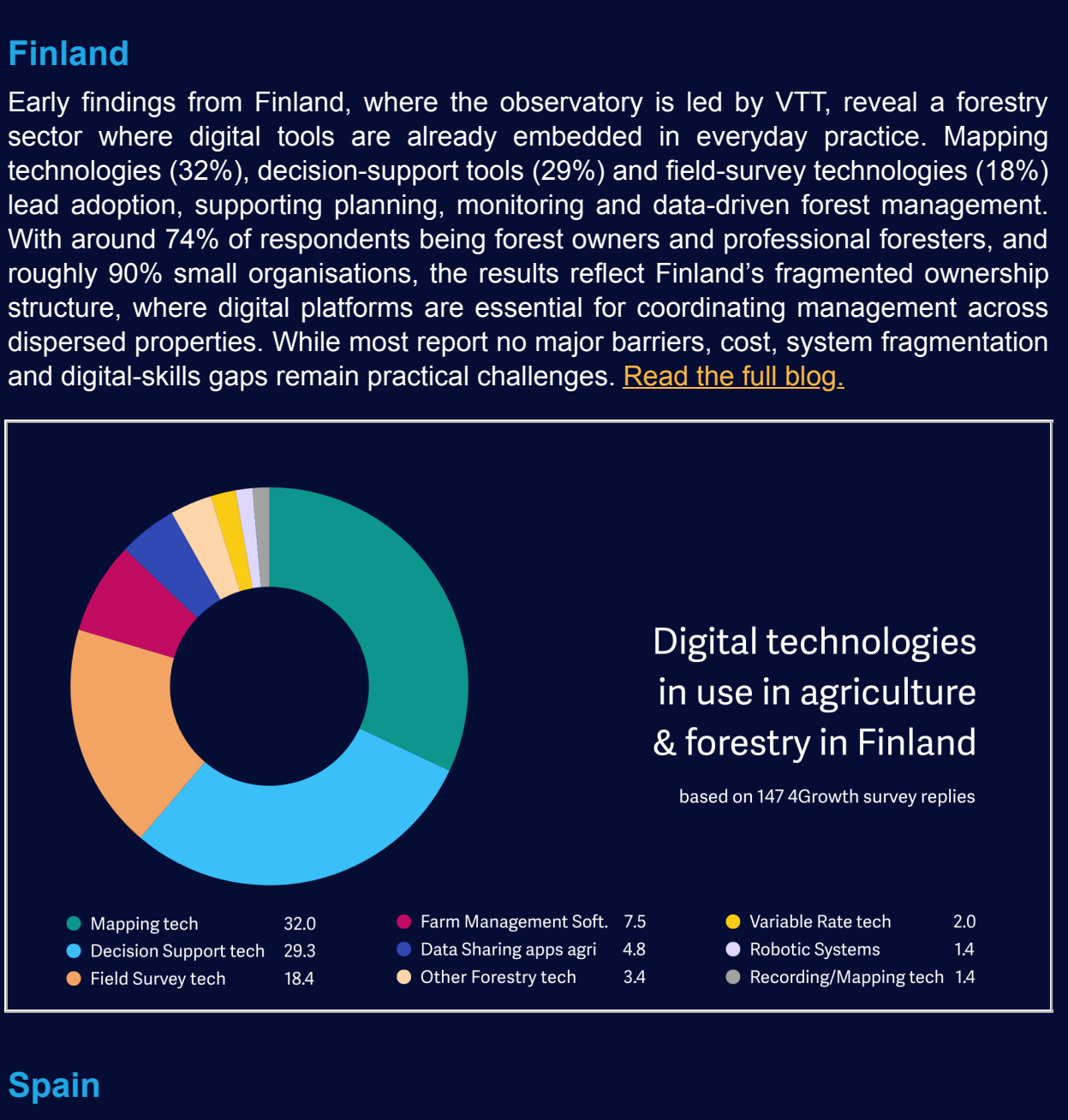
The consortium reconvened in Brussels on 3–4 March 2026 for two days of taking stock and setting priorities for the project's closing stretch. Discussions centered on the analytical engine, refining scenario-specific actor relationships, testing the assumptions behind the Market Monitoring and Forecasting Tool, and exploring how automated web-scraping outputs could feed the platform's data pipeline, with a push to move analysis beyond descriptive statistics. Partners also looked ahead to dissemination, exploitation, and the long-term sustainability of 4Growth's tools, alongside preparations for the final review. Project Officer Emiliano Carozza joined to share feedback and guidance for the months ahead.



Visualisation Platform

Work has been ongoing on the 4Growth Visualisation Platform, with a view to its final update in September 2026. Recent work has focused on new features such as allowing users to switch to a table view within the projections section, download data in CSV format, and save visualisations across all sandboxes. Additional enhancements include improved axis scaling that automatically adapts to the underlying data, as well as a range of small fixes to further strengthen the platform's functionality and user experience. Newly incorporated data is being cleaned and harmonised to ensure consistency across the platform. Final edits will be done throughout the summer, with all collected data and final projections available in September. This will also include new survey data from Wave 3 of the observatory network.

Watch the [walkthrough video](#) to see the updated platform in action and explore both survey data and scenario forecasts for agriculture and forestry.



Featured Insights

Across the observatory network, 4Growth is building a comparative picture of digitalisation in European agriculture and forestry. This issue spotlights early findings from five national observatories.

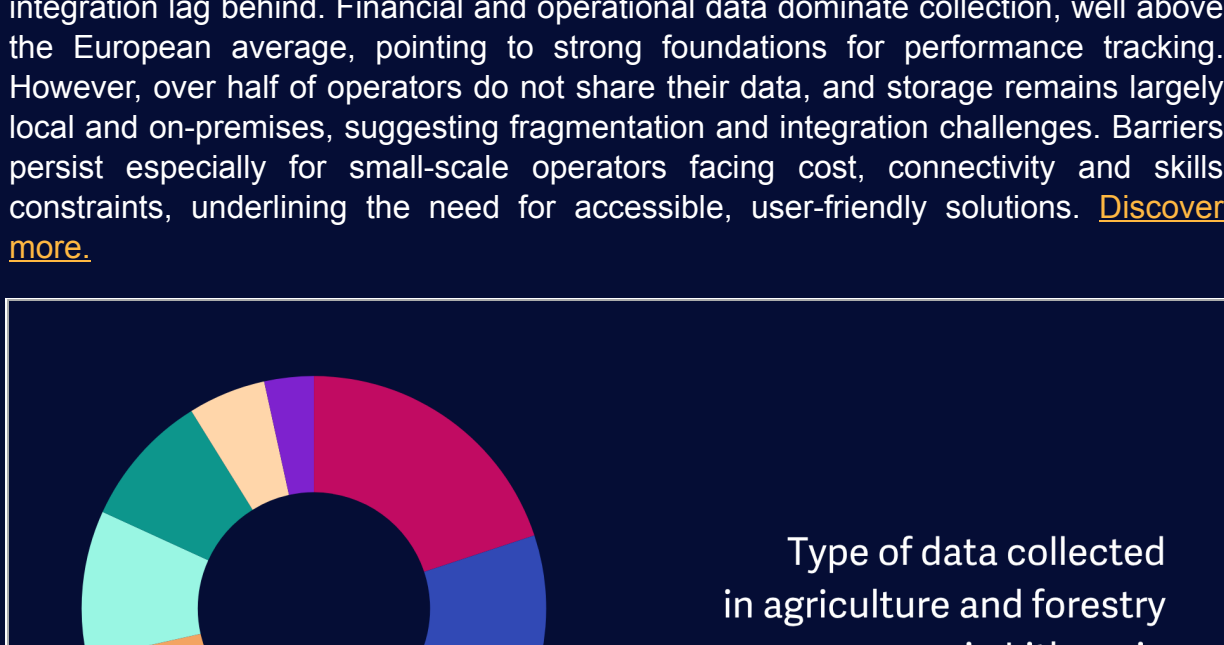
Finland

Early findings from Finland, where the observatory is led by VTT, reveal a forestry sector where digital tools are already embedded in everyday practice. Mapping technologies (32%), decision-support tools (29%) and field-survey technologies (18%) lead adoption, supporting planning, monitoring and data-driven forest management. With around 74% of respondents being forest owners and professional foresters, and roughly 90% small organisations, the results reflect Finland's fragmented ownership structure, where digital platforms are essential for coordinating management across dispersed properties. While most report no major barriers, cost, system fragmentation and digital-skills gaps remain practical challenges. [Read the full blog.](#)



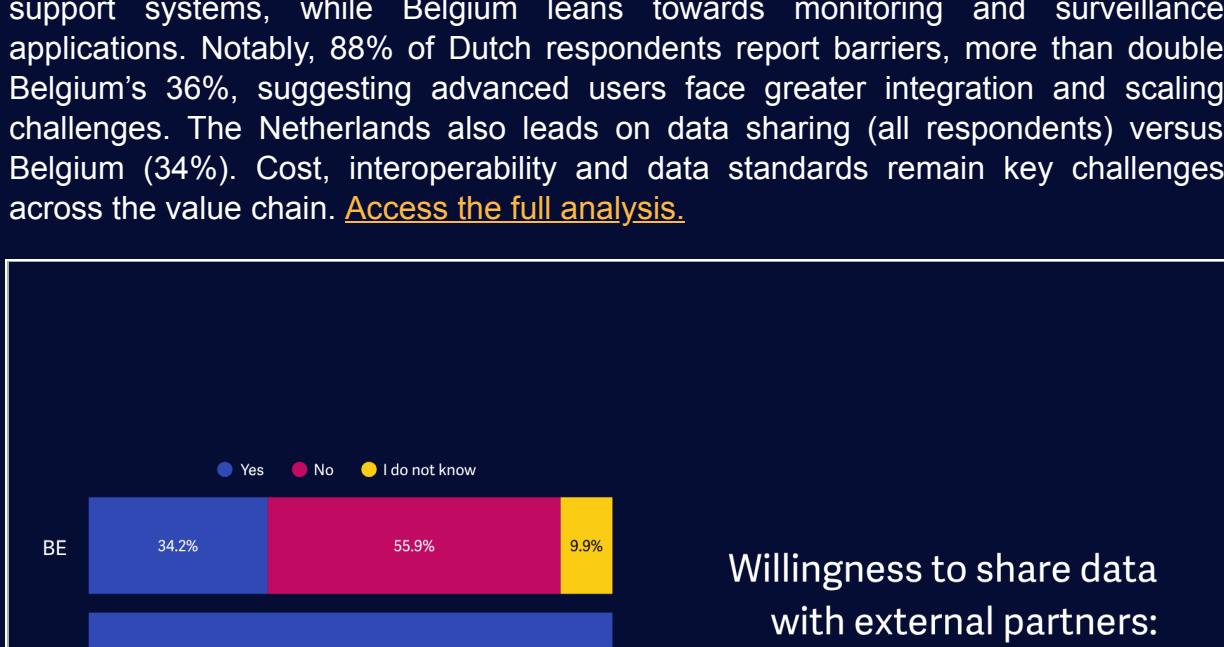
Spain

Based on 123 responses from producers and advisors, the Spanish observatory, led by INTIA, reveals a shared direction but different speeds. Advisors operate with a more structured, consolidated digital toolkit focused on data sharing, monitoring and coordination, while producers show high diversity, combining precision tools with locally adapted solutions. Uptake depends not only on access to tools but on affordability, skills, interoperability and tailored advisory support. Barriers remain, especially for producers: economic constraints, training and knowledge gaps, and connectivity and compatibility issues. [Learn more here.](#)



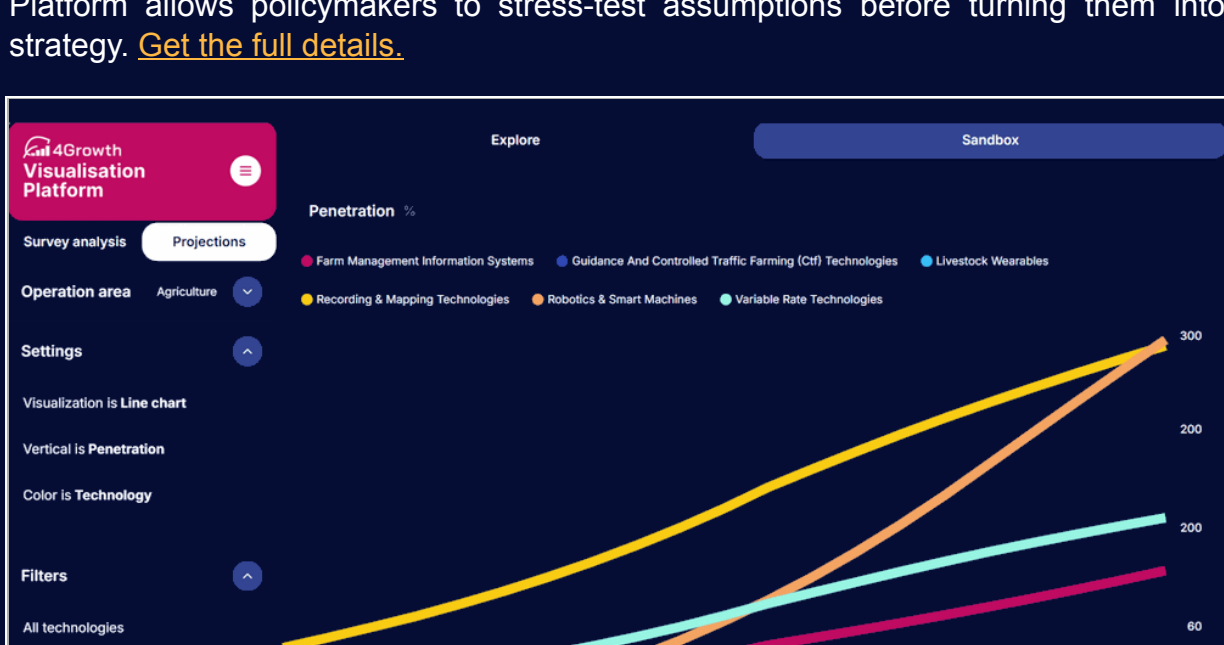
France

Within the 4Growth survey, around 70% of French organisations report integrating digital technologies, well above the European average of 53%. Insights from the French observatory (led by CTIFL) show digital tools are used primarily for monitoring, production optimisation and farm management, embedded directly into day-to-day practice. This reflects a function-driven approach in which technologies are adopted to support core business needs, from compliance to cost control. While many organisations report efficiency gains, challenges remain around investment capacity, skills and connectivity, and nearly half are planning further digital upgrades. [Our blog breaks it down.](#)



Lithuania

Insights from Lithuania, collected by AgriFood Lithuania across survey waves 1 and 2, highlight a landscape where data collection is already strong but sharing and integration lag behind. Financial and operational data dominate collection, well above the European average, pointing to strong foundations for performance tracking. However, over half of operators do not share their data, and storage remains largely local and on-premises, suggesting fragmentation and integration challenges. Barriers persist especially for small-scale operators facing cost, connectivity and skills constraints, underlining the need for accessible, user-friendly solutions. [Discover more.](#)



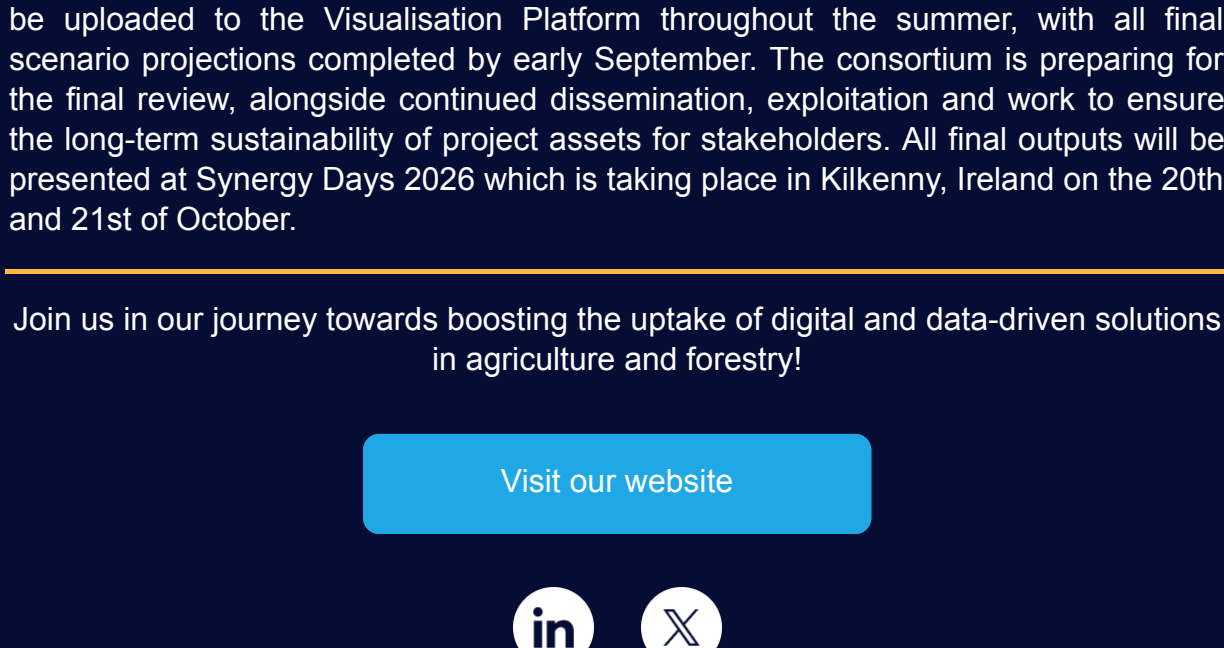
Belgium & the Netherlands

Early Wave 3 findings from Belgium and the Netherlands, collected by ILVO, show digital transformation underway in both countries but uneven (Dutch results are indicative given a smaller sample). The Netherlands reports significantly higher uptake (89%) than Belgium (63%). Both rely on GPS steering and farm-management software, but the Netherlands stands out on variable-rate technologies and decision-support systems, while Belgium leans towards monitoring and surveillance applications. Notably, 88% of Dutch respondents report barriers, more than double Belgium's 36%, suggesting advanced users face greater integration and scaling challenges. The Netherlands also leads on data sharing (all respondents) versus Belgium (34%). Cost, interoperability and data standards remain key challenges across the value chain. [Access the full analysis.](#)



Future scenarios

The 4Growth Visualisation Platform now brings together survey-based insights and model-based forecasts in one place. It maps EU digital technology penetration projections from 2020 to 2040, showing that adoption is far from uniform. Some technologies are accelerating rapidly while others follow slower trajectories, each implying different policy priorities. Beyond the EU-level view, the platform enables country-level comparisons and integrates three foresight scenarios, from Green Deal acceleration to Big Tech consolidation and a more fragmented Europe. Learn how the Platform allows policymakers to stress-test assumptions before turning them into strategy. [Get the full details.](#)



Events and Synergies

Across various events, 4Growth highlighted its role in bridging research, innovation, and practice, promoting data-driven insights, and supporting the adoption of digital solutions for sustainable growth in agriculture and forestry.

SIVAL Angers 2026

Consortium partner CTIFL represented 4Growth at SIVAL Angers (13–15 January 2026), France's largest agricultural trade fair. CTIFL experts Marine Louargant and Abdoul Nasser Seyni Abdou presented the state of digital technology adoption in French agriculture, sharing initial 4Growth results as the project enters its final phase. Thanks to SIVAL's diverse audience, from seed producers to winegrowers and service providers, the team gathered more than 40 new survey responses, an important step towards the project's evidence-base objectives.

AgriDataValue webinar

4Growth joined a liaison webinar organised by the AgriDataValue project, bringing together related Horizon Europe initiatives to explore closer collaboration and knowledge exchange. Discussions highlighted shared priorities: building interoperable digital ecosystems, improving data collection and farm-management systems, addressing governance and privacy frameworks, and ensuring digitalisation supports sustainability and resilient agri-food systems. Participants emphasised that precision agriculture cannot reach its full potential without the right digital ecosystem. For 4Growth, these exchanges reinforce the value of cross-project cooperation to align insights, share methodologies and support wider adoption. Thanks to participating projects AgriDataValue, Agrarian, CEADS, CODECS and ScaleAgData.

Publications

4Growth has released its first set of public deliverables, covering uptake assessment, the Visualisation Platform, market models, future scenarios, the organisation of observatories, synergy building, and policy recommendations, together forming the methodological and operational backbone of the project. Browse them all on our website's [deliverables](#) page.

In the spotlight

4Growth features in [AI in Motion](#), a podcast hosted by Arash Hajikhani from consortium partner VTT and Michael Hanf, exploring how AI transitions from research into applied, operational contexts. Episode 4, "AI for Intelligence", examines how large language models and knowledge graphs can transform unstructured data into actionable intelligence, and why context is essential to avoid incomplete or misleading insights. Episode 5 features 4Growth more directly, exploring how AI is reshaping research, automated landscape analysis and the way we generate insight from fragmented information.

What's next

Looking ahead, 4Growth entering the final phase of the project. All Wave 3 data will be uploaded to the Visualisation Platform throughout the summer, with all final scenario projections completed by early September. The consortium is preparing for the final review, alongside continued dissemination, exploitation and work to ensure the long-term sustainability of project assets for stakeholders. All final outputs will be presented at Synergy Days 2026 which is taking place in Kilkenny, Ireland on the 20th and 21st of October.

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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