



## PRACTICE ABSTRACT

# Assisting an organic cooperative in Romania in its digital transformation journey

### Problem

Medium-sized organic farms struggle to adopt digital solutions due to limited technological infrastructure, high cost of investments, and lack of knowledge.

### Solution

In Romania, Inter-Bio assists the Bio Cătina farmers cooperative in digital transformation through a digital maturity assessment and drones.

### Benefits

Farmers gain improved skills to develop a digitalisation strategic plan, apply for financing, and plan resources.

### Practical recommendations

Best practices, recommendations for farmers and advisors:

- Learn to use maturity assessment tools (Figure 1), to develop competencies in the areas of technological radar, to test technological solutions before investing in them (Figure 2), and to access to finance for new technologies. More information and training are available at the [Wallachia eHub for digital transformation](#).
- Use drones to remain competitive, reduce costs, and save time
- Get in touch with a European Digital Innovation Hub to take advantage of their specialised services (for instance, Walachia eHub, member of the [European Digital Innovation Hubs Network \(EDIH\) network](#))
- Utilise data management and other IT&C solutions such Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) in combination with the drones

### Applicability box

#### Theme

Farm management; Farm technology and equipment

#### Keywords

Digital technology

#### Context

Romania

#### Period of impact

Implementation takes 5 years

#### Equipment

Drones

#### Best in

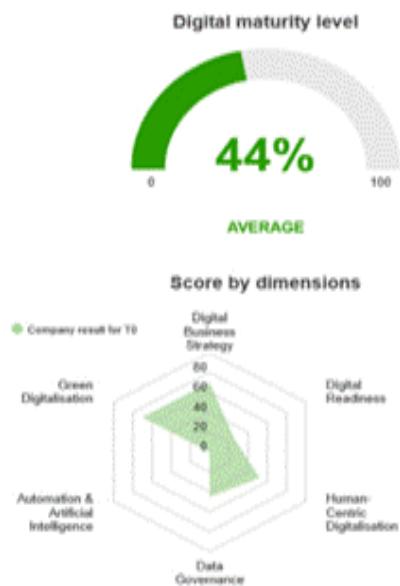
Medium to large farms (more than 50 ha)



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### T0 DMA Results

View below the results of the DMA Assessment, taken on 20 June 2024.



### T1 DMA Results

View below the results of the DMA Assessment, taken on 24 March 2026.

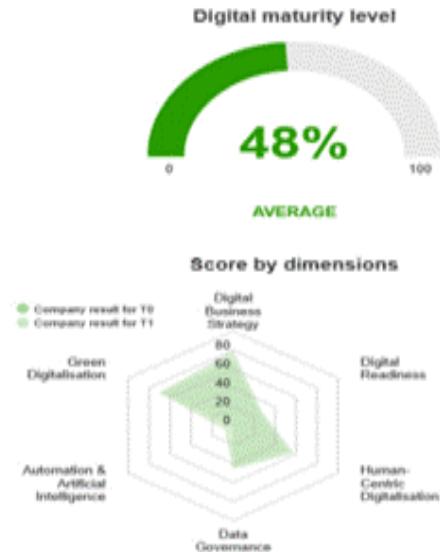


Figure 1 Applying Digital Maturity Assessment, the European tool developed by the EDIH network



Figure 2 Road to investment in drones and CRM tools

### Further information

#### Weblinks

- [Bio Cătina farmers' cooperative homepage](#)
- Check the [Organic Farm Knowledge platform](#) for more practical recommendations.

#### About this practice abstract and the OrganicTargets4EU project

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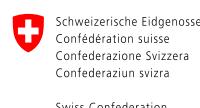


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