

Deliverable 3.3

Business model catalogue

Document history

Date (YYYY/MM/DD)	Author (Name Surname)	Action	Status
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List of Abbreviations

abbreviation	Definition
B	Business
C	Customer
CAPEX	Capital Expenditure
CCLS	Cooperative des Céréales et des Legumes Secs
COOPSEL	Cooperative de Service Spécialisée en Élevage
FAO	Food and Agriculture Organisation
GHG	Greenhouse Gas
LER	Land Equivalent Ratio
MFVS	Mixed Fruit tree-Vegetable Systems
OPEX	Operational Expenditure
ROI	Return On Investment
WP	Work Package

1. INTRODUCTION

The increasing interest in agroforestry and mixed farming systems requires a clear and structured roadmap to support their effective implementation, management, and long-term scaling. Economic viability remains a key factor influencing farmers' adoption decisions. Previous studies highlight that agroforestry systems often face uncertainties linked to limited technical knowledge, different labour requirements, and less developed markets, which can hinder the development of robust technical and business models.

Nevertheless, recent evidence shows promising socio-economic performance. A review of agroecological systems found that agroforestry delivers positive socio-economic outcomes in more than half of evaluated cases, with strong potential to improve overall farm performance. However, these systems may also involve higher labour inputs and associated costs, underlining the need for well-designed and context-adapted business models. Complementary research and initiatives across the Mediterranean and at the European level are further contributing to this knowledge base.

In this context, the Transition project focuses specifically on the Mediterranean region. This deliverable presents a compilation of six business models developed across five study regions. Four models are based on different tree–crop combinations, while two explore innovative systems that can be integrated into existing farming systems. All selected cases build on the systems identified in WP1 and further analysed in WP2.

The business models emphasise the definition of clear value propositions, the identification of key beneficiaries and partners, and the design of practical implementation strategies. They also address sustainable revenue generation, cost structures, and mechanisms for knowledge transfer and capacity building among farmers. Strong partnerships and cross-regional collaboration are highlighted as essential elements for successful adoption and scaling.

By presenting diverse case studies, this deliverable provides a comparative overview of strategies to support agroforestry and mixed farming systems under Mediterranean conditions. Ultimately, it aims to encourage the uptake of these systems as viable and resilient approaches for climate change adaptation and sustainable rural development in the region.

2. RESULTS. Business model compilation

In each participating region, one or two agroforestry or mixed cropping systems were selected based on those identified in WP1 and further developed in WP2, prioritising their relevance and implementation potential within the local context.

To describe their business models, the Business Model Canvas by Osterwalder and Pigneur was used, providing a clear and structured way to organise the key elements. Each partner completed an initial canvas, which was later refined and validated through feedback and revision processes to accurately reflect the specific characteristics of each system.

Once the canvas was finalised, all sections were described in detail to ensure clarity and accessibility for external readers. The description includes: an introduction and value proposition; key implementation aspects (partners, activities, and resources); customer-related elements (segments, relationships, and channels); cost structure (CAPEX and OPEX); and revenue streams, including both product sales and cost savings. Risks and region-specific changes are also addressed.

Finally, Table 1 presents the selected models across all regions, offering a comparative overview of the strategies, opportunities, and challenges associated with implementing agroforestry and mixed cropping systems in the Mediterranean context.

Table 1. Summary of the selected system for the model business task.

Country	System type	name
Algeria	Innovative crop	Field pea (<i>Pisum sativum</i> L.)
Egypt	Agroforestry	<i>Jatropha curcas</i> trees and diverse vegetable crops
France	Mixed farming	Mixed fruit tree-vegetable system
Italy	Agroforestry	Olive trees and cereals (durum wheat, soft wheat, rye)
Spain	Agroforestry	Olive trees and winter cereal
Spain	Innovative crop	Kernza® (<i>Thinopyrum intermedium</i>)

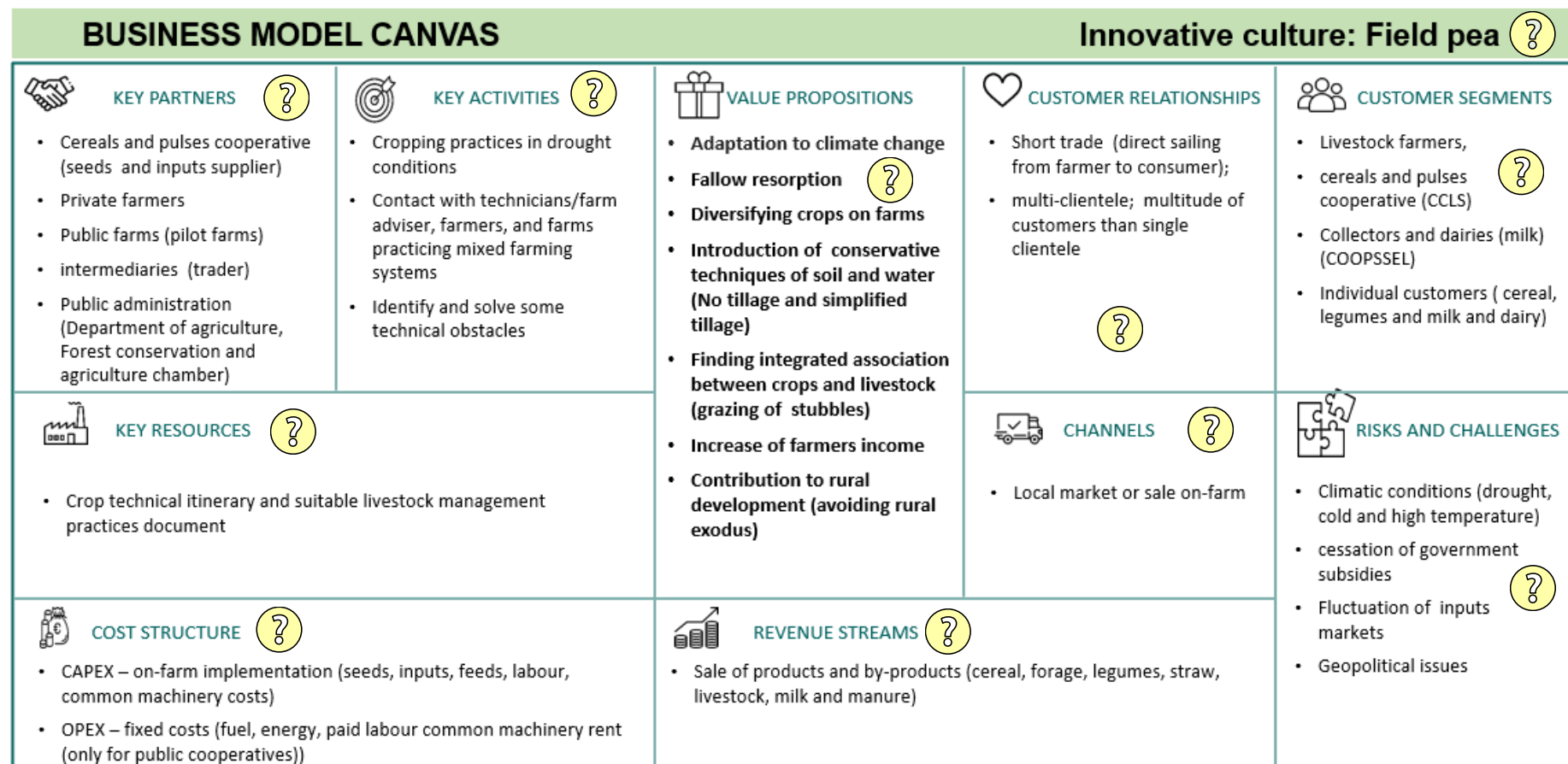


Figure 1. Business model canvas of field pea cultivated in the Sétif region, Algeria.

Region: Alexandria (Egypt)

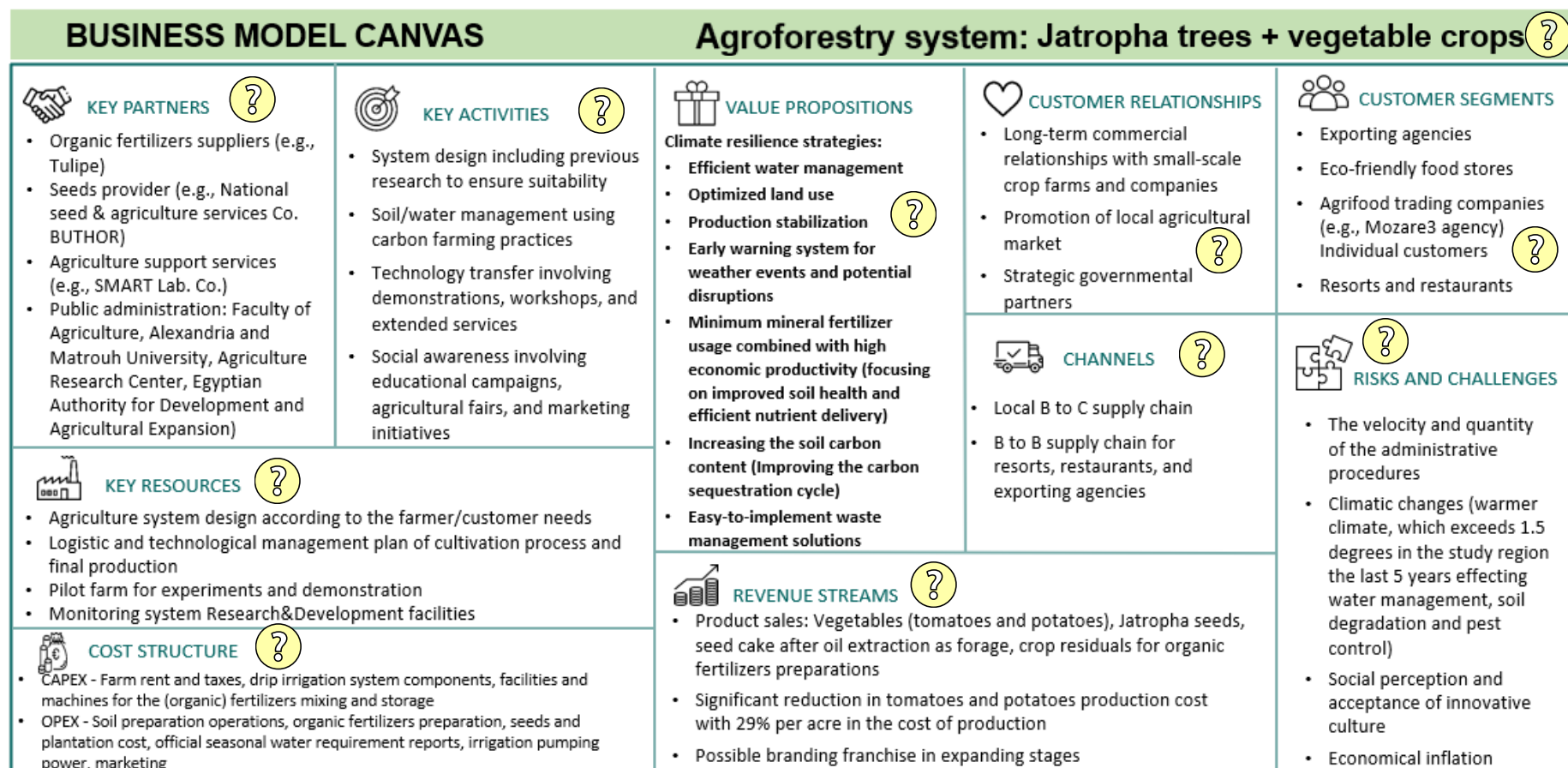


Figure 2. Business model canvas of jatropha trees combined with vegetable crops, Egypt

Region: Provence (France)

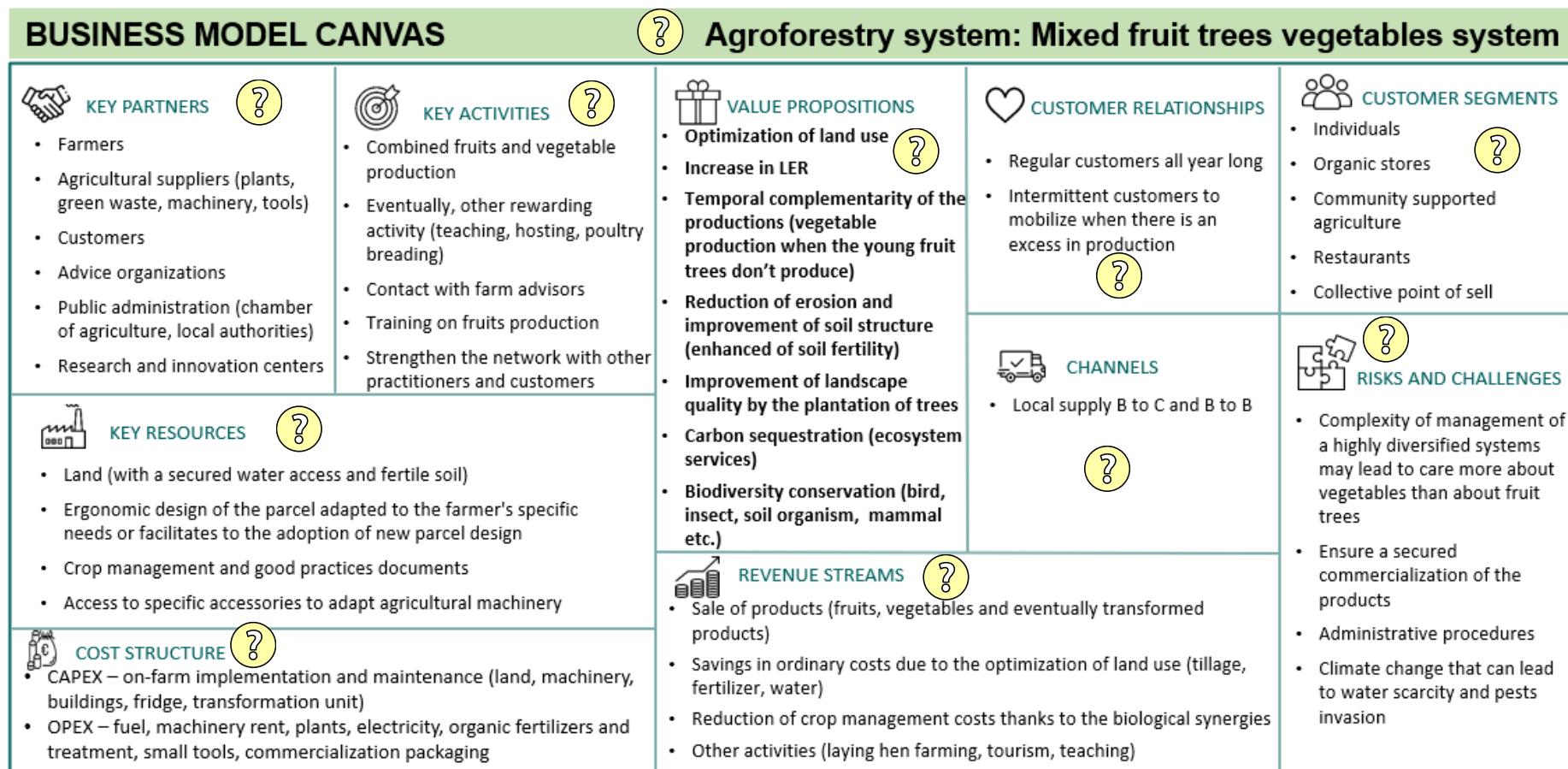


Figure 3. Business model canvas of mixed fruit trees vegetables system in France

Region: Sicily (Italy)

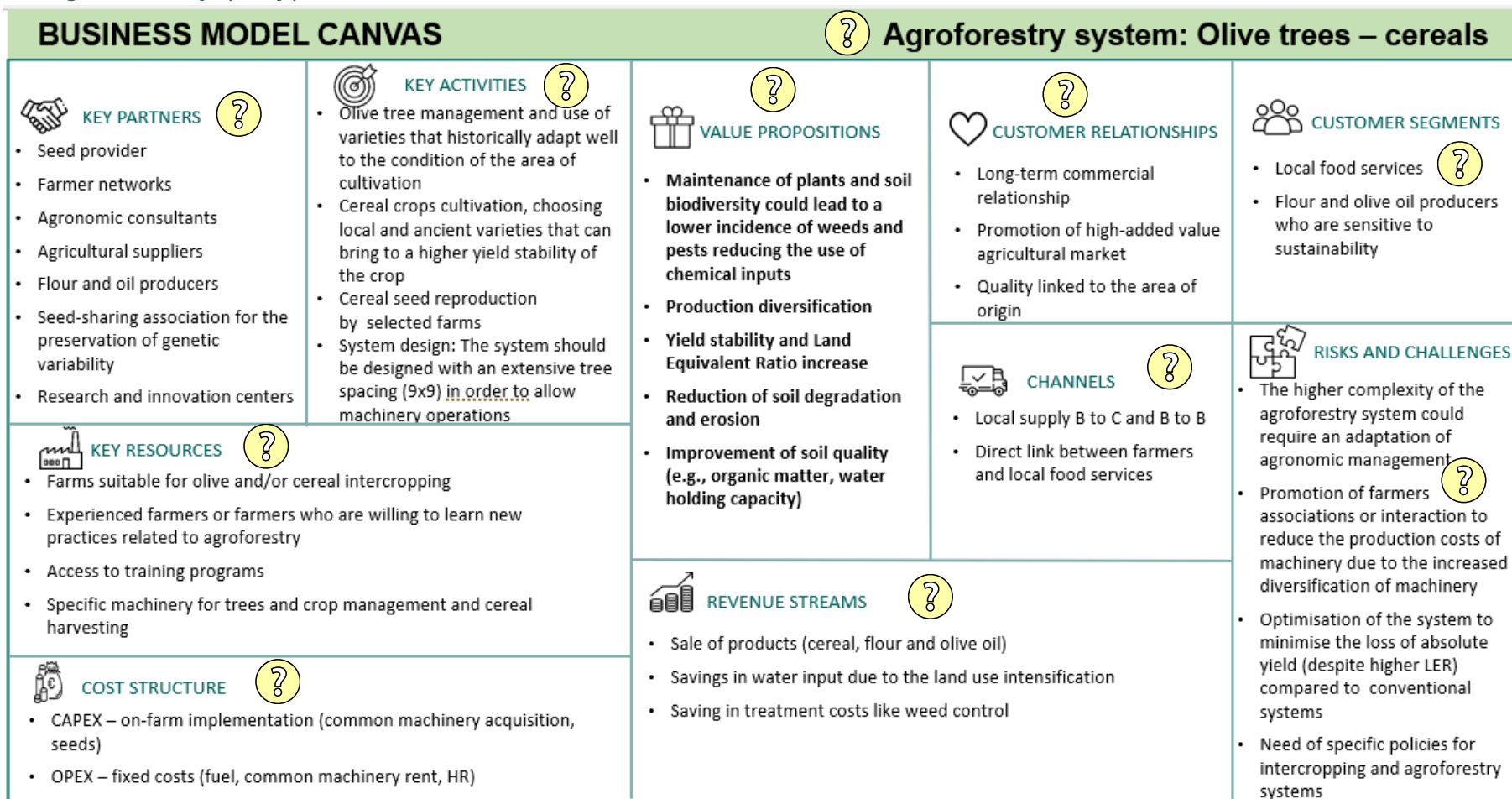


Figure 4. Business model canvas of mixed fruit trees vegetables system in Italy

Region: Catalonia (Spain)

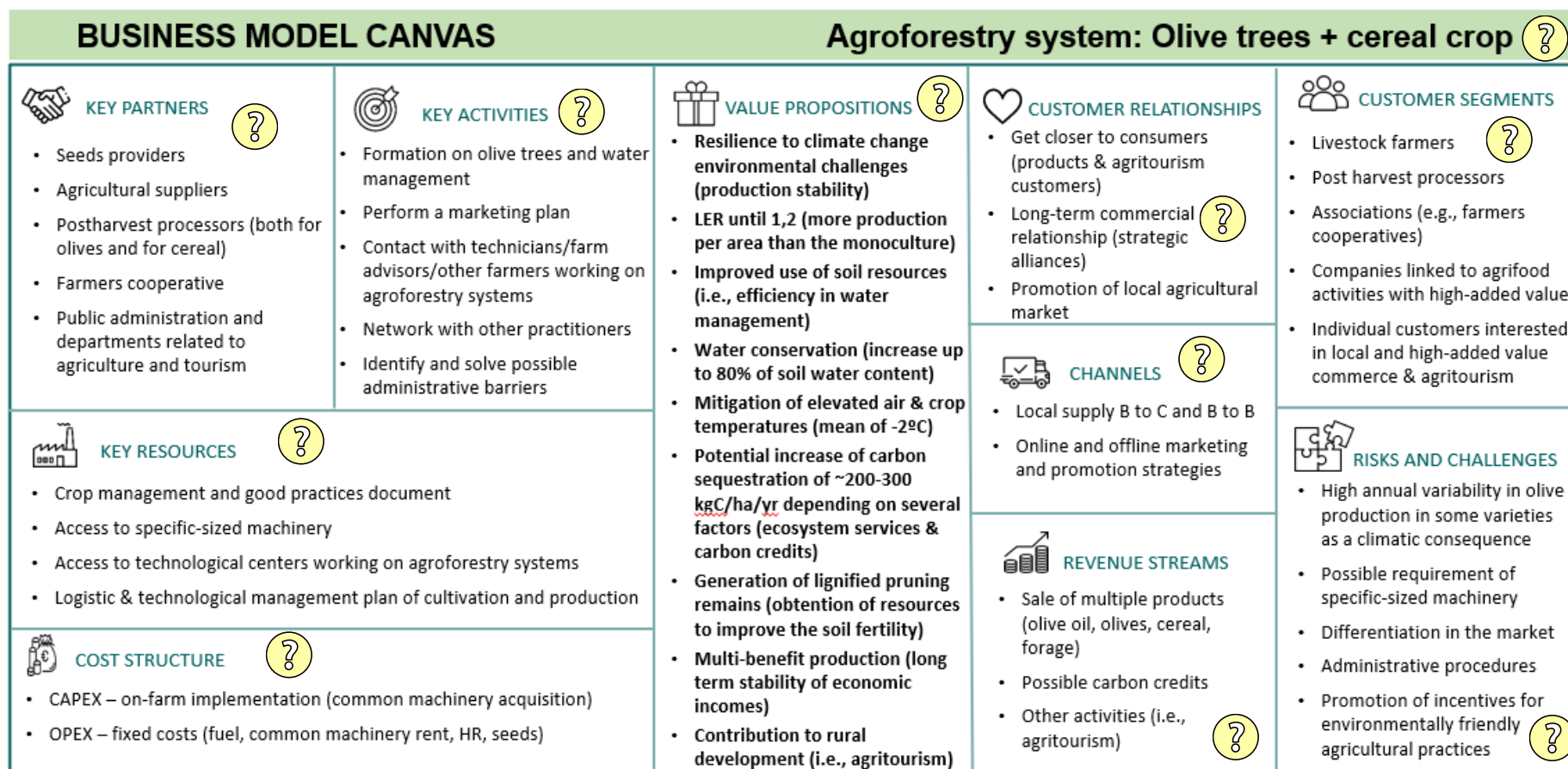


Figure 5. Business model canvas of olive trees with cereal crop in Catalonia Region, Spain

Region: Catalonia (Spain)

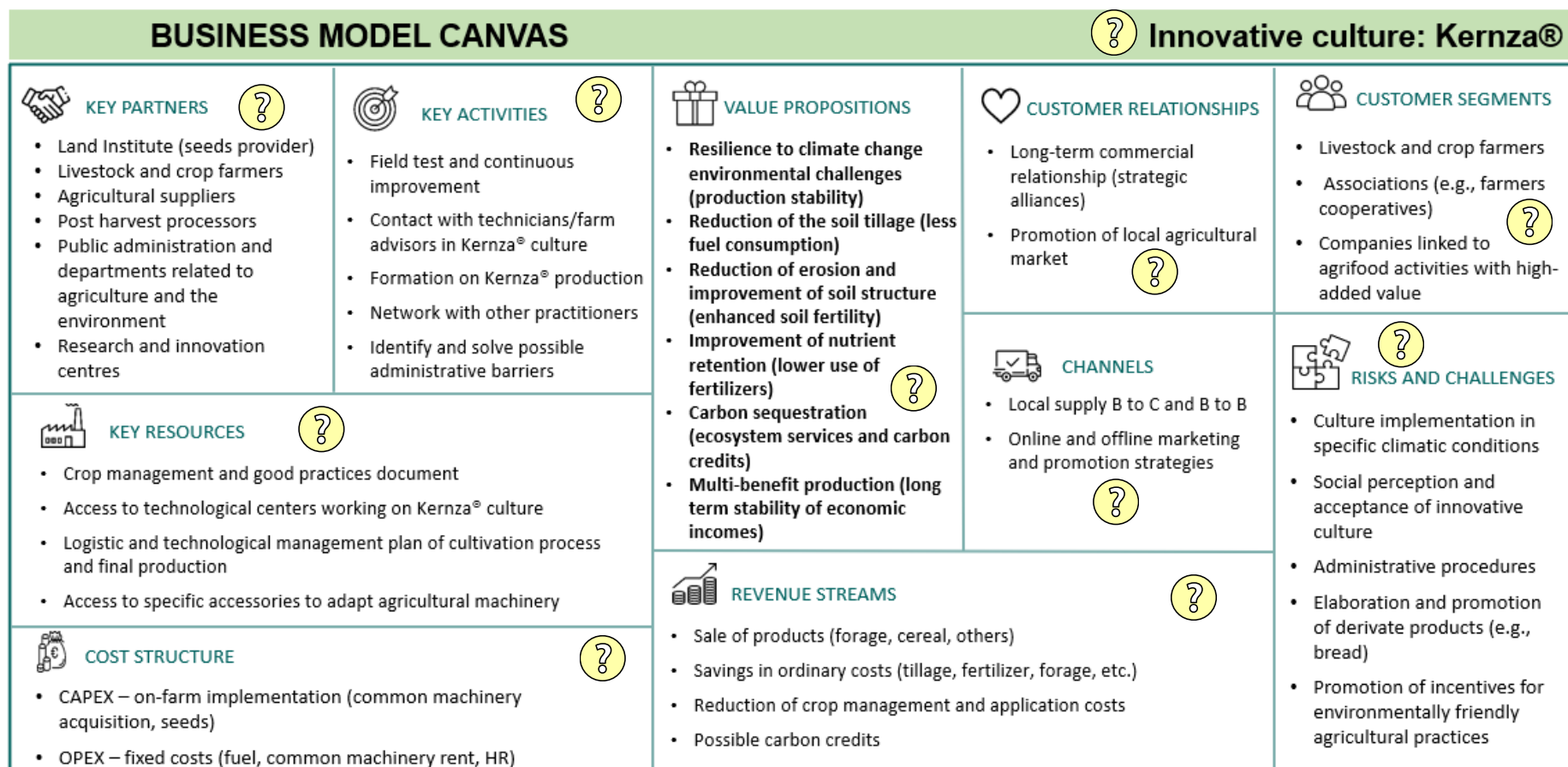


Figure 6. Business model canvas of olive trees with cereal crop in Catalonia Region, Spain