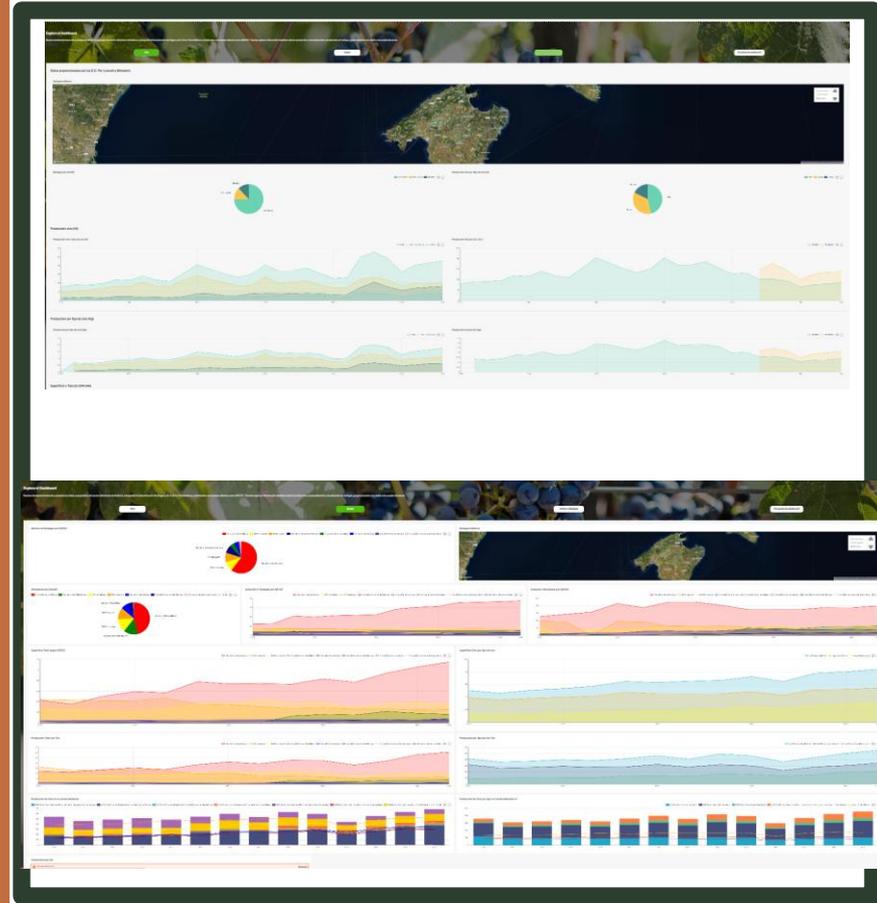




Interactive dashboard: production, marketing and location of wineries (Mallorca)



Introduction to Data4Food2030 EU Project

European Strategic Initiative

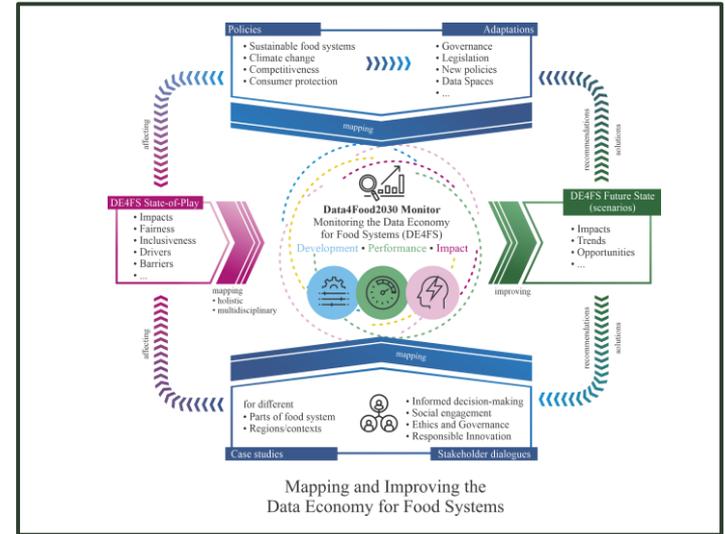
A four-year project involving scientists and stakeholders from 12 European countries to map and evaluate the data economy in food systems.

Sustainable Food Systems

Focused on generating knowledge and creating opportunities for more sustainable, fair, and resilient food economies across 9 regional use cases.

Local Focus: Balearic Islands

Led by AnySolution, the local pilot maps data sources for the agri-food economy, with a primary focus on the almond and wine sectors.



Exploring the Interactive Dashboard

Integrated Data Sources

Combines private data from D.O. and Vi de la Terra Mallorca with open statistical sources like IBESTAT.

Sectoral Insights

Detailed exploration of production volumes, commercialization trends, and winery locations.

Strategic Synergies

Designed to promote collaboration between the agricultural sector and the tourism industry.



<https://data4food.nadiaplatform.com/>

Wine Sector Overview: Wineries and Production

Spatial Distribution

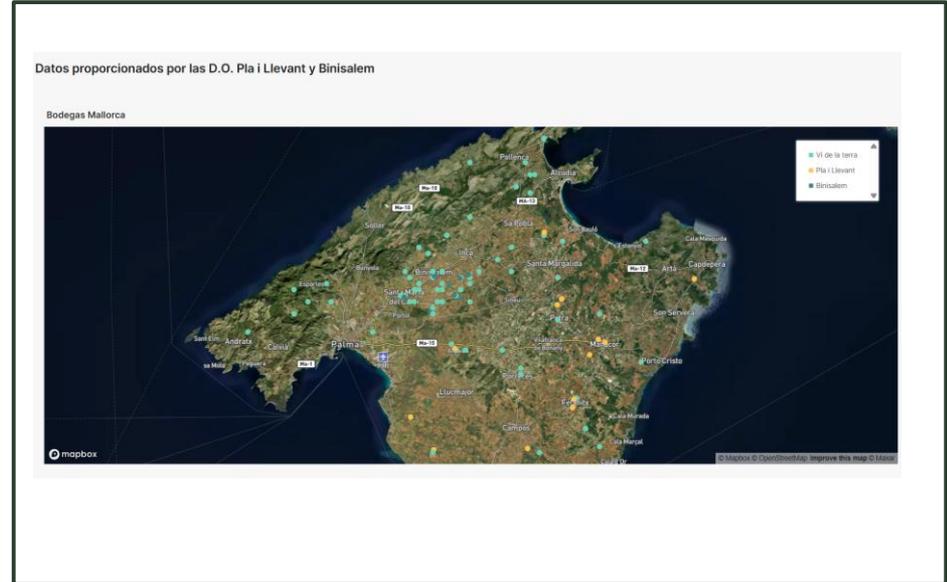
The dashboard provides a comprehensive map of Mallorca's wineries, allowing identification of key production hubs and regional clusters.

Authoritative Data

Data is sourced from the D.O. Pla i Llevant and Binisalem, ensuring accuracy in representing the island's wine landscape.

Regional Diversity

Visualizations highlight sector diversity, showing the distribution of wineries across designations and areas.



Wine Production Trends by Grape Type

Historical Evolution (1995-2023)

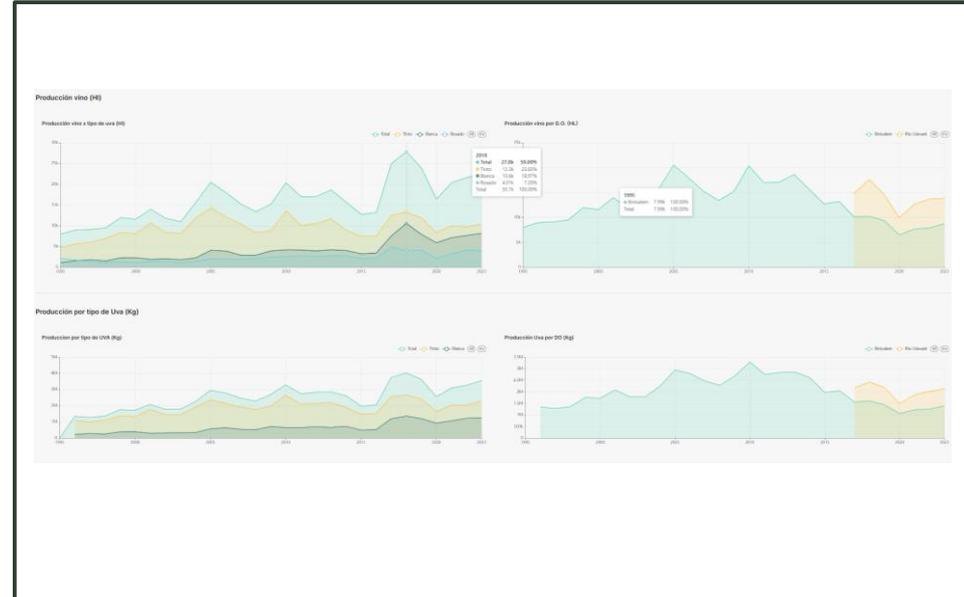
Long-term tracking of production volumes in Hectoliters (HI) reveals the growth and stabilization of Mallorca's wine output over nearly three decades.

Varietal Distribution

Visualization of the balance between Red and White grape varieties, reflecting shifting consumer preferences and agricultural strategies.

Market Adaptation

The data highlights the sector's resilience and its ability to adapt to climate variations and evolving market demands.



Source: Data4Food Dashboard - Production Analysis (Kg & HI)

IBESTAT Integration: Historical Evolution

Winery Growth

The dashboard integrates official IBESTAT data to track the number of wineries by IGP/DO. Since 2010, the sector has shown significant consolidation and steady growth in registered establishments.

Key Metric: Establishment Count

Monitoring the expansion of production facilities across Mallorca.

Viticulturist Trends

Analysis of the evolution of viticulturists provides insights into the labor force and agricultural commitment. The data highlights shifts in participation across different regional designations.

Key Metric: Workforce Evolution

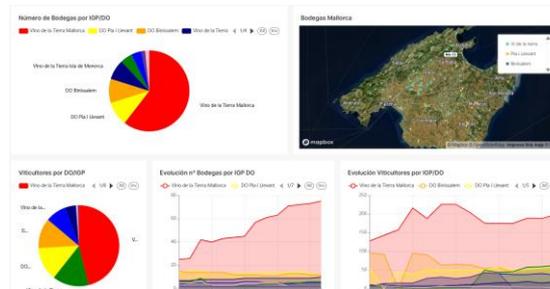
Tracking the number of professionals dedicated to grape cultivation.

Surface Area

Total surface area (in Hectares) dedicated to various grape types is monitored to assess land use efficiency. This integration allows for a robust assessment of the long-term health of the wine economy.

Key Metric: Hectares by Type

Spatial analysis of land dedicated to red vs. white grape varieties.



Measuring Success: Satisfaction Levels

Activity Rating

Visitors rate their overall experience on a scale of 1 to 5. The dashboard captures these ratings to measure the success of enotourism activities and identify areas for improvement.

Key Metric: General Activity

High satisfaction scores reflect the quality of the wine tourism offerings in Mallorca.

Satisfaction Survey

*
Your opinion will improve the winery experience!
Answer this short satisfaction survey and collaborate with the development of new personalised experiences.

Choose your language

English

Personal Treatment

The quality of service and personal interaction is a critical factor. Surveys track visitor satisfaction with the treatment received from winery staff and guides.

Key Metric: Staff Interaction

Includes feedback on whether visitors were addressed in their preferred language.

Facilities

Infrastructure and facility maintenance are also evaluated. This data helps wineries prioritize investments in their physical spaces to enhance the visitor experience.

Key Metric: Infrastructure

Assessment of the physical environment and accessibility of the wineries.

<https://survey.data4food.nadiaplatform.com/index.php/313585?lang=en>

Visitor Insights: Satisfaction Surveys Profile

Demographic Diversity

The dashboard captures key demographic data, including age groups and gender distribution, providing a clear picture of who is visiting Mallorca's wineries.

Behavioral Patterns

Insights into visit types (individual vs. group) and the origin of visitors (residents vs. tourists) help wineries tailor their offerings to specific audiences.

Strategic Marketing

Understanding the visitor profile, including their length of stay and professional background, is crucial for developing effective marketing and enotourism strategies.



Empowering Sustainable Food Systems through Data

Strategic Impact

The Data4Food dashboard centralizes diverse sources, enabling informed decision-making for the Balearic agri-food sector.

Cross-Sector Synergy

Successfully bridging the gap between agriculture, data science, and tourism to drive local economic growth.

Future Horizons

Expanding models to other local products like almonds, paving the way for a resilient, data-empowered food economy.

<https://data4food.nadiaplatform.com/>