



## THE INNOVATION JOURNEY

Camporal, spearheaded by sisters Rocío and María Vera in the province of Ciudad Real, Spain, revolutionises rural areas with specialised technical solutions for extensive livestock management. Their innovative tools streamline data collection, enhance farm efficiency, and facilitate seamless communication of essential data to administrative bodies. Camporal's product lineup includes a comprehensive livestock diary for extensive bovine and ovine operations, facilitating data collection and business evaluation. Additionally, they offer a cutting-edge mobile app that not only collects data but also integrates with online management platforms supported by public administration. Recognising the significance of continuous improvement, innovation, and training, Camporal empowers farmers with insights that boost profitability, farm enhancement, and health standards.



Collaborating closely with rural development associations and groups like Ganaderas en Red, Camporal extends its impact beyond rural boundaries, advocating for the benefits of

extensive livestock production. Headquartered in Brazatortas, a rural hub with less than 5000 inhabitants and a pivotal role in the farming sector, Camporal implements every innovation directly in Brazatortas and neighbouring rural areas, contributing to the local agricultural ecosystem's growth and sustainability.

## THE INNOVATION IMPACT

Camporal's strategic partnerships across various sectors have significantly transformed the farming landscape. Collaborative agreements with agricultural, banking, laboratory, and technology entities, coupled with university-business collaborations with the University of Castilla la Mancha, have established a robust network that fosters continuous innovation. Participation in coworking spaces alongside organisations like the EOI and the Chamber of Commerce from Ciudad Real further amplifies their collaborative endeavours.

Since the commercialization of their farming diaries in April 2017, Camporal has sold over 2500 diaries within a year, with a substantial waiting list of over 100 farmers eager to access their app. This achievement underscores the effectiveness of their technical solutions and highlights the growing demand and recognition within the farming community for Camporal's innovative tools and services, driven by the visionary leadership of Rocío and María Vera.

## USEFUL LINKS

<https://www.facebook.com/camporal.es>