

Service ID S00394



Location At user's premises, Netherla

Assessment of Digital Maturity in Agrifood Organisations

Provider service

Wageningen University WUR

Link to content

<https://agrifoodtef.eu/catalogue-of-services/assessment-digital-maturity-agrifood-organisations>

Type of Sector

Arable farming, Food processing, Greenhouse, Horticulture, Livestock farming, Tree Crops, Viticulture

Accepted type of products

Design / Documentation

Type of service

Business modelling, Desk assessment, Market research, Performance evaluation, Test design

Description

The Digital Maturity Testing service provides organisations with a clear picture of their current level of digitalisation and organisational readiness. Using a structured methodology, the service evaluates both organisational and digital maturity across multiple dimensions, including data governance, IT infrastructure, and software architecture. Interviews are conducted with key staff members on-site, ensuring that insights are grounded in the operational context of the organisation. The service can be used both by technology providers—to understand their own digital maturity—and to assess the readiness of potential end customers, ensuring that new digital solutions are aligned with real-world needs and adoption capacity. Based on the findings, a detailed report is delivered with maturity scores, benchmarking against comparable cases, and recommendations for progressing to higher maturity levels. By identifying strengths, weaknesses, and opportunities, the service supports organisations in developing a digitalisation strategy that is practical, achievable, and aligned with innovation and testing needs within the agrifood TEF context.

How can the service help you

Customers who want to understand their own digital maturity, or those who need to evaluate whether potential clients are ready to adopt their innovations, can use this service to gain clarity and direction. Before the service, organisations typically have only a fragmented view of their digital capacities. After the service, they receive a structured maturity profile, benchmarks, and concrete recommendations to guide digital transformation.

How the service will be delivered

The service can be customised depending on the scope of the assessment. For example, it may focus only on specific organisational functions (e.g., data management or IT infrastructure) or be extended with additional benchmarking against peers in similar agrifood domains. The methodology is standardised, but the depth and scope of interviews can be tailored to the customer's needs.

Service customisation

The service is delivered through structured interviews with relevant staff members at the customer's location. Each assessment requires approximately 12 hours of input per organisation and is executed over 1–2 working days. Customers receive a written report with their maturity scores, benchmarking results, and tailored recommendations. Customers are asked to provide access to staff for interviews and information about their digital infrastructure and processes.