

Network-based Business Model in the Agri-Food Sector:

The Case Study of Green Fingers

Abstract

Globalization and the reduction of trade barriers have created a competitive business environment, requiring agri-food firms to adopt a new innovative perspective. This research examines the network-based business model of a new venture offering services to avocado farmers and its potential impact on customer performance. A theoretical framework of a network-based business model in the agri-food sector is developed and implemented in avocado production. The Israeli agri-food firm, Green Fingers, is selected as a case study to analyze the value drivers of the network-based business model. The proposed business model can serve as a benchmark for evaluating other business models and developing practical strategies in the agri-food sector. The model is flexible, adaptable to meet the evolving needs of customers and farmers, and applicable to other sectors. The model's building blocks emphasize the importance of networking and diffusing knowledge among key stakeholders, adapting to changing environments, maintaining environmental sustainability, collaborating with policymakers, and supporting farmers. The extended business model canvas may contribute to

enhancing the limited research on network-based business models in the agri-food sector from both theoretical and empirical perspectives.
